

# 2009 Los Angeles Auto Show - 2011 Sienna Reveal

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*2011 Toyota Sienna Reveal  
2009 Los Angeles Auto Show  
Los Angeles Convention Center  
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*As delivered by Bob Carter – Toyota Division Group VP & GM, TMS, U.S.A*

Good morning everyone... and thanks for joining us today.

It has been a difficult year and an half for consumers and the industry... but we're starting to see signs of a slow recovery.

After a long stretch of recessionary sales results... November provided some positive news for Toyota and the rest of the industry.

For the month...industry sales rate hit 10.9 million... compared to 10.4 last year.

November was the second month of the year that industry sales exceeded last year's pace... and it was the first month this year sales were up without any direct automotive stimulus like Cash for Clunkers.

Sales for Toyota were up nearly 10 percent from 2008.

Toyota's success has always come from listening to our customers... learning not only what they need and desire in a vehicle... but how it matches the changes in their busy lives.

Today... a number of young families are looking not only for capability... but also features and style that help them enjoy time together.

It's these young families that are beginning to see the advantages of a minivan.

While the minivan market has been losing share ... and other manufacturers have been leaving the segment ... we seen an opportunity.

For example... there are 12.6-million minivan units currently in operation... and for many of these owners... a minivan is the only vehicle that meets all their needs.

With the line starting to blur between minivans and crossovers... we believe the minivan is poised for a rebound....and young families will be leading the way.

Sienna is a life-stage vehicle... and new Gen X and Millennial families... are looking for a vehicle with the size and flexibility they need and the value they want.

They also see themselves as proud, active participants in their children's lives... and they are open to any vehicle that meets their needs... but also provides a contemporary sense of style and self-expression.

A number of empty-nest Boomers are taking a second look at the minivan because it fits their changing lifestyle as well.

Many remember the advantages of a minivan when they raised their children and now want the same flexibility for interacting with their grand kids.

They also like to travel with friends in comfort and style that only a minivan can provide.

The all-new Sienna is an example of Toyota's commitment to lead the marketplace as it anticipates consumers' needs and changes in lifestyle.

The 3rd generation Sienna combines a contemporary style with features not previously seen in a minivan... and a fun-to-drive spirit that will surprise many... along with the flexibility, spaciousness and features that have defined the segment.

Ladies and gentlemen... it's my pleasure to present the world debut of the third-generation 2011 Sienna.

(REVEAL)

In developing the new Sienna... we talked to thousands of minivan owners and potential owners.

We asked them what features... equipment... options... and configurations appealed to them most.

I'm happy to say that the new Sienna is the direct result of talking to these consumers.

Sienna will be available in five different grades... two engine choices... seven- or eight-passenger seating ... front- or all-wheel-drive ... and a great mix of standard and optional features.

Even though the new Sienna has a wide array of choices... packaging and model-complexity have been reduced by 80 percent from the previous generation... more than any other vehicle we've ever redesigned.

The simplicity will be appreciated by buyers who research extensively and come into a dealership knowing what they want.

The new Sienna was designed by Caltly here in Southern California... it was completely engineered and developed at Toyota Technical Center in Ann Arbor, Michigan... And it will roll off the lines at our manufacturing facility in Princeton, Indiana.

Now... I'd like to take a moment to introduce the people responsible for making Sienna the most American minivan of all...

- Sienna Chief Engineer Mori.
- Kevin Hunter... the President of Caltly.
- Joining us from Toyota Motor Manufacturing in Princeton, Indiana... where the all-new Sienna will be built... President Kaz Oi... and Senior Vice President Wil James.

Sienna has been built exclusively in the U.S. since it was introduced in 1998... first in Kentucky and moving to Indiana in 2003.

The third-generation Sienna was influenced by the Caltly-designed F3R concept vehicle we showed in 2006.

Aimed at young buyers... it represented a new direction in expressive design with a living room-like interior.

While some elements were considered impractical or too polarizing... it succeeded in giving us an indication that style could help redefine the minivan's image.

Drawing on the F3R design... Caltly gave Sienna a unique yet approachable style that is distinct.

The front has a bold face... and special care was given to conceal the sliding-door rails to keep the profile clean and flowing.

The sculpted rear corners and detailed lighting with LED elements give a muscular and upscale appearance... And like a living room, the interior is relaxing and inviting.

Underneath the boldly shaped hood... the Sienna will offer two capable powertrains that deliver performance and efficiency.

A 3.5-liter V6 will generate 266 horsepower... with a towing capacity of 3,500 pounds.

It will also have offer improved fuel efficiency as compared to the previous generation Sienna.

A 2.7-liter four-cylinder engine, which is new to Sienna, will appeal to those who place a high priority on fuel efficiency.

Both engines will be mated to a six-speed automatic transmission... and will achieve an impressive 26 mpg on the highway, the best of any seven- or eight-passenger minivan.

This will be achieved while still producing better overall drivability than some V6 competitors.

The 2.7-liter engine is the same popular four-cylinder powerplant in the Venza... that accounts for half of its sales.

The Limited featured here on stage will appeal to customers who want all the amenities that might be found in a luxury SUV but also need greater space and flexibility.

Standard features include second-row Lounge Seating that supports the legs and feet for a true luxury-like experience... a dual moonroof... power-stow third row... parking sonar... and our new Safety Connect system.

Our base Sienna grade will offer strong value at a competitive price... while our volume leader LE will come with a solid list of standard features that will make it an attractive buy.

The XLE... which we also have on display today... builds on the LE's standard equipment... adding such features as leather-trimmed seats... and moonroof.

And by the way... the Sienna is the only vehicle in its class to offer all-wheel-drive... which is available with the V6 on LE, XLE and Limited models.

Overall... the new Sienna has improved handling and stability with changes to the suspension stiffness and improved aerodynamics.

The adoption of Electric Power Steering allowed for a fine-tuning of steering characteristics for a more solid, direct feel.

The new Sienna will ride well and track cleanly through corners... but for those who really want to redefine a minivan's looks and capabilities... the new sporty SE will be their choice.

Here's a video of Chief Engineer Mori in the SE on his way to In-n-Out Burger.

It sits lower... on a sport-tuned suspension for quicker feedback and better handling.

Check it out.

The SE rides on unique 19-inch wheels with low-profile tires... with specially tuned steering for more spirited driving.

It features a sport-mesh front grille and larger lower grille... low and wide rocker molding... and more aggressive front and rear bumpers.

Exclusive instrumentation and sporty, unique interior trim provide for a dynamic interior look.

Inside... all Siennas provide the spaciousness, flexibility and technology features that fit various lifestyles.

It can handle up to eight-passengers... a load of plywood and supplies... or a combination of people and gear... that really separates the Sienna from three-row crossovers and SUVs.

A new second-row tip-up and long-slide feature maximizes cabin space and seat-position flexibility without compromising comfort like second-row seats that stow in the floor.

The third-row... which has been moved back two inches for more legroom... is a 60/40 split-and-stow seat that folds flat with one easy motion manually or is powered on the Limited.

With the third row up... there's still enough storage space in the back to hold five golf bags or four large suitcases.

Adults will enjoy the contemporary new styling and dynamic handling... and they will appreciate our latest options, such as a new navigation system with XM NavTraffic... iPod® interface via USB... Bluetooth® hands-free phone capability and music streaming...

And the world's first Panorama Camera rear monitor... which provides two views behind the vehicle... including a 180-degree view... and on-screen back-up guides.

Dynamic Radar Cruise Control will allow for a more relaxed drive on long trips... and it partners with a Pre-Collision System that will bring peace of mind.

Of course... all parents appreciate safety features like seven airbags... including side-curtain airbags for all three rows... and a new driver's-side knee airbag... Vehicle Stability Control... and Toyota's Star Safety System.

In addition to the roomy cabin... and comfortable seating... kids and other passengers will enjoy the rear-seat sliding moonroof... a three-zone air conditioning system... and an industry first rear-seat Dual View Entertainment system.

This new system has a wide-format 16-inch drop-down screen that can play a movie... or it can be used as two individual screens... each with input from separate sources.

One passenger can watch a movie while another watches a plays a video game.

The 3rd generation Sienna will go on sale next February... with the SE and four-cylinder following a couple of months later.

While we will announce pricing at a later date... I can tell you that the all-new Sienna will continue to offer great value with a starting price lower than the current model.

When the Sienna goes on sale early next year... we believe it will make people rethink their image of a minivan because it's a vehicle that truly offers something for everyone in the family.

Thanks again for joining us this morning.

I invite you to take a look at these three beautiful vehicles.

Enjoy the rest of the show here in L.A.

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