

Toyota Announces Pricing on 2011 Yaris, RAV4, Land Cruiser, Sequoia, Tundra, Camry, Camry Hybrid, Avalon, Sienna, and 2011 Scion xD

July 16, 2010

TORRANCE, Calif., July 16, 2010 — Toyota Motor Sales (TMS), U.S.A., Inc., announced manufacturer's suggested retail prices (MSRP) today for the 2011 Yaris subcompact, RAV4 compact SUV, Land Cruiser premium SUV, Sequoia full-size SUV, and Tundra full-size pickup truck. These 2011 models will begin arriving at dealerships in August, with the exception of RAV4 (September). The following 2011 models that are already on sale will receive price adjustments: Camry and Camry Hybrid mid-size sedans, Avalon premium mid-size sedan, and the Sienna minivan.

For 2011 all Yaris models will receive brake override technology as standard equipment. The liftback models will receive sun visor extensions. The base MSRP for Yaris will range from \$12,855 for the three-door Liftback with manual transmission to \$14,415 for the Sedan with automatic transmission, reflecting an increase of \$250, or 1.8 to 2.0 percent.

The RAV4, the first ever car-based SUV, originally introduced in 1996, receives standard brake override technology for 2011, along with an optional Base Plus Extra Value Package that includes a moonroof, six-CD audio system, color-keyed door handles, upgraded interior fabric, roof rails, privacy glass, 17-inch alloy wheels, tonneau cover (on two-row models), and daytime running lights. The base MSRP for RAV4 will range from \$21,925 for the Base four cylinder 2WD model to \$28,235 for the Limited V6 4WD model with automatic transmission, an increase of \$250, or 0.9 to 1.2 percent.

Land Cruiser, Toyota's premium full-size SUV, will be fitted with brake override technology and the previously optional driver and front passenger Active Seat Belt Pretensioning System is now standard. Land Cruiser will carry a base MSRP of \$67,370, an increase of \$1,400, or 2.1 percent.

The 2011 Sequoia full-size SUV will also receive brake override technology. A Daytime Running Lights on/off switch has been added and Platinum models will receive a new interior wood-grain-style trim. The MSRP for the 2011 Sequoia will range from \$39,580 for the SR5 4.6-liter V8 2WD model to \$59,955 for the Platinum 5.7-liter V8 4WD model, an increase of \$550, or 0.9 to 1.4 percent.

Tundra, Toyota's full-size pickup truck will receive changes to the interior. The ashtray has been discontinued as a standard feature, and the cigarette lighter has been replaced with a 12V power outlet. The design of the seat headrests has been revised. Mechanical changes include a change in the 4.0-liter V6 engine to a dual VVT-i system with roller rockers and hydraulic lifters for enhanced performance and efficiency. Trailer-sway control programming and brake override technology have been added as standard equipment. The MSRP for the 2011 Tundra will range from \$23,935 for the Regular Cab 4.0-liter V6 2WD model to \$42,455 for the Limited Crew Max 5.7 liter V8 4WD model, an increase range of \$425 to \$480 or 0.0 to 1.7 percent. There will be no price change on Limited models.

Avalon, Toyota's flagship passenger car since 1995, continues to set the standard for performance, luxury, and value in its class. Already in production for the 2011 model year, the base MSRP for the Avalon now ranges from \$32,445 for the Avalon grade to \$35,685 for the Limited, an increase of \$200, or 0.6 percent.

The 2011 Camry, the top selling passenger car in America for the last eight years, also receives a price adjustment. The MSRP for the Camry ranges from \$19,720 for the base four cylinder model to \$29,370 for the XLE V6, an increase of \$125, or a range of 0.4 to 0.6 percent.

Model year 2011 Camry Hybrid receives a MSRP adjustment to \$26,575, reflecting an increase of \$175, or 0.7 percent.

For 2011, the Sienna minivan entered its third generation. The new Sienna receives a MSRP adjustment, ranging from \$24,460 for the Base four cylinder model to \$39,970 for the Limited V6 AWD model, an increase of \$200, or a range of 0.5 to 0.8 percent.

The 2011 Scion xD receives changes to both the interior and exterior. There is a new honeycomb-style grille, and a rear color-keyed spoiler for enhanced styling. Vehicle ride height has been adjusted, and the shock absorber tuning has been optimized for enhanced handling. The interior receives a new fabric for the door panel armrest. The base MSRP ranges from \$15,045 for the manual transmission model to \$15,845 for the automatic transmission an increase of \$145, or 0.9 to 1.0 percent.

Base MSRPs do not include a delivery, processing, and handling (DPH) fee of \$760 for passenger cars, \$810 for light trucks and \$975 for large trucks (Sequoia and Tundra). The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

NOTE TO EDITORS: Photos of Toyota and Scion models are available for editorial use only by the news media in digital form without charge at <http://www.toyotanewsroom.com>.

CONTACTS:

Toyota Division Communications

Sam Butto (310) 468-7728 or sam_butto@toyota.com

Dave Lee (310) 468-2077 or david_lee@toyota.com

Scion Public Relations

Craig Taguchi (310) 468-3282 or craig_taguchi@scion.com

Media Web site: <http://www.toyotanewsroom.com>

<http://www.scionnewsroom.com>

Public Web site: <http://www.toyota.com>

<http://www.scion.com>

Vehicle/Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	NEW MSRP	MSRP % Increase	MY
YARIS								
1421	Base	3	Liftback	5MT	\$ 250	\$ 12,855	2.0%	11MY
1422	Base	3	Liftback	4AT	\$ 250	\$ 13,655	1.9%	11MY
1461	Base	5	Liftback	5MT	\$ 250	\$ 13,155	1.9%	11MY

1462	Base	5	Liftback	4AT	\$ 250	\$ 13,955	1.8%	11MY
1441	Base	4	Sedan	5MT	\$ 250	\$ 13,615	1.9%	11MY
1442	Base	4	Sedan	4AT	\$ 250	\$ 14,415	1.8%	11MY
CAMRY								
2513	Base	4	Sedan	6MT	\$ 125	\$ 19,720	0.6%	11MY
2514	Base	4	Sedan	6AT	\$ 125	\$ 20,770	0.6%	11MY
2531	LE	4	Sedan	6MT	\$ 125	\$ 21,175	0.6%	11MY
2532	LE	4	Sedan	6AT	\$ 125	\$ 22,225	0.6%	11MY
2545	SE	4	Sedan	6MT	\$ 125	\$ 22,490	0.6%	11MY
2546	SE	4	Sedan	6AT	\$ 125	\$ 23,490	0.5%	11MY
2540	XLE	4	Sedan	6AT	\$ 125	\$ 26,250	0.5%	11MY
2552	LE V6	4	Sedan	6AT	\$ 125	\$ 24,890	0.5%	11MY
2550	SE V6	4	Sedan	6AT	\$ 125	\$ 26,165	0.5%	11MY
2554	XLE V6	4	Sedan	6AT	\$ 125	\$ 29,370	0.4%	11MY
CAMRY HYBRID								
2560		4	Sedan	CVT	\$ 175	\$ 26,575	0.7%	11MY
AVALON								
3544	Avalon (formerly XLS)	4	Sedan	6AT	\$ 200	\$ 32,445	0.6%	11MY
3554	Limited	4	Sedan	6AT	\$ 200	\$ 35,685	0.6%	11MY

Vehicle/Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	NEW MSRP	MSRP % Increase	MY
SIENNA								
5312	Base L4	5	Van	6AT	\$ 200	\$ 24,460	0.8%	11MY
5314	LE L4	5	Van	6AT	\$ 200	\$ 25,545	0.8%	11MY
5328	Base V6	5	Van	6AT	\$ 200	\$ 25,700	0.8%	11MY
5337	LE V6 7-passenger	5	Van	6AT	\$ 200	\$ 29,150	0.7%	11MY

5338	LE V6 8-passenger	5	Van	6AT	\$ 200	\$ 29,100	0.7%	11MY
5347	XLE V6 7-passenger	5	Van	6AT	\$ 200	\$ 33,880	0.6%	11MY
5348	XLE V6 8-passenger	5	Van	6AT	\$ 200	\$ 32,375	0.6%	11MY
5356	Limited V6	5	Van	6AT	\$ 200	\$ 38,700	0.5%	11MY
5342	SE V6	5	Van	6AT	\$ 200	\$ 30,750	0.7%	11MY