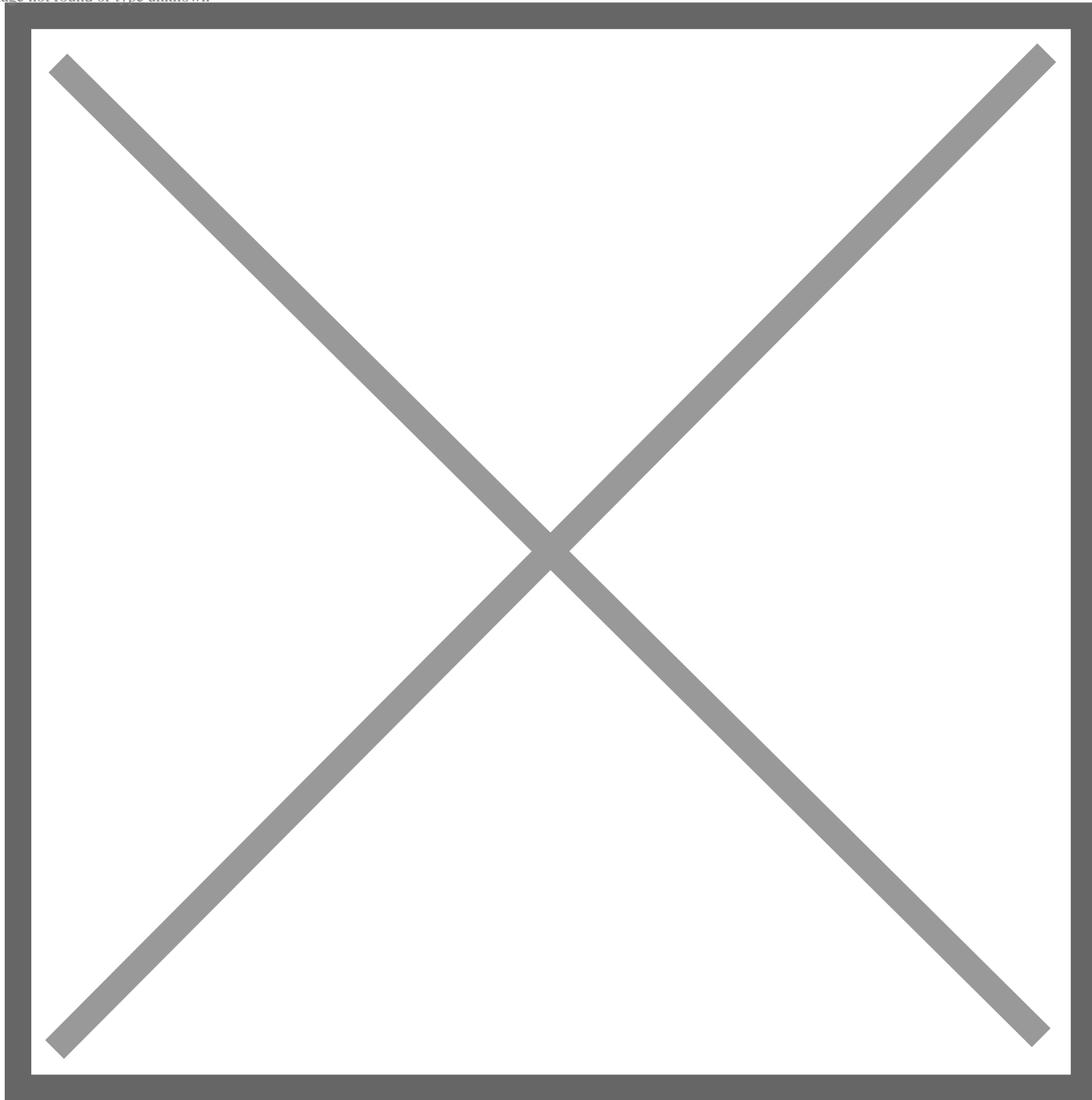


# Seize the Day in Style with the 2024 Toyota Sienna

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**PLANO, Texas (Sept. 19, 2023)** – The 2024 Toyota Sienna is the stylish minivan that’s made to take on the everyday – with room to spare. Now in its third year as an all-hybrid model, the Sienna lineup is a winning blend of efficiency, function, and swagger. Available in LE, XLE, sporty XSE, outdoor inspired Woodland Edition,

luxurious Limited and ultra-plush Platinum trims, the Sienna is ready to fuel anything from your everyday errands to your exciting escapades.

The Hybrid-exclusive strategy has been a winner for Sienna, one of the most fuel-efficient 7-8 passenger minivans on the market. Capturing 32% of the segment in 2022, the latest-generation Sienna also offers the choice of front-wheel drive (FWD) or Electronic On-Demand All-Wheel Drive (e-AWD) that employs a separate rear electric motor to efficiently power the rear wheels. As a result, the Sienna delivers exceptional fuel economy with an EPA-estimated combined fuel economy of 36 MPG and 35 MPG in the FWD and AWD models, respectively.

For 2024, the Toyota Sienna adds an XSE Premium package that includes leather seats with 8-way power adjustment and memory function for the driver, orange accent stitching in the cabin, tilt telescoping steering column with memory function, 7-inch Multi-Information Display, heated and ventilated front seats, and heated side view mirrors with Blind Spot Monitor, auto reverse tilt, and puddle lamps. The LE and XLE grades receive darkened chrome accented headlights and the wheels on the XSE AWD and Woodland grade take on a darker finish too.

With Toyota Sienna customers can choose from 12 different options across the various trims and two drivetrain options. Colors also abound inside and out, with a spectrum of paint colors, like Sunset Bronze Mica on the LE and XLE grade, and variety of seating options like Gray Flannel with Black Embossed Softex® trim on the Woodland Edition and XSE. The 2024 Toyota Sienna is expected to arrive at Toyota dealerships this October, with a starting Manufacturer's Suggested Retail Price of \$37,185 (LE grade in FWD).



### **Get Outside with Woodland**

Designed specifically to accommodate the rising popularity of outdoor activities among buyers, the Sienna Woodland Edition offers cargo and passenger space comparable to a large SUV. The Woodland Edition – and any 2024 Sienna equipped with the Electronic On-Demand All-Wheel Drive System – achieves a remarkable EPA-estimated 35 combined MPG. (Sienna models with front-wheel drive get EPA-estimated 36 combined MPG.) The 2024 Toyota Sienna combines a standard hybrid powertrain with AWD, which is available as an option on all model grades.

The 2024 Sienna Woodland Edition, available in exclusive Cement or Midnight Black Metallic exterior colors, offers distinctive exterior and premium interior styling, and Electronic On-Demand All-Wheel Drive standard plus added ground clearance to take-on dirt roads with confidence. Additional features include:

- 1,500-watt inverter with 120V AC outlet to power camping equipment or most household items for a short daytrip or an overnight camping excursion
- Tow hitch with 3500-lb. towing capability – ideal for hauling personal watercraft, dirt bikes or ATVs
- Roof rails with crossbars
- Black sport-trimmed seats with unique earth-tone stitch color
- 18-inch alloy wheels
- Dark chrome-colored accents
- Black badging
- Navigation with JBL® 1200W Audio System with 12 speakers

The 2024 Sienna Woodland Edition comes exclusively in the 7-seat configuration with Super-Long-Slide second-row captain's chairs. The Split & Stow 3rd Row® Seat and kick-activated power sliding rear doors make it easy to load and carry recreational gear. Heated front seats, sunshades in the second row and a total of seven USB ports across all three rows ensure comfort and convenience for all aboard. (Other Sienna grades share these features as standard or optional.)



### **Toyota Value Across the Board**

In the Toyota tradition, the 2024 Sienna comes well equipped in the LE grade and adds more amenities and tech in the higher grades. Options are conveniently grouped in the LE Plus, XLE Plus and XSE Plus, and XSE Premium packages.

Toyota called the third-generation Sienna a “swagger wagon,” but the fourth-generation model takes it to a whole new level. The ultra-sporty XSE FWD model amps up the sporty factor with dark 20-inch split-5-spoke

wheels, while the XSE AWD sits on 18-inch wheels. Also unique to the XSE grade are bolder looking front and rear bumpers and a sport-tuned suspension.

The 2024 Sienna offers many premium features across the model line (depending on model grade), such as kick-open and closed sliding side doors and rear gate, four-zone climate control system, heated second-row Super-Long Slide captain's chairs with ottomans, power tilt and telescoping steering column with heated steering wheel, a digital rear-view mirror, 10-in. color head-up display and 12-speaker JBL® Premium Audio system.

The Limited and Platinum grades have no packages but do offer two factory options: Digital Rearview Mirror and a 1080p HD Entertainment Center with 11.6-in. display, HDMI input, remote control and two wireless headphones (also optional on XLE and XSE). A 1,500-watt inverter with 120V AC outlet is also available for the XLE grade and above and could help power household items during a power outage. A spare tire and the power inverter are also available on Limited and Platinum.

Toyota reimagined the fourth-generation, U.S. assembled Sienna to support a wide array of life stages and activities than the typical minivan. That included answering the call for more luxury, multimedia and outdoors-amenable features. The latter includes a line of Yakima® accessories, such as a rooftop carrier, cross bars, bike rack and more. The outdoors strategy theme expanded with the introduction of the Woodland Edition in model year 2022.

The fourth-generation Sienna was designed by the combined effort of CALTY's Newport Beach, California, and Ann Arbor, Michigan, studios. It's assembled in the US at Toyota Motor Manufacturing Indiana and built on Toyota's versatile TNGA-K Platform architecture. The provocative design was influenced by, but doesn't copy, the bold and robust character of SUVs. Yet, the design yields notable aerodynamic performance with a remarkable 0.28 coefficient of drag that contributes to remarkably high fuel efficiency and low wind noise.



### **Robust Safety Features**

In addition to collision protection provided by the TNGA-K Platform, all 2024 Sienna models come standard with second-generation Toyota Safety Sense (TSS 2.0), a comprehensive active safety system that includes:

- Pre-Collision System with Pedestrian Detection
- Lane Departure Alert with Lane Trace Assist
- Full Speed Adaptive Cruise Control

- Automatic High Beams
- Cyclist Detection
- Road Sign Recognition

Pre-Collision System (PCS) with Pedestrian Detection is designed to provide automatic braking capability should the driver not react in time in certain emergency situations. The PCS system is not only designed to detect a vehicle ahead, but it can also detect a bicyclist and even a pedestrian in low light situations. Blind Spot Monitor (BSM) with Rear Cross Traffic Alert (RCTA) is standard on all Sienna models, as well.

The 2024 Sienna is equipped with 10 airbags: driver and front passenger airbags, driver's knee airbag, passenger seat cushion airbag, front seat side airbags, rear outboard seat side airbags, plus curtain side airbags for all three rows. Toyota's Star Safety System includes Enhanced Vehicle Stability Control (VSC) with Traction Control (TRAC), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Anti-lock Braking System (ABS) and Smart Stop Technology (SST).

Toyota takes safety a step further with features like a rear passenger seatbelt reminder and Electric Parking Brake (EPB), as well as Rear Seat Reminder. Designed with family safety in mind, the rear occupant detection is based on door sequencing logic in which the Multi-Information Display provides a warning "Attention: Check Rear Seat for Passengers and Cargo."

### **Hybrid Done Right**

The Toyota Sienna offers hybrid power exclusively and benefits from Toyota's 20+ years of global hybrid leadership and well documented quality, durability and reliability. The Toyota Hybrid System II in Sienna delivers 245 total system horsepower and has an EPA-estimated 36 combined MPG fuel economy (front-wheel drive), the latter setting a benchmark for the segment, all while operating seamlessly and transparently.

The Sienna driver will feel ultra-smooth acceleration and hear very little noise. What is noticeable is the kick in low-speed torque from two electric motors working in concert with the high-efficiency 2.5-liter DOHC four-cylinder engine. Thanks to the Toyota Hybrid System, there is no need to ever recharge the hybrid battery pack. The Toyota Hybrid System II charges the hybrid battery automatically as the vehicle drives.

The Sienna also offers some performance-control surprises. Selectable EV, NORMAL, ECO and SPORT driving modes let the driver tailor the van's driving personality. NORMAL mode is ideal for everyday driving; SPORT mode improves acceleration response; ECO mode extracts maximum mileage from the fuel and battery; and EV mode allows electric-only driving at low speeds for short distances.

The driver can use a sequential shifting feature to "downshift," which increases the regenerative braking in steps. It's ideal for driving in hilly areas, for example, acting as a lower gear while increasing recovered energy sent to the HV battery. As a bonus, Sienna's hybrid system enhances ride smoothness by finely controlling the drive torque to suppress pitch and dive under acceleration and deceleration.

The Sienna's gas engine is a marvel all by itself, with a super-high 14:1 compression ratio and Toyota D4-S fuel injection that delivers 41% thermal efficiency. The gas engine employs Variable Valve Timing-Intelligent System by Electric motor (VVT-iE) on the intake camshaft, and VVT-i on the exhaust camshaft. A variable cooling system (electric water pump and electric thermostat) and a fully variable oil pump further improve engine efficiency.





### **The Hybrid That Thinks About Fuel Economy**

The available 7-inch Multi-information Display (MID), within Sienna's instrument panel includes a Hybrid System Indicator to show system output and regeneration status and encourage eco-driving habits. As on other Toyota hybrid models, the display suggests the optimal acceleration amount for eco driving and provides a game-like scoring function for the driver.

Using navigation system operation (when equipped), Predictive Efficient Drive (PED) analyzes driving habits and memorizes road and traffic conditions to optimize hybrid battery charging while driving. The system can learn repeated routes and predict when and where the vehicle is likely to slow down or stop. Then, through optimum accelerator pedal release timing guidance, PED can reduce energy consumption, especially when driving through hilly areas or in traffic congestion.

### **Another Sienna Marvel: Electronic On-Demand All-Wheel Drive**

Why only an EPA-estimated 1-MPG difference between the front-wheel drive Sienna and models with AWD? The answer is Toyota's innovative Electronic On-Demand All Wheel Drive system. Instead of a heavy AWD transfer case and space-robbing driveshaft to the rear wheels, this AWD system uses a separate independent electric motor to power the rear wheels instant additional traction is needed and at all vehicle speeds.

Like the hybrid system, the Electronic On-Demand AWD system works seamlessly and transparently. During off-the-line starts, Hybrid AWD pre-emptively sends up to 80% of torque to the rear wheels to help prevent front-wheel slip. The Hybrid AWD system also enhances cornering agility by helping to reduce understeer, giving the Sienna a more confident handling feel. Torque distribution then varies with conditions, from 100:0 in constant-speed driving to 20:80 on slippery surfaces. Torque distribution is indicated on the Multi-information Display.

Whether front-wheel drive or all-wheel drive, the new-generation Sienna delivers a confident, agile driving experience with exemplary ride comfort, thanks in large part to the TNGA-K Platform combined with a trailing-arm multi-link rear suspension. The sporty XSE and lavish Platinum grades fill their wheel wells with standard 20-inch aluminum clad wheels with P235/50R20 tires for FWD. The Limited FWD grade comes standard with 18-inch wheels. (All-Wheel Drive versions have 18-inch wheels.)



### **A Bold Use of Space**

Learning from today's minivan customers who say they do not want to feel like they are driving a bus, the design team thought carefully about how to combine the practical attributes of a minivan with the emotional desire for a more personalized driving experience. As a result, smart solutions and first-class comfort throughout the interior make the fourth-generation Sienna the most sophisticated, versatile and enjoyable ever.

A super-modern instrument panel features bold, horizontal layers to express a wide and spacious interior, with a large center touch display and handy storage capability. The Bridge Console, an innovative departure from common minivan interior layouts, is ergonomically positioned high between the driver and passenger for ease of use and elegantly connects the instrument panel to the center armrest. This unique feature contributes to a more comfortable driving experience. The shifter and other vital controls are all within easy reach, along with cup holders, available wireless charger and ample storage bins for smaller items. Beneath the bridge is a large open area for convenient storage of larger personal items such as a purse or bag.

All passengers aboard the Sienna enjoy spacious legroom, including 39.9-in. for the second row and 38.7 in. for the third row. The cargo room is generous: 101.0 cu. ft. behind the front seats; 75.2 cu. ft. behind the second row with the third row folded and 33.5 cu. ft. with all seats in place. The Sienna LE and some XLE models come equipped in 8-seat configurations with a stowable middle seat. The Super Long Slide second-row captain's chairs in some 7-seat models slide 25 inches, providing unprecedented legroom and flexibility to maximize comfort, especially when equipped with the available ottoman feature (Standard in Limited and Platinum).



### **A Quiet Place to Make Some Noise**

Like all Toyota vehicles built on the TNGA-K Platform, the 2024 Sienna integrates numerous measures that bring library quiet to the cabin. Toyota engineers focused on reducing noises in the frequencies where conversation takes place. The high-strength TNGA-K Platform resists noise intrusion and curbs vibration through the steering, floor and vehicle structure. Extensive, strategically placed noise insulation and body sealant further keep outside noises where they belong – outside.

With all the onboard connectivity Sienna offers (seven USB ports, available WiFi, optional JBL 1,200-watt amp/12-speaker Premium Audio and 1080p HD rear entertainment system), conversation is just one of the things made better by the quieter cabin.

If interior noise level should rise, like when the news of the day causes a raucous rise among passengers, Sienna's unique available Driver Easy Speak is the driver's best friend. Introduced on the third-generation Sienna, this handy feature is essentially a built-in PA system that carries the driver's voice through the audio system's rear speakers right to the source of the disturbance.

### **Seeing the Unseen**

The Sienna has always offered a high, broad view of the road that instills a feeling of confidence behind the wheel. The high seating position and big windows make the Sienna an excellent sightseeing machine, while privacy glass behind the front row means passengers are not riding in a fishbowl.

Over the years, Sienna has augmented its excellent outward visibility and sightlines with technology to see more of what's behind and around the vehicle. The fourth-generation model delivers the latest generation of that tech.

The standard backup camera features a projected path, while higher grade models have a wide-angle monitor to show even more of what is behind the vehicle. An available digital rear-view mirror functions as a standard mirror most of the time. If rear-seat passengers or cargo block the view to the rear, the touch of a switch turns the mirror into the camera's image from behind the vehicle. The digital mirror also integrates a HomeLink® transceiver to conveniently operate garage doors and other compatible devices.

The available Panoramic View Monitor with Perimeter Scan provides a live, 360-degree view to help the driver see potential obstacles. This is especially critical for seeing children or small animals that might be close to the vehicle. Curb View can help the driver avoid scuffing the alloy wheels when parking.

The Sienna Platinum comes standard with a 10-inch color head-up display, controlled with steering wheel switches. The display controlled with steering wheel switches. The display projects vital information at eye level, such as speed, navigation directions and TSS 2.0 functions.



### **Entertainment, Toyota Style**

The 2024 Sienna offers a variety of connectivity and entertainment, with versatile Toyota Audio systems offering something for everyone.

Toyota Audio (standard on LE grade): includes a 9-inch touchscreen, six speakers, Apple CarPlay® and Android Auto™ compatibility seven USB media ports, hands-free phone capability and music streaming via Bluetooth® wireless technology, SiriusXM® with 3-month Platinum Plan trial subscription, Safety Connect®

with 1-year trial and Wi-Fi Connect with up to 3 months or up to 2GB trial (whichever comes first). See [toyota.com/audio-multimedia](http://toyota.com/audio-multimedia) for details.

Toyota Audio Plus (standard for XLE, optional for LE) –Includes 9-inch touchscreen, eight speakers, Apple CarPlay® & Android Auto™ compatibility, one USB media port, six USB charge ports, hands-free phone capability and music streaming via Bluetooth® wireless technology, and SiriusXM® 3-month Platinum Plan trial subscription. See [toyota.com/audio-multimedia](http://toyota.com/audio-multimedia) for details.

Toyota Premium Audio and Dynamic Navigation (standard on XSE, Woodland, Limited, and Platinum): Includes 3-year trial of Dynamic Navigation\*, 9-inch touchscreen, eight speakers, Apple CarPlay® & Android Auto™ compatibility, one USB media port, six USB charge ports, hands-free phone capability and music streaming, via Bluetooth® wireless technology, SiriusXM® 3-month Platinum Plan trial subscription. See [toyota.com/audio-multimedia](http://toyota.com/audio-multimedia) for details.

The JBL Premium Audio system with 12-speakers including subwoofer and amplifier comes standard on the Woodland Edition, Limited, and Platinum grades, this system is also available on the XLE and XSE grades.

### **Connected on the Road**

Each Toyota Sienna comes with a variety of Connected Services trials depending on grade. The LE, XLE, XSE, Limited, Woodland, Platinum come with the following Connected Services:

- Safety Connect: 1 year trial subscription\*; Includes Emergency Assistance Button, Enhanced Roadside Assistance, Automatic Collision Notification, and Stolen Vehicle Locator
- Service Connect: Up to 10-year trial subscription\*, enables owners/leases to receive personalized maintenance updates and vehicle health reports.

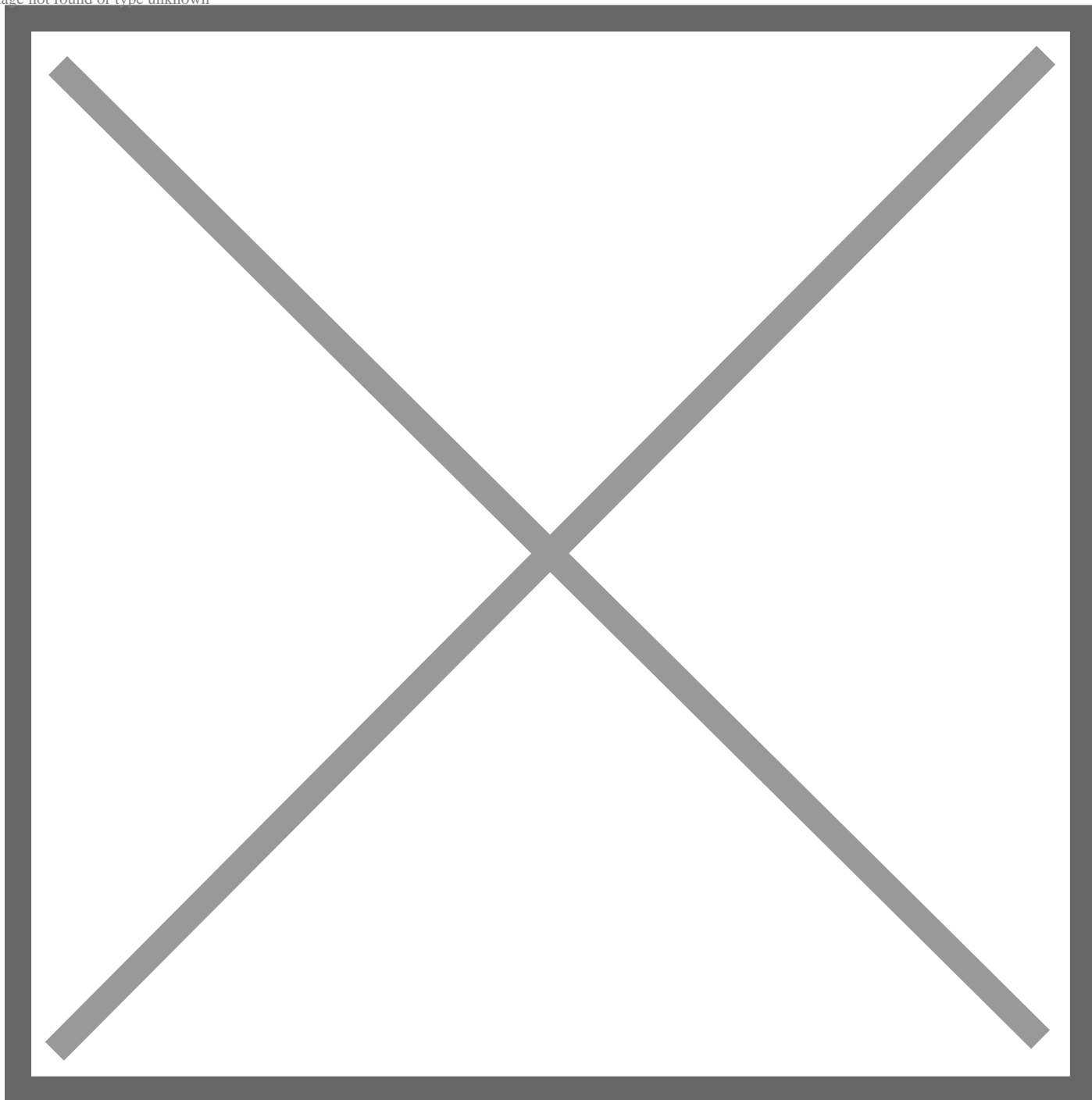
The XLE, XSE, Limited, Woodland, Platinum grades add a Remote Connect 1-year trial\* subscription, giving drivers the capability to remotely interact with their vehicle through the Toyota mobile app or smartwatch. Depending on grade, allows you to lock/unlock doors, start and stop the vehicle, locate your last parked location, check vehicle status and monitor guest drivers.

\* Subscription required after trial. 4G network dependent.

### **Manufacturer's Suggested Retail Price\*\***



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**\*\*Excludes Dealer Processing and Handling Fee of \$1,395**

### **Warranty & Toyota Care**

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 the powertrain for 60,000 miles and corrosion with no mileage limitation. All Hybrid Electric Vehicle components are covered under the Hybrid System Warranty for 8 years/100,000 miles. Additionally, the hybrid battery warranty is 10 years/150,000 miles, whichever comes first. The Toyota Sienna also comes with ToyotaCare, a plan covering normal factory-

scheduled maintenance for two years or 25,000 miles, whichever comes first, and 24-hour roadside assistance for two years, unlimited mileage.

For customer inquiries, please call: 800-331-4331.

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