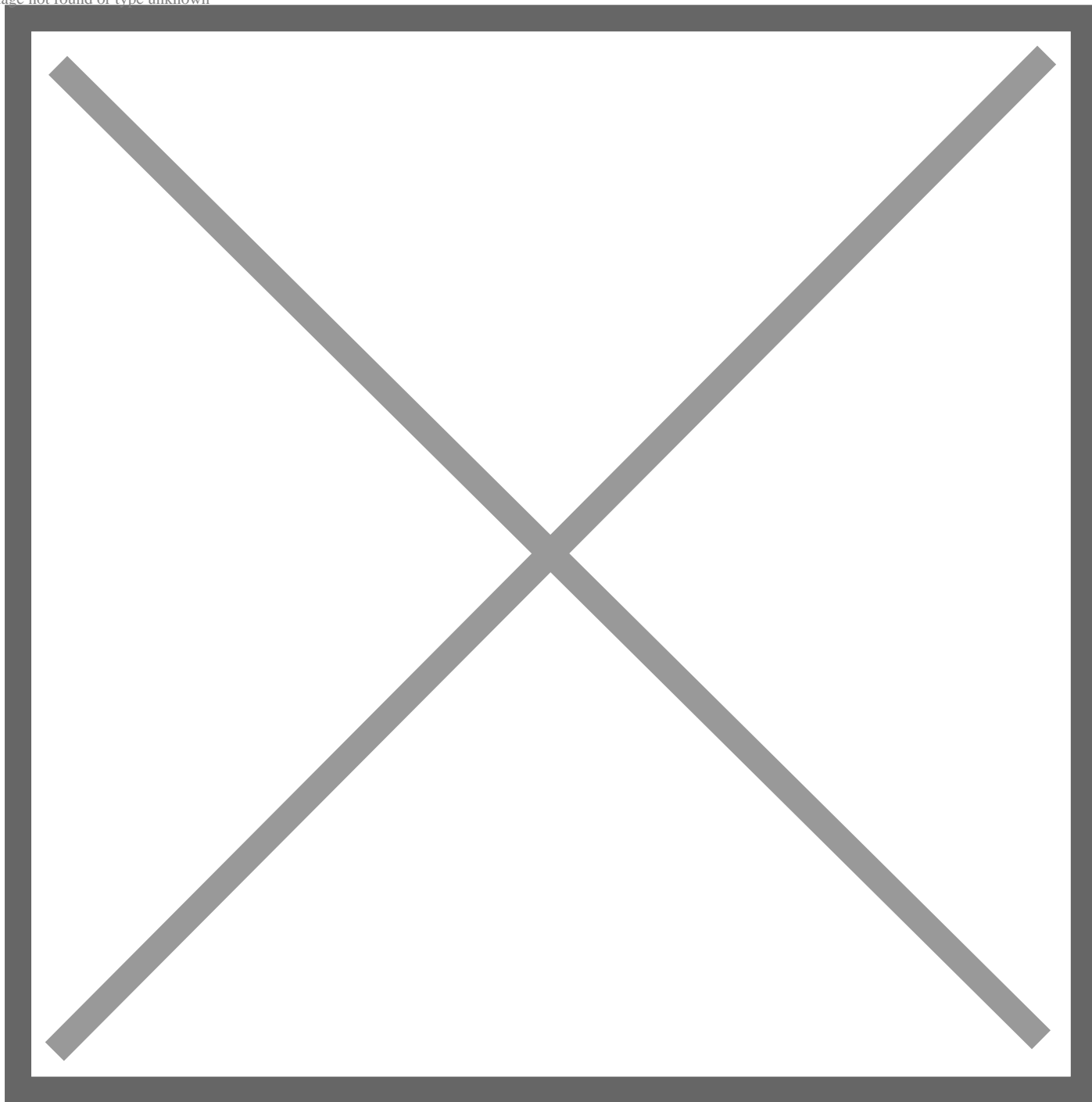


Toyota Introduces All-New 2011 Toyota Sienna Minivan

December 18, 2009

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- **Includes Sienna's First Four-Cylinder and All-New SE Grade**
- **Seven Standard Airbags and Available Pre-Collision System**
- **Complete Redesign Adds Contemporary Styling and More Interior Space**

DANA POINT, Calif. – -Since 1997 the Toyota Sienna has been well known as a transportation solution for moving people and cargo comfortably and efficiently. The all-new third-generation Sienna will look and drive more like a sedan, conform to new ideas about personal comfort, easily accommodate cargo, and handle big loads.

The 2011 Sienna has been completely redesigned to handle these needs as it shifts to a more expressive and dynamic vehicle with a stronger profile, high shoulder character and responsive handling. With state-of the art features and rewarding driving dynamics, it is a vehicle that current minivan, passenger car and sport utility vehicle owners will find satisfying to drive. Sienna will offer new models, including a sporty SE and a four-cylinder powertrain, as it continues to be the only minivan with an all-wheel-drive option.

“The all-new Sienna is an example of Toyota’s commitment to lead the marketplace as it anticipates consumers’ needs and changes in lifestyle,” said Bob Carter, group vice president and general manager, Toyota Division, Toyota Motor Sales, U.S.A. “The third-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.”

The Sienna was designed by Toyota’s Calt Design Research and developed at Toyota Technical Center in Ann Arbor, Mich., with assembly being accomplished at Toyota Motor Manufacturing, Indiana.

Visually Intriguing

The Sienna has a distinctly new visual direction and features. The sportier profile is complemented with distinctive window shapes and a deliberately hidden door slider within the window graphic.

The strong high shoulder and distinct fender flares visually emphasize the wheels. Dimensionally, the new Sienna rides on the same wheelbase as the prior generation, but it is wider and slightly shorter overall.

The front has a bold design. Sophisticated headlamps angled higher than the grille lends a confident front presence. The sculpted rear corner separates the Sienna from boxy minivans as it surrounds the functional yet elegant LED taillights.

The interior features upscale quality and elegance, yet every element is logical and functional. The distinctive swept shape of the IP creates the perception of increased personal space for both driver and passenger. Sleek seat designs add flexibility and roominess, while central climate and audio controls are integrated into a single graphic element.

Overall, the new Sienna has a sportier, classier appearance. A Cd of 0.306 is the result of careful design work and is a contributing factor in maintaining a quiet cabin and providing surprising fuel economy.

Power, Plus Efficiency

A choice of two responsive DOHC engines will be available: a 3.5-liter V6 or 2.7-liter four-cylinder engine. Both engines offer the latest in efficient, lightweight technology, including Dual Variable Valve Timing with intelligence (VVT-i), roller rocker arms and an Acoustically Controlled Induction System (ACIS) that changes the length of the air-intake pipe to supply more torque on demand.

The 3.5-liter V6 generates 266 horsepower at 6,200 rpm, with expected EPA-estimated mileage ratings of 18 mpg city/24 mpg highway (16 mpg city/22 mpg highway on AWD models). It also has a 3,500-pound towing capacity. A four-cylinder engine will be offered for the first time in the Sienna. With 187 horsepower at 5,800 rpm, the 2.7-liter four-cylinder engine produces responsive power that exceeds some competitors V6 performance, while delivering expected EPA-estimated fuel efficiency ratings of 19 mpg city and 26 mpg on the highway.

Both engines are matched with Sienna's first state-of-the-art, electronically controlled six-speed transmission with sequential shift that provides smooth gear-shift feeling, quiet performance and a lightweight, compact size.

The suspension uses front MacPherson struts, combined with rack-and pinion steering for smooth, linear steering feel. Electronic Power Steering (EPS) and a wider stance helps deliver a more solid direct on-road feel. Aerodynamic under-body parts also contribute to Sienna's dynamic performance.

Models and Features

The Sienna will come in five grades: Sienna grade, LE, SE, XLE and Limited. All-wheel-drive is available with the V6 on LE, XLE and Limited models. All others are front-wheel drive.

The Sienna and LE grades are available with either the 2.7-liter four-cylinder engine or the 3.5-liter V6. The value-driven Sienna grade and popular LE are equipped with an array of standard features that include: cruise control, Daytime Running Lights with manual on/off feature, tri-zone air conditioning, six- or eight-way-adjustable driver's captain's chair, power windows with auto up/down and jam protection, AM/FM CD player with four speakers, XM compatibility, auxiliary jack, power door locks, remote keyless entry, and three 12V outlets, among other amenities.

The LE V6 model is upgraded with even more standard features including dual power-sliding doors and power rear door, an eight-way power driver seat with power lumbar support, electrochromatic rearview mirror with Homelink™, multi-information display with backup camera, rear window sunshades, AM/FM/MP3 CD player, integrated XM® satellite radio (subscription required), auxiliary audio jack, USB port with iPod® connectivity, and hands-free phone capability and music streaming via Bluetooth® wireless technology, and steering wheel audio controls. These features can be added to the four-cylinder model as an optional package.

The XLE builds on the LE, adding features such as leather-trimmed seats, moonroof, an anti-theft system with engine immobilizer, and heated front seats. Select optional XLE equipment includes a 10-speaker JBL® premium sound system with voice-activated DVD Navigation and Panorama rear camera with integrated back-up guides, XM® NavTraffic (subscription required), rear-seat Dual View Entertainment system, rear sonar, Smart Key, and an auxiliary audio jack and USB port with iPod® connectivity.

The Limited is designed for customers who want all the features with more luxury. The standard equipment list is extensive, including new second-row Lounge Seating and a power 60/40 Split & Stow third-row seat, front and rear parking sonar, dual moonroof, Smart Key that also operates on both sliding doors (an industry-first), Safety Connect™, and North America's first independently powered, slide opening dual moonroofs. Select options include those available on the XLE plus HID auto high-beam auto-high beam headlamps, rain-sensing wipers, and Pre-Collision System (PCS) with Dynamic Radar Cruise Control.

New Sporty SE

Every Sienna will ride well and track cleanly through corners, but none more so than the newest addition to the line: the sporty SE.

The SE is designed for those who appreciate an even sportier design with responsive performance. The front has a more aggressive appearance. The side skirting visually lowers the vehicle and smoked taillights make a distinctive statement. Aerodynamic sculpting hugs the standard 19-inch alloy wheels. The SE sits lower, on a sport-tuned suspension for quicker feedback and better handling, and it comes with exclusive instrumentation and unique interior colors and trim.

Comfort Remains Key

The cabin of the new Sienna blends options for more individual space and better cargo capacity.

The interior is more than two inches longer, and the seats now have longer ranges of travel, making it possible to comfortably accommodate a wider range of heights and sizes.

The front seats have more rearward travel, and the steering wheel has a less upright position, so the driver can adopt a comfortable driving posture. The instruments and controls are clear and concise, and the greater cabin width helps create extended personal space for both driver and front passenger.

Numerous storage bins, cupholders and cargo spaces have been strategically placed in convenient locations. A conversation mirror, integrated into the sunglass case in the overhead console, allows visual contact with rear seat passengers.

Throughout the cabin, there is an open field of view to create an airy, roomy ambiance. With wider fields of vision, rearmost passengers can see forward more easily.

Both seven- and eight-seat cabins can be configured for a full contingent of passengers, a load of cargo, or a convenient mix of both. In seven-seat cabins, the second row captain chairs slide 23 inches, moving to the rear to create legroom for the tallest passengers and easier ingress and egress. They can be moved forward close to the front seats to make it easy to care for a child passenger, while also allowing easy access for third-row passengers.

A sliding center console on the XLE all-wheel-drive and Limited grades can be shared between the front seats and second row passengers. The illuminated console slides into the second row area to provide convenient access for both rows, so the need for storage and passenger comfort can be equally served.

For even more passenger comfort, there is standard second-row Lounge Seating on the Limited grade, which includes leg and foot support. Second-row captain chairs on all grades have dual armrests, and a one-motion release mechanism in case the seat needs to be removed.

On eight-passenger models the second row seats offer added versatility and convenience. The second-row center seat can be removed and stowed in the left side of the rear-storage area. When the center seat is stowed, a cupholder and storage tray is revealed. The eight-passenger interior can easily be converted for seven passengers, and quickly reconfigured back for eight.

The second-row seats also feature a Tip Up and Long Slide feature, allowing them to slide forward and back on extended rails, making more room for people or cargo. All second row seats, regardless of configuration, move out of the way with one touch to gain easy access to the third row seats.

The 60/40 Split and Stow third-row seat folds flat with one motion, with the Limited front-wheel drive receiving a power feature. The third row has been moved about two inches rearward for enhanced comfort. With the third-row seat in use, there is enough storage for five golf bags or four large suitcases. Four handy grocery hooks, with two in the back and two in the second row seatbacks, add storage convenience.

It is easier than ever to load the Sienna, thanks to wider doors and one-touch second-row seats. By sliding the second-row seats all the way to the rear, a walk-in aisle is created, making it easier to enter, exit, install a child seat, or place a child in a seat. The second-row seats can be moved forward, behind the front row, to maximize rear cargo capacity, especially with the third-row stowed flat.

With the third row seat stowed and the second row seat removed, the cargo area is approximately eight feet long and four feet wide. The wide back door opening and low floor height make loading and unloading easy.

A cabin air filter is standard along with an air-conditioning system that controls the temperature of three separate zones.

Innovative Technologies

A rear-seat Dual View Entertainment Center is a first for North America. It is an innovative option that uses two displays side-by-side to create a seamless 16.4-inch widescreen image from a single source. When two separate entertainment options are called for, the system can split the screen into two individual screens, each with input from separate sources. Used as a single screen, it can be easily seen from the third row, and it can be operated from any seat via remote control. Used as two screens, the system can accommodate the preferences of two separate passengers who might want to play a video game or watch a second DVD simultaneously via auxiliary inputs.

Other technological upgrades include the world's first Panorama Camera rear monitor with a 180-degree view, and on-screen back-up guides to that help drivers to back into parking spots or driveways.

Safety for All

The Star Safety System™, which includes Anti-lock Brakes (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), enhanced Vehicle Stability Control (VSC), and Traction Control (TRAC), is standard on all Sienna models. Enhanced VSC coordinates the Anti-lock Brake System (ABS), Electronic Brake force Distribution (EBD), Brake Assist with Traction Control (TRAC) and Electric Power Steering (EPS), to help provide a the driver a better-integrated, controlled vehicle in the event of an emergency maneuver.

A Pre-Collision System (PCS) with pre-collision seatbelt system is an available option on Limited, as is the latest in advanced vehicle control technology: Vehicle Dynamics Integrated Management (VDIM). The VDIM system coordinates brake control with engine output and steering inputs, allowing all the control and safety systems to cooperate seamlessly. Unlike reactive traction systems, VDIM operates proactively. During normal driving, the system works smoothly to enhance control even before the vehicle reaches its limits.

Seven airbags are standard equipment, including dual-stage front and seat-mounted side airbags for driver and front passenger, plus a new segment-first driver's side knee airbag. Side curtain airbags cover the length of the cabin, from the front seats to the third row. Active headrests are used in both front seats to help reduce the possibility of whiplash in a collision.

The new Safety Connect™ telematics system is standard on Limited and optional on XLE. Safety Connect offers four safety and security features: Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS), and Roadside Assistance. A complimentary one-year trial subscription is included.

In case of airbag deployment or severe rear-end collision, Automatic Collision Notification is designed to automatically call a response center. If a response agent cannot communicate with the occupants, the agent can contact the nearest emergency-services provider to dispatch assistance.

Pushing the in-vehicle “SOS” button allows drivers to reach the response center to request help in an emergency as well as for a wide range of roadside assistance needs. If a Sienna equipped with Safety Connect is stolen, agents can work with local authorities to help locate and recover the vehicle.

Color and Trim

Sienna will be available in 10 exterior colors including two new colors, Pre-Dawn Gray Mica and South Pacific Pearl. Additional colors include Super White, Blizzard Pearl, Silver Sky Metallic, Black, Salsa Red Pearl, Sandy Beach Metallic, and Cypress Pearl. They will be mated to two interior colors, Light Gray and Bisque that will be available in both fabric and leather. The SE grade will offer a unique Charcoal fabric and leatherette interior with contrasting stitching.

Limited Warranty

Toyota’s 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover powertrain for 60,000 miles and corrosion with no mileage limitation. Toyota dealers have complete details on the limited warranty.

The all-new 2011 Sienna will begin arriving at Toyota dealerships nationally in February 2010 with the SE and four-cylinder-equipped models going on sale in April.

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