

Toyota Announces Prices for 2011 Tacoma Pickup Truck

June 18, 2010

TORRANCE, Calif., June 18, 2010 – – Toyota Motor Sales (TMS), USA, Inc., announced manufacturer's suggested retail prices (MSRP) today for the 2011 Tacoma, the best-selling compact pickup truck in North America.

The base MSRP for the 2011 Tacoma will range from \$16,365 for the Regular Cab 4×2 equipped with a 2.7-liter four-cylinder engine and five-speed manual transmission, to \$27,525 for the Tacoma Double Cab 4×4 long bed with a 4.0-liter V6 and five-speed automatic.

All 2011 Tacomas will be assembled at Toyota Motor Manufacturing, Baja California (TMMBC) in Baja California, Mexico and Toyota Motor Manufacturing, Texas (TMMTX) in San Antonio, Texas.

For 2011 Toyota has discontinued three low volume manual transmission models and added five four-cylinder, four-speed automatic models. The new models include: Access Cab 4×2 PreRunner; Double Cab 4×2; Double Cab 4×2 PreRunner; Regular Cab 4×4, and Access Cab 4×4.

Added features include a newly designed grille on all Base, SR5, TRD Off-Road, TRD Sport and X-Runner models. All Regular Cab models will now include air conditioning as standard equipment and 15-inch styled steel wheels will be standard on 4×2 Regular Cab models.

Models with the available six-disc CD changer now come with integrated satellite radio (subscription required). A new Convenience Extra Value Package for Double Cab models adds cruise control, a sliding rear window with privacy glass, remote keyless entry and steering wheel audio controls. One existing color, Black Sand Pearl will be changed to Black.

The 2011 Tacoma line offers two engines: a 2.7-liter DOHC four-cylinder that produces 159 horsepower with 180 lb-ft. of torque and a 4.0-liter DOHC V6 that produces 236 horsepower with 266 lb-ft. of torque. In both engines, variable valve timing with intelligence (VVT-i) provides strong low-end and mid-range torque.

An Electronic Throttle Control System with intelligence (ETCS-i) helps optimize performance and fuel economy. The V6 engine can be teamed with either a six-speed manual or a five-speed automatic transmission. Four-cylinder models offer a choice between a five-speed manual and a four-speed automatic transmission. When equipped with a V6 Tow Package Access Cab models have a maximum tow capacity of 6,500 pounds.

Standard on all Tacoma models is the Toyota Star Safety System[®], which includes the anti-lock braking system (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Vehicle Stability Control (VSC) and Traction Control (TRAC). An Automatic Limited-slip Differential (Auto-LSD), which uses brake intervention to help reduce tire slippage at the rear wheels, is standard on all Tacoma models.

The 2011 Tacoma will begin arriving at Toyota dealerships in late July.

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TOYOTA BRAND PRICING

Vehicle/Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	NEW MSRP	MSRP % Increase
TACOMA 4x2							
7103	L4	2	Reg Cab	5MT	\$ 1,020	\$16,365	6.6%
7104	L4	2	Reg Cab	4AT	\$ 1,020	\$17,265	6.3%
7113	L4	4	Access Cab	5MT	\$ 275	\$19,655	1.4%
7114	L4	4	Access Cab	4AT	\$ 275	\$20,555	1.4%
7162	PreRunner L4	4	Access Cab	4AT		\$21,315	
7164	PreRunner V6	4	Access Cab	5AT	\$ 275	\$22,750	1.2%
7153	X-Runner V6	4	Access Cab	6MT	\$ 275	\$25,735	1.1%
7182	L4	4	Double Cab	4AT		\$21,865	
7186	PreRunner L4	4	Double Cab	4AT		\$22,515	
7188	PreRunner V6	4	Double Cab	5AT	\$ 275	\$23,950	1.2%
7190	PreRunner LB V6	4	Double Cab	5AT	\$ 275	\$24,450	1.1%
TACOMA 4x4							
7503	L4	2	Reg Cab	5MT	\$ 915	\$20,220	4.7%
7504	L4	2	Reg Cab	4AT		\$21,350	

7513	L4	4	Access Cab	5MT	\$ 275	\$23,490	1.2%
7514	L4	4	Access Cab	4AT		\$24,390	
7553	V6	4	Access Cab	6MT	\$ 275	\$25,045	1.1%
7554	V6	4	Access Cab	5AT	\$ 275	\$25,925	1.1%
7593	V6	4	Double Cab	6MT	\$ 275	\$26,145	1.1%
7594	V6	4	Double Cab	5AT	\$ 275	\$27,025	1.0%
7596	LB V6	4	Double Cab	5AT	\$ 275	\$27,525	1.0%

All prices listed above do not include the Delivery, Processing, and Handling Fee (DPH).