

Toyota Announces Pricing for 2013 Venza Crossover

May 25, 2012

TORRANCE, Calif., May 25, 2012 – Toyota Motor Sales (TMS), U.S.A., Inc., today announced the manufacturer's suggested retail prices (MSRP) for the 2013 Venza crossover vehicle. The Venza will begin arriving at Toyota dealerships next week.

The Toyota Venza crossover now offers enhanced exterior styling, added value through several new standard convenience features and updated option packages, which include the Entune® multi-media system for the 2013 model year.

Venza's aerodynamic shape has been tastefully modified with a new upper and lower grille, fog lamps and rear taillights. The updated styling is complemented by a new 19-inch wheel design and three new exterior colors: Attitude Black, Cypress Pearl, and Cosmic Gray Mica. Venza is available in three interior colors: Ivory, Light Gray, and Black, which is new for 2013. Each color is offered in fabric on LE and leather on XLE and Limited.

The 2013 Venza is available in LE, XLE and Limited grades. The LE and XLE models are available with all powertrain combinations: four-cylinder, V6, front-wheel drive (FWD) or all-wheel drive (AWD); the Venza Limited is powered by the V6 engine only, in front-wheel drive or all-wheel drive configurations. Both engines are teamed with a six-speed sequential-shift electronically controlled automatic transmission with intelligence (ECT-i).

Value has been augmented and ordering simplified with the addition of many standard features in all three grades. All Venza models will be equipped with a standard blind-spot mirror and outer mirror turn signals with puddle lamps.

Additional key standard features include dual-zone automatic climate control with air filter and second-row-seat vents; eight-way power-adjustable driver's seat with power lumbar; 3.5-inch LCD multi-information display; a tilt/telescopic adjustable wheel with integrated audio controls; an overhead console with map lights; rear-seat adjustable personal reading lamps and three 12-volt power outlets. The XLE and Limited models add to the abundance of standard features with many audio and convenience upgrades.

Entune Multi-media System

The 2013 Venza now offers the Toyota Entune multimedia system. Entune leverages the mobile smartphone to provide a richer in-vehicle experience with fully integrated access to navigation, entertainment and information services.

Toyota Entune supports engaging mobile apps, such as Bing, OpenTable, and movietickets.com, along with accessing useful travel-related services, such as live weather, traffic, fuel information (location and price), stocks, and sports. Toyota Entune has a large selection of music options available to a vehicle, including iHeartRadio's 750+ stations, and Pandora's personalized music service.

The audio systems combined with Entune feature a best-in-class, advanced conversational voice recognition system that helps the driver to stay focused by eliminating the need to memorize thousands of voice commands.

The base MSRP for the 2013 Venza LE will range from \$27,700 for the front-wheel-drive (FWD) four-cylinder to \$30,970 for the V6 all-wheel-drive (AWD), reflecting an increase \$270 to \$275, or 0.9-1.0 percent.

Pricing for the Venza XLE will range from \$31,360 for the four-cylinder FWD to \$34,630 for the V6 AWD, an increase ranging from \$1,580 to \$1,585, or 4.8 to 5.3 percent.

The Limited grade Venza will be receive a base MSRP of \$37,420 for the FWD model, while the AWD model will be priced at \$38,870. Both prices reflect an increase of \$955, or 2.5 percent for the AWD and 2.6 percent for the FWD.

The MSRP for the 2013 Venza does not include the delivery, processing and handling (DPH) fee of \$810. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

All 2013 Venzas will be assembled at Toyota Motor Manufacturing Kentucky (TMMK), in Georgetown, Ky.

2013 Venza Pricing

Model	Grade	Engine	Drivetrain	12MY MSRP (\$)	13MY MSRP (\$)	MSRP Difference (\$)	MSRP Change
2810	LE	L4	FWD	\$27,425	\$27,700	\$275	1.0
2812	LE	V6	FWD	\$29,250	\$29,520	\$270	0.9
2820	LE	L4	AWD	\$28,875	\$29,150	\$275	1.0
2822	LE	V6	AWD	\$30,700	\$30,970	\$270	0.9
2830	XLE	L4	FWD	\$29,775	\$31,360	\$1,585	5.3
2832	XLE	V6	FWD	\$31,600	\$33,180	\$1,580	5.0
2834	XLE	L4	AWD	\$31,225	\$32,810	\$1,585	5.1
2836	XLE	V6	AWD	\$33,050	\$34,630	\$1,580	4.8
2842	Limited	V6	FWD	\$36,465	\$37,420	\$955	2.6
2846	Limited	V6	AWD	\$37,915	\$38,870	\$955	2.5

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee