

Toyota Announces Pricing for All-New 2011 Sienna Minivan

December 21, 2009

MSRP for 2011 Camry and Price Adjustment for 2010 Prius

TORRANCE, Calif., Dec. 21, 2009 – – Toyota today announced manufacturers suggested retail prices (MSRP) for the all-new 2011 Sienna minivan. Also announced were the MSRP for all 2011 Camry mid-size sedan models and a price adjustment for the 2010 Prius gas-electric hybrid.

Third-Generation 2011 Sienna

The base MSRP for the new Sienna will range from \$24,260 for the Sienna grade with a four-cylinder engine to \$39,770 for the Sienna Limited all-wheel-drive (AWD) V6. Both the Sienna grade (\$24,260) and popular LE (\$25,345) base MSRP's are lower than the current generation models, reflecting an excellent value. The prices will take effect when production begins in January.

The all-new 2011 Sienna will go on sale in February with the arrival of V6-powered Sienna grade, LE, XLE and Limited models. Four-cylinder Sienna grade and LE models, and the SE grade will arrive at dealerships in April.

With state-of-the-art features and rewarding driving dynamics, the all-new 2011 Sienna sets a new standard for minivans in design, performance and value. Value also reaches new heights as standard equipment levels have been improved across all grades.

The new Sienna is configured for seven- or eight-passenger seating and comes in five conveniently configured grades, all sharing a distinctly new contemporary style. The models include: Sienna grade, LE, XLE, Limited and the all-new sporty SE. The segment's only AWD model is available on V6-powered LE, XLE and Limited grades.

Styling of the new Sienna was accomplished by Toyota's Caltex Design Research facility in Newport Beach, Calif., developed at Toyota Technical Center in Ann Arbor, Mich., and assembled at Toyota Motor Manufacturing in Princeton, Ind.

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).

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 with the optional tow package (standard on XLE and Limited models). 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, the highest of any seven- or eight-passenger minivan.

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.

Sienna's value has been enhanced with the addition of new standard features on all grades. Standard safety features not previously available on Sienna include: seven airbags including the first driver knee airbag in the segment, Daytime Running Lights with manual on/off feature and active headrests. Standard comfort and convenience features new to Sienna include: power windows with auto up/down and jam protection in all positions, 60/40 split and stow third-row seat with one motion stow, removable second row seats with tip-up and long-slide feature, cruise control, windshield de-icer, tri-zone air conditioning with air filter and rear control panel, and an integrated color-keyed rear spoiler. Standard performance features new to Sienna include: a six speed transmission with a sequential shift, larger 17-inch alloy wheels and tires, ECO driving indicator, electric power steering and enhanced VSC.

The Sienna LE V6 features additional standard equipment previously only available on the XLE. That equipment includes a multi-information display with a backup camera, side and quarter-window sun shades, dual power sliding side doors, Bluetooth® with iPod® audio, power driver's seat with power lumbar, new easy clean fabric, and center console.

The XLE offers substantially more standard content at its value-driven MSRP of \$32,175, even when compared to the LE. The XLE builds on the LE, adding standard features such as second-row Lounge Seating (AWD only), 18-inch alloy wheels, power moonroof, heated driver and passenger seats with adjustable temperature control, textured leather-trimmed eight-way power driver's captain's chair and four-way front passenger captain's chair, towing package, power swing-out rear quarter glass, power rear door, fog lights, wood-grain-style trim, tri-zone automatic climate control system with air filter and rear control panel, optitron meters, and an anti-theft system with engine immobilizer.

The Limited grade has a starting price of \$38,500 for the front-wheel drive V6. Additional standard equipment on the luxury-driven Limited includes second-row Lounge Seating, two-tone leather-trimmed seating with an eight-way power driver's seat with memory function and four-way power passenger seat, dual-sliding moonroof with front and rear controls, Smart Key system on all doors with push-button start and remote illuminated entry, 18-inch 10-spoke alloy wheels, sliding center console, JBL audio, power 60/40 Split & Stow third-row seat, Safety Connect® (includes a complimentary one-year trial subscription), and front- and rear-parking sonar.

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

The SE is 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 headlights and taillights make a distinctive statement. Aerodynamic sculpting hugs the standard 19-inch alloy wheels. The SE sits lower, on a sport-tuned suspension and steering system for quicker feedback and better handling, and it comes with exclusive instrumentation and unique interior colors and trim. The SE also comes with exclusive instrumentation and unique colors and trim, and will be efficiently priced at \$30,550.

The 2011 Sienna offers features never before offered on any Toyota including an available panorama camera with dual views (normal and 180-degree wide-angle views) and integrated back-up guides, available dual-view, dual-input entertainment center, Lounge Seating, and a dual moonroof.

2011 Camry and Camry Hybrid

The MSRP for all 2011 Camry models will increase by \$200, or an average increase of 0.9 percent. The base MSRP for the Camry Hybrid will be \$26,400, reflecting an increase of \$250, or 1.0 percent. The prices for the Camry and Camry Hybrid will take effect when production begins January 6, 2010 for Japan-sourced vehicles and February 1, 2010 for North American production. The 2011 Camry and Camry Hybrid will begin arriving at Toyota dealers in late January.

The Camry and Camry Hybrid carry over virtually unchanged from the previous model year.

2010 Prius

Pricing for the 2010 Prius gas-electric hybrid vehicle will be adjusted by \$400 on all models, reflecting an average increase of 1.7 percent. The new prices will become effective with vehicles arriving on vessels on or after January 24, 2010.

Toyota MSRP's do not include a delivery, processing and handling (DPH) fee of \$750 for Toyota passenger cars, \$800 for Toyota small/medium trucks, and \$950 for Toyota large trucks (Sequoia and Tundra only). The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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CONTACTS:

Toyota Division Communications

- Greg Thome (310) 468-3279 or greg_thome@toyota.com
- Craig Taguchi (310) 468-3282 or craig_taguchi@toyota.com
- David Lee (310) 468-2077 or david_lee@toyota.com
- Sam Butto (310) 468-7728 or sam_butto@toyota.com

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

Vehicle MSRP Change Summary

Vehicle/Model Number	Grade	Doors	Body Style	Trans	NEW MSRP	MY
SIENNA						
5312	Base L4 7-passenger	5	Van	6AT	\$ 24,260	11MY
5328	Base V6 7-passenger	5	Van	6AT	\$ 25,500	11MY
5314	LE L4 8-passenger	5	Van	6AT	\$ 25,345	11MY
5338	LE V6 8-passenger	5	Van	6AT	\$ 28,900	11MY
5366	LE V6 AWD 7-passenger	5	Van	6AT	\$ 31,130	11MY
5342	SE V6 8-passenger	5	Van	6AT	\$ 30,550	11MY
5348	XLE V6 8-passenger	5	Van	6AT	\$ 32,175	11MY
5376	XLE V6 AWD 7-passenger	5	Van	6AT	\$ 34,515	11MY
5356	Limited V6 7-passenger	5	Van	6AT	\$ 38,500	11MY
5386	Limited V6 AWD 7-passenger	5	Van	6AT	\$ 39,770	11MY

Vehicle/Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	NEW MSRP	MSRP % Increase	MY
CAMRY								
2513	Base	4	Sedan	6MT	\$ 200	\$ 19,595	1.0%	11MY

2514	Base	4	Sedan	6AT	\$ 200	\$ 20,645	1.0%	11MY
2531	LE	4	Sedan	6MT	\$ 200	\$ 21,050	1.0%	11MY
2532	LE	4	Sedan	6AT	\$ 200	\$ 22,100	0.9%	11MY
2545	SE	4	Sedan	6MT	\$ 200	\$ 22,365	0.9%	11MY
2546	SE	4	Sedan	6AT	\$ 200	\$ 23,365	0.9%	11MY
2540	XLE	4	Sedan	6AT	\$ 200	\$ 26,125	0.8%	11MY
2552	LE V6	4	Sedan	6AT	\$ 200	\$ 24,765	0.8%	11MY
2550	SE V6	4	Sedan	6AT	\$ 200	\$ 26,040	0.8%	11MY
2554	XLE V6	4	Sedan	6AT	\$ 200	\$ 29,245	0.7%	11MY
CAMRY HYBRID								
2560		4	Sedan	CVT	\$ 250	\$ 26,400	1.0%	11MY
PRIUS								
1221	I	5	Hatchback	CVT	\$ 400	\$ 21,400	1.9%	10MY
1223	II	5	Hatchback	CVT	\$ 400	\$ 22,800	1.8%	10MY
1225	III	5	Hatchback	CVT	\$ 400	\$ 23,800	1.7%	10MY
1227	IV	5	Hatchback	CVT	\$ 400	\$ 26,600	1.5%	10MY
1229	V	5	Hatchback	CVT	\$ 400	\$ 28,070		