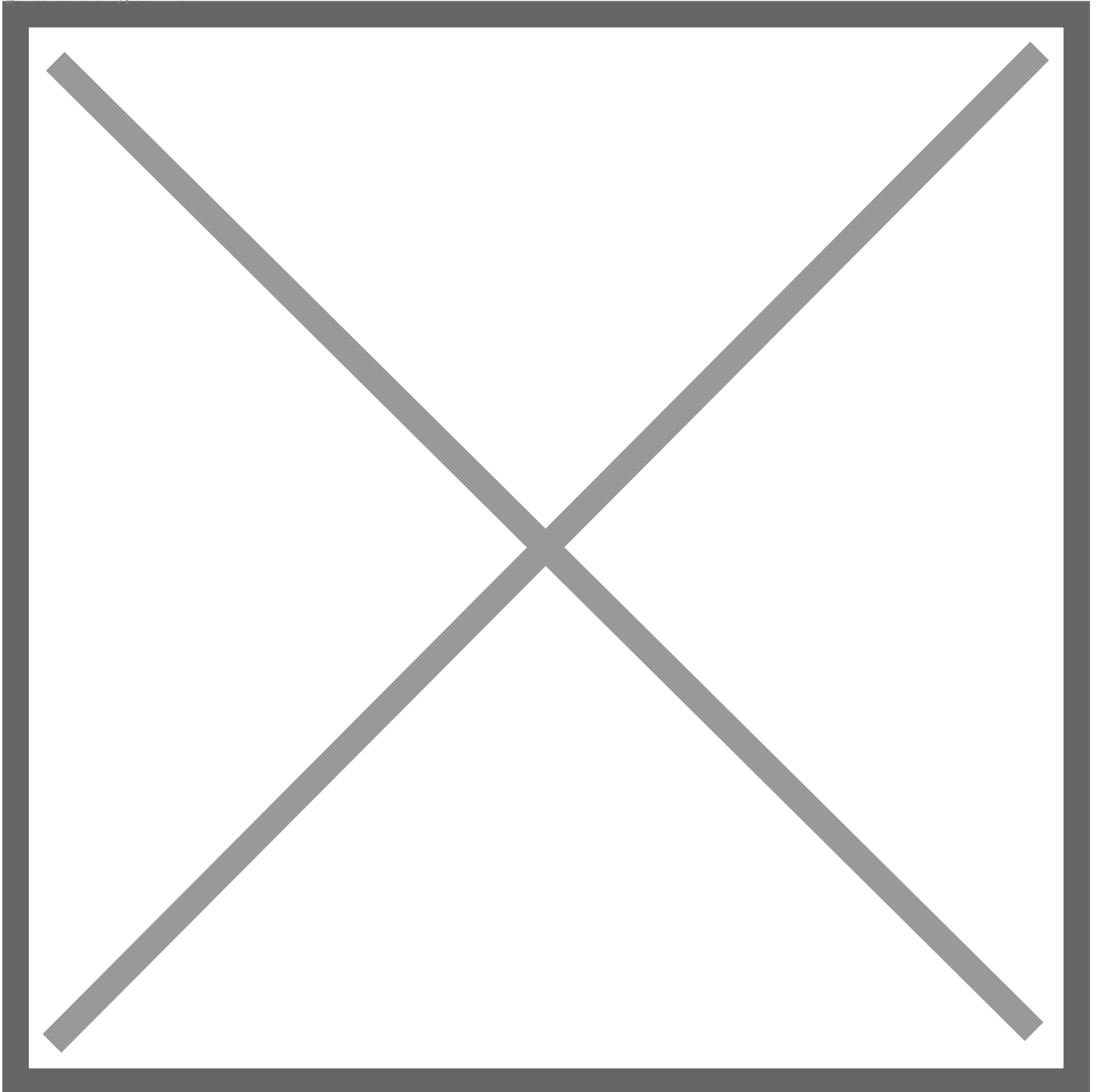


Toyota Announces Pricing for New 2011 Highlander, Highlander Hybrid, and Pricing Adjustment for 2011 Prius, Venza, and FJ Cruiser

September 23, 2010

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2011 Toyota Highlander Hybrid 005

TORRANCE, Calif., September 23, 2010 – Toyota Motor Sales (TMS), U.S.A., Inc., announced the introduction of the new 2011 Highlander and Highlander Hybrid mid-size SUV, along with a change on the suggested retail prices (MSRP) for the Prius mid-size hatchback, Venza mid-size crossover, and FJ Cruiser mid-size SUV. The 2011 Highlander models will begin arriving at dealers September 24. The 2011 Venza will arrive at dealers in early October, followed by the Prius and FJ Cruiser in late November.

For 2011, standard equipment levels have been improved across all Highlander grades to meet customer demand. The Highlander and Highlander Hybrid receive styling changes to the interior and exterior, including an all-new front fascia, hood and fenders. All models will now include a standard 50/50-split third-row with rear climate control, improving both cargo flexibility and passenger comfort. A new Tech Audio package includes a USB port, integrated satellite radio, and Bluetooth hands-free phone and streaming audio. In addition to featuring the Star Safety System, which is standard on all Toyota models, the 2011 Highlander will receive standard Smart Stop Technology, Toyota's brake override system. The MSRP for Highlander will begin at \$27,390 for the base four-cylinder two-wheel drive model; the SE V6 two-wheel drive will be \$33,150, while the Limited V6 four wheel-drive model will be \$36,345. The MSRP for Highlander Hybrid will range from \$37,290 for the base model to \$42,945 for the Limited model.

The Prius, celebrating ten years of sales in the U.S., will have a MSRP range of \$23,050 for the Prius Two model to \$28,320 for the Prius Five model, an increase of \$250, or 0.9 to 1.1 percent.

The Venza mid-size crossover will continue to be equipped with Smart Stop Technology in 2011. The MSRP will range from \$26,475 for the four-cylinder FWD model, to \$29,750 for the V6 AWD, an increase of \$200, or 0.7 to 0.8 percent.

The 2011 FJ Cruiser mid-size SUV features technology and equipment upgrades, along with interior refinements that include better passenger ingress/egress and more advanced audio systems. The enhanced standard audio system, includes steering wheel audio and Bluetooth® controls, XM Radio (includes 90-day trial), USB port with iPod® connectivity, and hands-free phone capability and music streaming via Bluetooth® wireless technology. The 2011 FJ Cruiser also receives Smart Stop Technology. The MSRP for the 2011 FJ Cruiser will range from \$25,090 for the 2WD model to \$26,680 for the 4WD model with automatic transmission, an increase of \$1,110, or 4.3 to 4.6 percent.

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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>.

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Vehicle/Model Number	Grade	Doors	Body Style	Trans	NEW MSRP
HIGHLANDER					
6942	Base L4 2WD	5	SUV	6AT	
6943	SE L4 2WD	5	SUV	6AT	
6946	Base V6 2WD	5	SUV	5AT	
6951	SE V6 2WD	5	SUV	5AT	
6954	Limited V6 2WD	5	SUV	5AT	
6948	Base V6 4WD	5	SUV	5AT	
6953	SE V6 4WD	5	SUV	5AT	
6956	Limited V6 4WD	5	SUV	5AT	
HIGHLANDER HYBRID					
6964	Base 4WD-i	5	SUV	CVT	
6966	Limited 4WD-i	5	SUV	CVT	

Vehicle/Model Number	Grade	Doors	Body Style	Trans	MSRP	NEW MSRP	MSRP % Increase	MY
PRIUS								
1223	Two	5	Hatchback	CVT	\$ 250	\$ 23,050	1.1%	11MY
1225	Three	5	Hatchback	CVT	\$ 250	\$ 24,050	1.1%	11MY
1227	Four	5	Hatchback	CVT	\$ 250	\$ 26,850	0.9%	11MY
1229	Five	5	Hatchback	CVT	\$ 250	\$ 28,320	0.9%	11MY
VENZA								
2810	L4 FWD	5	Liftback	6AT	\$ 200	\$ 26,475	0.8%	11MY
2812	V6 FWD	5	Liftback	6AT	\$ 200	\$ 28,300	0.7%	11MY
2820	L4 AWD	5	Liftback	6AT	\$ 200	\$ 27,925	0.7%	11MY

2822	V6 AWD	5	Liftback	6AT	\$ 200	\$ 29,750	0.7%	11MY

Vehicle/Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	NEW MSRP	MSRP % Increase	MY
FJ CRUISER								
4702	2WD	5	SUV	5AT	\$ 1,110	\$ 25,090	4.6%	11MY
4703	4WD	5	SUV	6MT	\$ 1,110	\$ 26,270	4.4%	11MY
4704	4WD	5	SUV	5AT	\$ 1,110	\$ 26,680	4.3%	11MY

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