

2025 Fleet Guide



It's Just Smart Business.

Table of Contents

03	ABOUT TOYOTA	31	TOYOTA FLEET INFORMATION
04	Brand & Global Vision	32	Upfitting & Conversions
05	Toyota in North America	33	Toyota Executive Delivery & Ship-to Options
	06 Jobs & Investments	34	Partnerships & FMCs
	07 Vehicle Production	35	Toyota Fleet Contacts
	08 Diversity & Inclusion		
	09 Sustainability		
	10 Business Continuity		
11	Electrification		
	12 Electrification Overview		
	15 Safety & Connected Technologies	36	PRODUCT PORTFOLIO
	16 Connectivity Overview	37	What's New
	17 Connected Services	43	Car & Minivan Lineup
	18 Toyota Data Solutions	67	Crossover & SUV Lineup
	19 Safety Overview	96	Truck Lineup
	20 Toyota Safety Sense™	105	Disclosures
	21 Toyota Safety Sense™ Applicability		
	22 Star Safety System™		
	23 Mobility as a Service		
	24 Brand Value		
	25 Total Cost of Ownership		
	26 ToyotaCare		
	27 Warranty		
	28 Awards & Accolades		
	30 Fleet Lifespan		

About Toyota



World-Renowned Quality

Since the company’s founding over 75 years ago, Toyota has always gone the extra mile to do things differently – embracing change and challenge alike on the road to worldwide success, innovation and manufacturing excellence.

In 2024, Toyota continues to drive the international automotive industry forward with its commitment to class-leading engineering, groundbreaking design and game-changing technological advancements.



1957

Toyopet Crown arrives in the U.S.



1997

Prius — the world’s first mass-produced gas-and-electric hybrid — arrives in the U.S.



2021

The all-electric bZ4X SUV debuts in the U.S.



2022

Toyota Crown nameplate returns to the U.S. with dramatic new design — engineered for performance and electrified.

The Toyota Difference

Toyota has been part of the cultural fabric of the United States for over 65 years, empowering American businesses by advancing sustainable, next-generation mobility.



Jobs & Investments

Toyota has fully modernized the manufacturing process, expanding biodiversity efforts and doubling down on electrified vehicles.

Diversity & Inclusion

The future of Toyota depends on the well-being of dealership employees and the company's ability to embrace diversity, respect and inclusivity.

Business Continuity

Toyota is dedicated to helping address supply shortages, production obstacles and even large-scale market fluctuations.

Vehicle Assembly

Toyota is proud to continue production in the U.S., where assembly is completed on models like Tundra, Corolla and Camry.

Sustainability

Toyota offers more hybrid choices than any other full-line manufacturer and has sold more than 15 million hybrid vehicles worldwide.¹

Investing in America

Toyota raised its stake in U.S. operations to increase production and create a wealth of new jobs, with direct investments in the American economy totaling \$30.6 billion.²

Additionally, Toyota has paid it forward by investing \$1.15 billion in total U.S. donations for non-profits, along with hundreds of millions in dealerships and facilities across the country.



180,000+

People directly employed
in the U.S.²



470,000+

Total jobs created
in the U.S.



1,200+

Toyota dealerships
across the country



\$30.6+ Billion

Total investments
in U.S. economy
since 1957



\$13 Billion

Five-year committed
investment plan
fulfilled one year early³



\$1.15+ Billion

Total U.S.
donations

Optimized Productivity

The Toyota Production System is a well-oiled machine, responsible for Toyota's position as one of the most capable, efficient and productive automotive manufacturers on the planet. In 2022, Toyota kept its system running in overdrive — with a second consecutive year of production output of over 9 million vehicles.

To maintain this industry-leading advantage and better serve Fleet customers, Toyota coordinates with manufacturers, suppliers and customers to minimize costs while maximizing quality, production speed and vehicle availability.



36 Years

Time spent
manufacturing
vehicles in the U.S.



30+ Million

Vehicles assembled
in the U.S.
and counting²



9+ Million

Projected vehicles
manufactured
globally in 2022²

Innovation Meets Collaboration

Drawing on the diverse backgrounds and perspectives of dedicated employees across the country, Toyota has been able to drive innovation, collaboration and a refined manufacturing process, creating new jobs and providing a boost to the U.S. economy.⁴



Recognized as a
Top 10 Diversity Leader



Received 15 consecutive
perfect scores for LGBTQ+
workplace equality



Honored for investments in
minority businesses totaling
\$3 billion

Fueling the Future

Toyota fosters a more sustainable society by addressing global environmental issues like climate change, resource depletion and habitat loss. In 2022, Toyota Financial Services issued its fifth Green Bond of \$750 million to fund new vehicle contracts that meet clean-air criteria.

Toyota has set its sights on six global challenges that will lead to positive changes in its manufacturing process — and the overall environment — by 2050.

Learn more at toyota.com/2050challenge



1

New Vehicle Zero CO₂ Emissions Challenge

By 2050, we will reduce CO₂ emissions during operation by 90 percent from new Toyota vehicles.

2

Life Cycle Zero CO₂ Emissions Challenge

By 2050, we will completely eliminate all CO₂ emissions from the entire vehicle life cycle.

3

Plant Zero CO₂ Emissions Challenge

By 2050, we will achieve zero CO₂ emissions at all plants worldwide.

4

Challenge of Minimizing and Optimizing Water Usage

By 2050, Toyota will ensure all Toyota facilities and processes conserve and protect water resources.

5

Challenge of Establishing a Recycling-Based Society and Systems

By 2050, Toyota will ensure all Toyota facilities and processes support a recycling-based society.

6

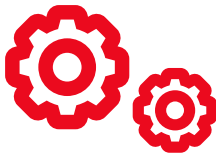
Challenge of Establishing a Future Society in Harmony With Nature

By 2050, Toyota will ensure all Toyota facilities and processes operate in harmony with nature.

Strategy & Supply

Toyota’s fine-tuned business continuity plan helps to ensure quality and consistency, building toward a sustainable supply chain that cuts down on waste and increases production capacity.

Given the surge of demand for electrified Toyota Fleets, Toyota has combined its highly effective inventory management with a cutting-edge assembly system and a world-class network of suppliers and component manufacturers.²



14

Active manufacturing plants in North America⁵



+17%

Total increase in production over 2020



\$1+ Million

Amount invested every hour into worldwide R&D



26+ Billion

Total parts, materials and components

Build Your Electrified Fleet

Toyota is a leader in mobility, with America's largest and diverse lineup of Hybrid, Plug-in Hybrid, Fuel Cell and Battery Electric vehicles.⁶ And as we accelerate toward a net-zero carbon future, there's a Toyota made just for your business needs.



Blended Powertrain Fleet

With more vehicles equipped with electrified powertrains on the U.S. roads than any other automaker, we're not just promising a cleaner future, we are helping to provide one. From internal combustion engines (ICE) to all-electric vehicles — the easiest way to start reducing carbon emissions is by creating a fleet made up of a variety of powertrains.



Hybrid Electric (HEV)

Toyota's hybrid electric vehicles have made history and are renowned for top-notch efficiency and low emissions.

- ✓ Reduced fuel costs
- ✓ Everyday driving



Plug-in Hybrid Electric (PHEV)

Seamlessly go between rechargeable battery power and conventional fueling systems to utilize the best of both worlds.

- ✓ Longer electric-only driving range
- ✓ Short commutes



Battery Electric (BEV)

These pure-electric vehicles use only powerful electric motors to provide smooth, silent and clean propulsion.

- ✓ Low maintenance
- ✓ Everyday commutes



Fuel Cell Electric (FCEV)

By utilizing hydrogen to generate their own electric charge, the only thing they'll leave behind is water.

- ✓ Power and performance
- ✓ Ideal for areas with fueling infrastructure

Explore Our Electrified Lineup

As our lineup of electrified vehicles continues to grow, discover an impressive balance of efficiency and power—whichever powertrains you choose.

HYBRID



CAMRY



VENZA



HIGHLANDER



TOYOTA CROWN SIGNIA



PRIUS



SIENNA



SEQUOIA



TACOMA



RAV4



COROLLA CROSS



TUNDRA



TOYOTA CROWN



COROLLA



GRAND HIGHLANDER

PLUG-IN HYBRID



PRIUS PRIME



RAV4 PRIME

BATTERY ELECTRIC



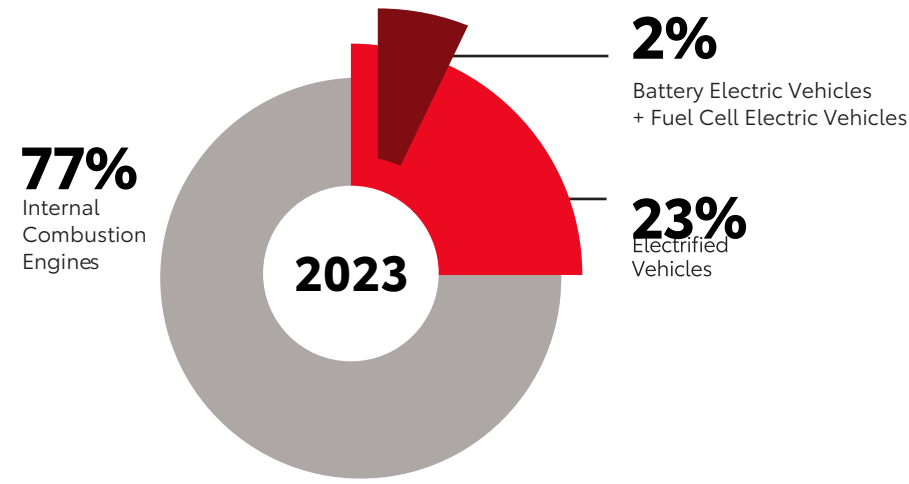
bZ4X

FUEL CELL ELECTRIC

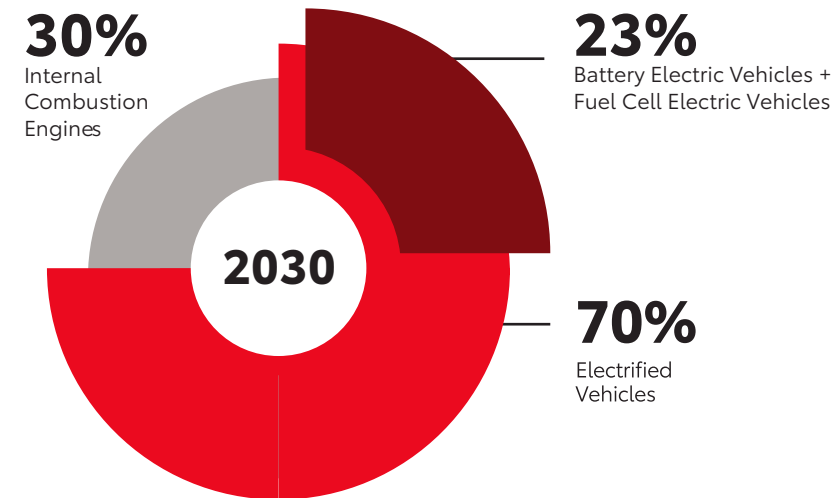


MIRAI

The road to a cleaner future begins today.



CURRENT PERCENTAGE OF TOYOTA'S U.S. SALES

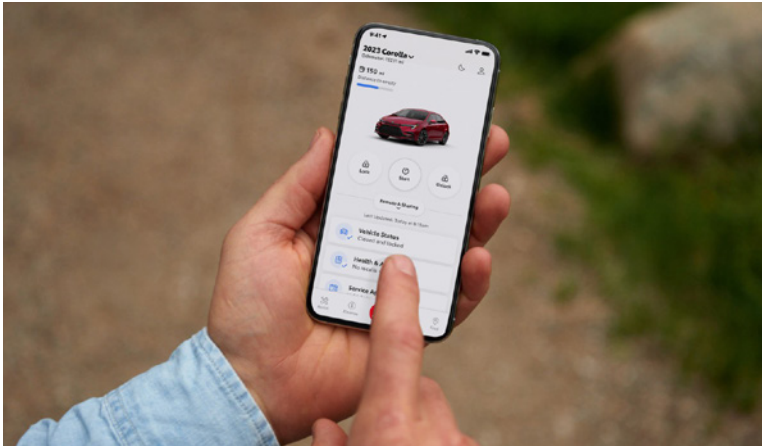


PROJECTED PERCENTAGE OF TOYOTA'S U.S. SALES

The Height of High-Tech

Every Toyota model on the market delivers state-of-the-art technology that prioritizes safety, convenience, capability and performance.

The goal? Advanced features that can fully unlock a fleet's potential with effortless, seamless and intuitive mechanics.



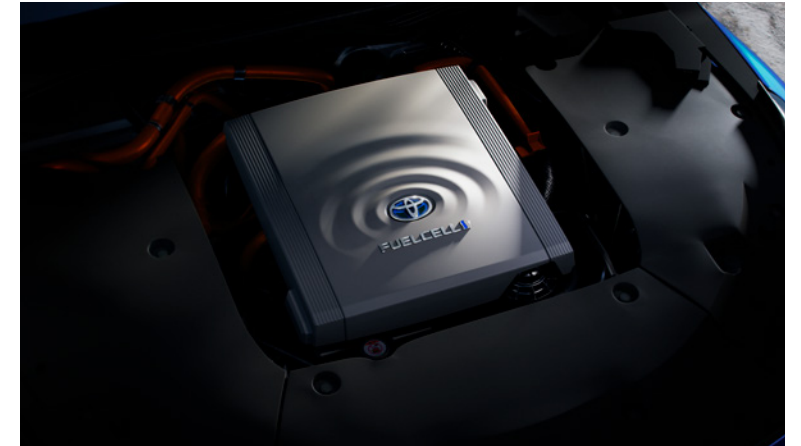
Connectivity

The Toyota lineup is designed to stay connected to the driver, dealer and beyond.



Safety

Advanced safety is a core piece of the Toyota formula.



Advanced Powertrains

New powertrain units significantly improve both driving and environmental performance.

Completely Connected

True connectivity is the driving force behind Toyota's achievements in mechanical and software engineering. With Connected Services,⁷ Toyota Fleet drivers are instantly plugged into a suite of intuitive convenience features that are available with an active subscription.

Meanwhile, Toyota Data Solutions allows Fleet Managers to monitor the condition and location of their entire fleet 24 hours a day, 7 days a week. It also helps with driver safety and vehicle efficiency through on-demand data that includes driver behavior analytics, collision detection warnings and custom event notifications.



Connected Services

Enjoy added convenience, safety and peace of mind.



Toyota Data Solutions

Critical telemetry services to help manage fleet vehicles.

Enjoy 24/7 Connectivity

Toyota’s available Connected Services*,⁷ help provide Toyota Fleet managers with added convenience, safety and peace of mind.



Remote Connect⁸
Up to 3-Year Trial Period

- ✓ Remote lock/unlock doors, start/stop the engine and locate the vehicle.
- ✓ Receive alerts when a guest driver exceeds the speed limit, curfew or miles driven.
- ✓ Receive vehicle status alerts.



Safety Connect⁹
Up to 10-Year Trial Period

- ✓ Automatic Collision Notifications
- ✓ Enhanced Roadside Assistance¹⁰
- ✓ Emergency Assistance Button
- ✓ Stolen Vehicle Locator¹¹



Service Connect¹²
Up to 10-Year Trial Period

- ✓ Receive vehicle alerts from your preferred dealer when maintenance is required.
- ✓ Get updates on fuel level, mileage, applicable recalls and more.



Wi-Fi Connect¹³
*Up to 30-Day Trial Period/
Up to 3 GB*

- ✓ In-vehicle Wi-Fi hotspot using a 4G LTE cellular network.
- ✓ Connectivity for up to five devices simultaneously.
(Trial period information can vary by model)



Destination Assist¹⁴
3-Month Trial Period

- ✓ Enjoy 24-hour access to a live agent who can give directions to an address via the navigation system.
- ✓ Display map data, routes and points of interest on the navigation system.



Drive Connect¹⁵
*Up to 10-Year Trial Period
Up to 2 GB*

- ✓ Access real-time traffic elements, 24/7 live agents and new voice commands.
- ✓ An onboard assistant that can help you find locations and contacts, send messages and navigate routes.

Fleet Management Made Easy

More than 20 Toyota models now offer critical telemetry services to help Fleet Managers stay up to date on their vehicles. By eliminating installation time and providing a built-in OEM hardware solution, keeping track of drivers and vehicles has never been easier.

Learn more at toyotadatasolutions.com



Collision Detection

Know when your vehicles are involved in a collision, even if a low-speed, non-airbag incident occurs.



Driver Behavior

Manage driver actions and behaviors that could be damaging to the vehicle.



Event Notifications

Set custom limits and receive alerts if and when they are exceeded.



Service Warnings

Extend the health of your fleet by preventive maintenance scheduling.



Telemetry

Track the status of your vehicles in near real-time.



Vehicle-Build Information

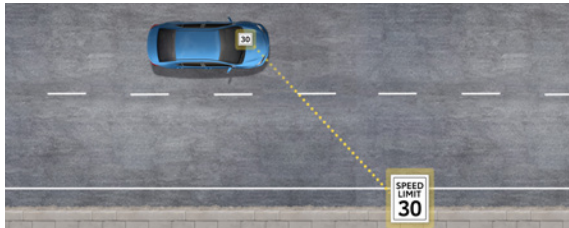
Instantly access vehicle-specific details to streamline and automate processes.

Safety Comes Standard

Safety is a key part of the Toyota Fleet formula. Which is why every Fleet vehicle in the 2024 lineup comes standard with a wide range of active and passive safety features, like Toyota Safety Sense™ (TSS)¹⁶ and the Star Safety System™, as well as comprehensive airbag¹⁷ arrangements and standout safety tech like an available Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA).¹⁹

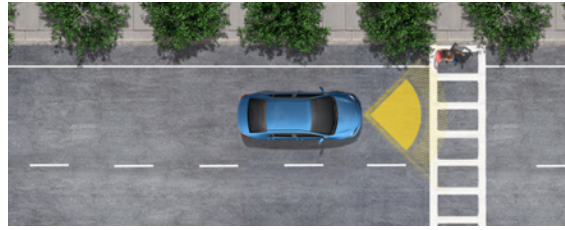


Toyota Safety Sense™¹⁶



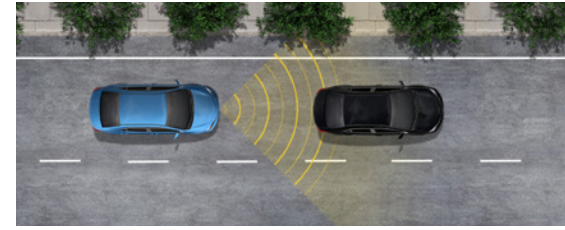
Road Sign Assist²³

Road Sign Assist detects speed limit signs, stop signs, Do Not Enter signs and yield signs, then shows them on the Multi-Information Display.



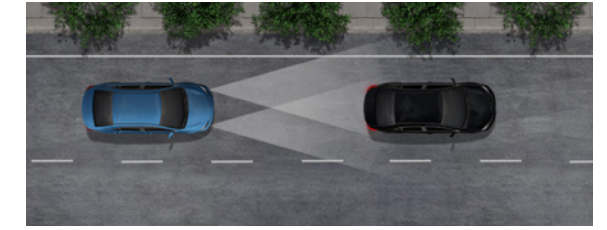
Pre-Collision System with Pedestrian Detection²⁰

An integrated camera and radar system that helps reduce the likelihood of colliding with a preceding car or pedestrian.



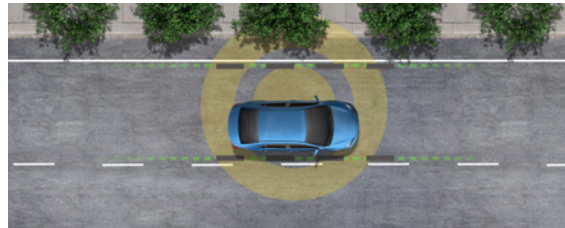
Dynamic Radar Cruise Control²¹

This high-tech cruise control uses radar to adjust the vehicle's speed, helping drivers maintain a preset distance from nearby cars.



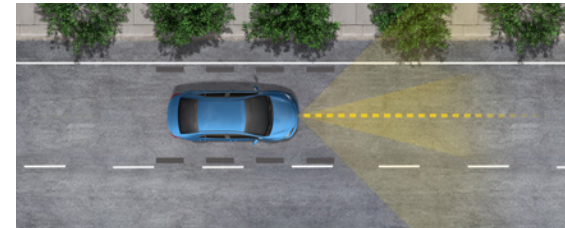
Automatic High Beams²²

Designed to aid nighttime driving by detecting headlights and taillights of preceding vehicles.



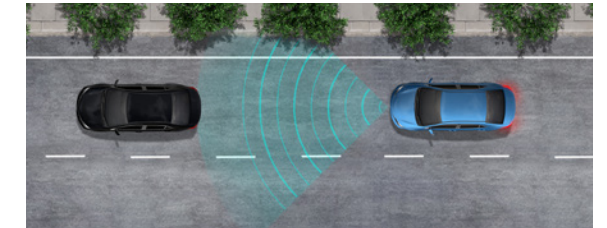
Lane Departure Alert²⁴

A windshield camera that may help drivers avoid unintended visible lane departures by alerting them when the vehicle veers from its lane.



Lane Tracing Assist²⁵

Lane Tracing Assist uses the visible lines on the road and preceding vehicles to help keep the vehicle centered and in its lane.



Proactive Driving Assist²⁶

When system operating conditions are met, using the vehicle's camera and radar, Proactive Driving Assist (PDA)* provides gentle braking into curves or gentle braking and/or steering to help support driving tasks such as distance control between your vehicle and a preceding vehicle, pedestrian or bicyclist.

*Available on certain TSS 3.0-equipped vehicles.

Toyota Safety Sense™: Across the Lineup

TSS 3.0



Toyota Crown



Prius



Prius Prime



Corolla Cross



Corolla Cross Hybrid



bZ4X



Corolla



Corolla Hybrid



Corolla Hatchback



Mirai



Grand Highlander



Grand Highlander Hybrid



The Toyota Safety Sense™ (TSS)¹⁶ suite of active safety systems is currently offered across several bundles — and they all come standard. Here’s how the applicability breaks down.

TSS 2.5+



Camry



Camry Hybrid



RAV4 Prime



Highlander



Highlander Hybrid



Venza

TSS 2.5



Tundra



Sequoia



RAV4



RAV4 Hybrid

TSS 2.0



Sienna

TSS-P



Tacoma



4Runner

Star Safety System™

The Star Safety System™ comes standard on every Toyota vehicle, helping drivers maintain control, keep an eye on surrounding traffic, and avoid collisions.

These six systems are designed to enhance driver reaction times, help keep everyone in the vehicle safe and secure, and give Fleet Managers added peace of mind.



Vehicle Stability Control²⁷



Traction Control



Smart Stop Technology^{®28}



Electronic Brake-force Distribution



Brake Assist



Anti-lock Brake System



The Bright Future of Mobility

Mobility as a Service (MaaS) enables a customer to pay to access transportation means through a third-party service provider who owns vehicles, like cars or bikes. By 2040, Toyota expects to grow its MaaS ecosystem through car sharing, subscription services and micro-mobility solutions — with the added benefits of reduced accidents, congestion and pollution.



Rent a Toyota

A dealership-based rental platform that leverages the latest-model Toyota vehicles.



KINTO Share

A ride-share service connecting drivers to Toyota vehicle rentals on an hourly or weekly basis with unlimited mileage, insurance, maintenance and customer service.



Ride Hailing

Toyota is teaming up with ride-hailing partners like Aurora to develop driverless mobility services, working to build and deploy self-driving vehicles around the world.

Lasting Value for Many Miles Ahead

Backed by outstanding sales numbers, automaker accolades, consumer evangelism and an ever-growing lineup of technologically advanced and fun-to-drive vehicles, Toyota stands at the top of the industry as one of the most valuable automobile brands in the world.



Total Cost of Ownership

Reliability, durability and efficiency lead to Toyota models that are built to last and affordable to maintain.



Warranty^{30, 31}

Every new Toyota is covered by comprehensive warranty packages, including standard 3-year/36,000-mile coverage and an industry-leading 10-year/150,000-mile hybrid battery warranty.³²



ToyotaCare²⁹

Toyota's complimentary maintenance plan covers factory scheduled service for 2 years or 25,000 miles, along with 24-hour Roadside Assistance for 2 years.²⁹



Awards & Accolades

Toyota's award-winning vehicles race ahead of the competition, picking up multiple IIHS, NHTSA and Kelley Blue Book³³ value awards.

Long-Term Payoffs

Toyota takes special care to keep the cost of ownership as low as possible, always striving to maintain quality and affordability. And when measured against the industry's best-selling models, Toyota punches well above its weight.

Toyota models have earned a reputation for efficiency and impressive mpg on highways and city streets, putting in the work to help minimize fuel costs. On top of that, Toyota Fleet vehicles stand apart with the best resale and lowest depreciation values in the industry, maintaining high-quality performance year after year.



Backed by over 30 years of automotive research and analysis, IntelliChoice provides comprehensive long-term cost estimates and value ratings for nearly every vehicle on the market, and it's no surprise that Toyota frequently comes out on top.

You're Covered

Toyota Fleet is devoted to safety and dependability, and proper vehicle maintenance is important to both. That's why Toyota includes a maintenance plan and Roadside Assistance with every new Fleet vehicle.



No Cost Maintenance Plan²⁹ *2 years/25,000 miles**

Toyota-trained technicians will perform factory recommended maintenance on Toyota Fleet vehicles, including:

- ✓ Replace engine oil and oil filter
- ✓ Rotate tires
- ✓ Multi-point vehicle inspection
- ✓ Inspect and adjust all fluid levels

**Whichever comes first.*



24-Hour Roadside Assistance²⁹ *2 years/Unlimited Miles*

24-hour Roadside Assistance is provided at no cost for 2 years from the effective date, for unlimited miles. Services include:

- ✓ Battery jump start
- ✓ Lockout protection
- ✓ Emergency fuel delivery
- ✓ Tire service
- ✓ Towing
- ✓ Winching



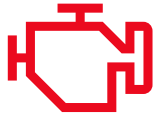
A Worthy Warranty

Every Toyota Fleet vehicle comes standard with a comprehensive warranty package that includes 3 years or 36,000 miles of limited coverage.^{30, 31} But our fleets don't stop there.



Basic

3 years/36,000 miles



Powertrain

5 years/60,000 miles



Hybrid System

8 years/100,000 miles³⁴



Rust-Through

5 years/Unlimited miles



Emissions

Coverages vary under Federal and California regulations



Hybrid Battery

10 years/150,000 miles³²

Gold Star Standards

On top of offering a robust warranty and low cost of ownership, Toyota has been recognized as an industry leader across the board when it comes to safety, performance, reputation and value.



2023 IIHS *Top Safety Pick*³⁵

Six Toyota models awarded *TOP SAFETY PICK* and eight models awarded *TOP SAFETY PICK+*.



2024 Kelley Blue Book KBB.com Best Buy Award³³

Prius, Sienna and Tacoma awarded a 2024 Best Buy Award from Kelley Blue Book's KBB.com.



2023 NHTSA Safety Rating³⁶

13 Toyota models awarded a 5-Star Overall Safety Rating.



2022 Vincentric Best Fleet Value in America³⁷

Five models awarded for outstanding value, more than any other manufacturer.



2021 Autotrader Best New Car Award³⁸

2021 Venza was named a Best New Car by Autotrader.

#1 in the Consumer Reports Reliability Rankings

Peace of mind comes along with a Toyota Fleet. As #1 in Consumer Reports' Reliability rankings, your next fleet carries confidence you can rely on. And with most of our models scoring above average in predicted reliability, Toyota is the smart business choice for your fleet.



How Many Miles Can a Car Last?

The lifespan of your fleet has greater potential to last longer. According to studies by iSeeCars.com, 2023 Toyota models have earned 8 of the top 20 spots for reaching 230,000 miles or more overall.

iSeeCars.com's Vehicle Lifespan Rankings

ranked against U.S domestic brands



Toyota Fleet Information



A Custom-Fit Toyota Fleet

Committed to delivering vehicles that meet and exceed the expectations of Fleet customers, Toyota Fleet goes above and beyond to tailor individual vehicles to a client's unique situation. This means working with companies that can provide upfitting solutions by adding additional equipment to a new vehicle, along with full-scale mobility conversions that implement holistic removals and replacements.



Holman specializes in the design, manufacture and installation of truck equipment for a wide variety of customers, trades and industries. Holman helps fleets, construction, energy and telecommunications, utilities, municipalities and many other businesses and industries.



Efficient manufacturing processes and flexible assembly lines enable Knapheide to produce both standard and highly customized truck and van bodies, from service bodies and platform bodies to dump bodies, lube trucks, water trucks and more.



Voted #1 in overall quality, service, safety and value, BraunAbility is the most-certified accessible-vehicle manufacturer in the industry. BraunAbility converts vehicles by removing ancillary equipment and installing vendor-specific replacements, developing customized mobility solutions for every kind of driver.



VMI builds cutting-edge accessibility conversions that are tailored to the needs of disabled drivers. Working with original equipment manufacturers, VMI's state-of-the-art conversion process features the latest in assembly-line technology and CAD software.

Long Distance? No Problem

Toyota Fleet can ship its entire line of vehicles to a wide range of delivery and pickup locations, with over 800 Toyota dealerships around the country. They include the Commercial and Government Toyota Fleet Advantage (TFA) program, drop-ship locations and Toyota Fleet Advantage dealers.

As part of the TFA agreement, these dealers will:

- ✓ Perform quality courtesy delivery of vehicles
- ✓ Appoint a dealership contact to coordinate deliveries
- ✓ Negotiate a delivery fee not to exceed \$350/vehicle

A list of TFA dealers can be found at fleet.toyota.com.



Fleet Advantage



Collaboration & Coordination

Toyota has strong relationships with many Fleet Management Companies (FMCs) around the country. This allows us to better serve our mutual business partners. We have partnerships with the FMCs listed here, plus many more.



Get in Touch With Toyota Fleet

With Toyota Fleet, assistance is always
just a phone call away.

FLEET CUSTOMER SERVICES GROUP

(800) 732-2798

Monday through Friday, 7:00 a.m. – 4:00 p.m. (Central Time)

David Brody

Fleet Operations Manager

Khushboo Dave

Fleet Customer Support Analyst

Clay Martin

Fleet Customer
Support Analyst

Markus Uribe

Fleet Distribution
and Business Systems Analyst

COMMERCIAL SALES GROUP

Tom DeLuise

☎ (469) 292-4842

✉ Tom.Deluisse@toyota.com

Eric Schuttee

☎ (310) 795-9896

✉ Eric.Schuttee@toyota.com

Liz Zembik

☎ (469) 292-2790

✉ Liz.Zembik@setoyota.com

Shierylen Uchida

☎ (310) 974-7482

✉ Shierylen.Uchida@toyota.com

FLEET FIELD MANAGERS

Paula Knox

☎ (832) 499-0893

✉ PKnox@gstoyota.com

TX, AR, OK, LA, MS

Egor Agafonov

☎ (816) 746-2138

✉ Egor.Agafonov@toyota.com

CT, NY, NJ

Ryan Martin

☎ (954) 803-1924

✉ Ryan.Martin@setoyota.com

NC, SC, GA

Sharon Trapp

☎ (310) 953-6815

✉ Sharon.Trapp@toyota.com

OH, MI, KY, TN, WV, VA, DC

Michael Sanders

☎ (469) 292-1833

✉ Michael.Sanders@toyota.com

ME, NH, VT, MA, RI, PA, DE, MD

John O'Donoghue

☎ (954) 429-2212

✉ John.Odonoghue@setoyota.com

FL, AL

Scott Kalina

☎ (630) 907-6418

✉ Scott.Kalina@toyota.com

**IL, IN, WI, ND, SD, KS, MO,
IA, NE, MN**

Robert Larson

☎ (469) 292-2414

✉ Robert.Larson@toyota.com

**AK, AZ, CA, CO, ID, MT, NV,
NM, OR, UT, WA, WY**

Product Portfolio



What's New in Our Lineup

See what's been added to your fleet options with our ever-growing lineup. These new and updated vehicles continue to provide the latest in active safety technologies, audio multimedia enhancements, high-tech convenience features and reliable build quality that'll keep them on the road and keep your business moving.



2025
Camry



2025
Toyota Crown Signia



2024
Tacoma



2024
Grand Highlander

THE NEW Camry

Camry means business. The fleet-ready sedan offers all-day reliability and gets you around town efficiently. It's also equipped with tech features that provide convenience for your team and connections at a moments notice.



Technology

Stay in touch with your team through Camry's available 12.3-in. Toyota Audio Multimedia touchscreen. Convenient access to technology features keeps your workflow efficient throughout the day.



Efficiency

Get to your appointments on time and efficiently. Camry's remarkable 225 net combined horsepower goes through the day at a pace that keeps up with you.



Reliability

Drive confidently behind the wheel of Camry. It's well-known reliability means it delivers an excellent experience for your team, no matter the situation.

ALL-NEW

Toyota Crown Signia

Ride through the workday with versatility and efficiency. The all-new Toyota Crown Signia has the cargo capacity to meet your needs on the job and a manufacturer-estimated 36 mpg combined rating that keeps you on the go.



Technology

Toyota Crown Signia offers essential tech to your team. Coordinate daily tasks and objectives on the go with the 12.3-in. Audio Multimedia touchscreen.



Cargo Space

Carry what you need for projects big and small. Toyota Crown Signia provides xx.x cu. ft. of cargo space to hold your essentials and more for when the job calls for it.



Performance

Arrive to every location reliably with Toyota Crown Signia. Its hybrid powertrain produces 243 net combined horsepower, bringing you to each destination promptly.

THE NEXT-GEN Tacoma

The all-new 2024 Tacoma. Reengineered from the ground up, and known for its toughness and durability, it continues to deliver excellent value, featuring multiple powertrain options and cab/bed configurations to give fleet managers the choices they want.



Fold-Down Passenger Seatback

Space for more. Fold down XtraCab's passenger seatback to reveal a lockable storage area. Its passenger seat can also lay down flat to create an expanded workspace.



Available i-FORCE MAX

Tacoma is powerfully prepared. With its turbocharged 2.4-liter 4-cylinder i-FORCE MAX hybrid powertrain that produces up to 326 horsepower and 465 lb.-ft or torque, Tacoma is ready.



Latest Interior Tech

Tacoma is up to date on tech. Standard Smart Key System with Push Button Start gets you going without missing a beat, and the available 14-in. touchscreen display keeps you connected on and off the jobsite.

TACOMA

XtraCab & Double Cab

The new Tacoma XtraCab and Double Cab Long Bed go big on storage capacity and payload. Tacoma's available 6,500-lb. tow rating³⁹ and the XtraCab's extended bed length confirm Tacoma's commitment to being a hardworking, valuable fleet vehicle.



Performance

Tacoma Double Cab's i-FORCE MAX hybrid drivetrain provides up to 326 horsepower and 465 lb.-ft of torque.



XtraCab Long Bed

The two-door Tacoma comes standard with a six-foot bed, while the four-door Double Cab comes with a five-foot or six-foot bed.



Maximum Storage & Utility

Tacoma's XtraCab configuration allows for maximum storage and utility. Fully customize your cargo area and access lockable storage for your most valuable gear.



Payload

With an available tow rating of 6,500 pounds³⁹ and an available payload of 1,709 pounds,⁴⁰ Tacoma is ready to put in some serious work.

FIRST-EVER

Grand Highlander

With smart tech, storage and plenty of room to comfortably seat up to eight, the first-ever Grand Highlander is ready to take on your business's needs. Take advantage of its spacious full-size third row that'll offer more comfort for everyone.



Cargo Capacity

With every seat up, Grand Highlander leaves you with 20.6 cu. ft. of space in the rear cargo area.⁴¹ When cargo takes precedence, fold down the seats to reveal an impressive 97.5 cu. ft. of space.



Three Powertrains

Whether gas, hybrid or Hybrid MAX, and with available all-wheel drive capability, Grand Highlander has a drive that best fits your business.



Modern Tech

Grand Highlander is outfitted with innovative systems that are all about making the drive as comfortable as possible. From safety to convenience, these intelligent features help get the job done.

Car & Minivan Lineup



TOYOTA CROWN



PRIUS PRIME



PRIUS



COROLLA



COROLLA HYBRID



COROLLA HATCHBACK



CAMRY



CAMRY HYBRID



MIRAI



SIENNA

2024 Toyota Crown

WHAT'S NEW

Available Traffic Jam Assist (TJA)

Available Lane Change Assist (LCA)

Available Front Cross-Traffic Alert (FCTA)



Assembled in
Aichi, Japan

KEY TAKEAWAYS

Standard All-Wheel Drive (AWD)

Toyota Safety Sense™ 3.0 (TSS 3.0)¹⁶

Available Advanced Park⁴³

Available Digital Key⁴⁶ capability

Standard 12.3-in. touchscreen



TOYOTA CROWN



XLE

\$40,350 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

42/41/41⁴⁸

NOTABLE FEATURES

- ✓ 2.5-Liter 4-Cyl. Hybrid, 236 net horsepower
- ✓ All-Wheel Drive (AWD)
- ✓ 19-in. multi-spoke alloy wheels
- ✓ 12.3-in. Toyota Audio Multimedia touchscreen
- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0)¹⁶
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ Bi-LED projector low- and high-beam headlights



LIMITED

\$ 45,950 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

42/41/41⁴⁸

NOTABLE FEATURES

- ✓ Panoramic fixed glass roof
- ✓ Leather-trimmed, heated and ventilated front seats
- ✓ Heated steering wheel and rear seats
- ✓ Available Panoramic View Monitor⁵¹
- ✓ Available Digital Key⁴⁶ capability
- ✓ Rain-sensing variable intermittent windshield wipers
- ✓ 11-speaker JBL^{®52} audio system
- ✓ Quad-LED projector low-and high-beam headlights



PLATINUM

\$53,370 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

29/32/30⁴⁸

NOTABLE FEATURES

- ✓ Hybrid MAX 2.4-Liter 4-Cyl. turbocharged Hybrid, 340 net horsepower
- ✓ Direct Shift-6AT transmission
- ✓ 21-in. 10-spoke alloy wheels
- ✓ Adaptive Variable Suspension (AVS)
- ✓ Paddle shifters
- ✓ Available bi-tone exterior color⁵³
- ✓ Advanced Park⁴³
- ✓ Traffic Jam Assist (TJA)
- ✓ Lane Change Assist (LCA)
- ✓ Front Cross-Traffic Alert (FCTA)

PRIUS

2024 Prius

WHAT'S NEW

Bold, striking design

Connected Services⁷ trials

Distinctive headlights
and taillights

Available fixed glass roof

New Hybrid Synergy Drive[®] system



Assembled in
Aichi, Japan

KEY TAKEAWAYS

2.0L 4-Cylinder engine with up
to 196 hp

Available 12.3-in. Toyota Audio
Multimedia touchscreen

Blind Spot Monitor (BSM)¹⁸ with
Rear Cross-Traffic Alert (RCTA)¹⁹

Safe Exit Assist⁵⁴





LE

\$27,950 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 57/56/57⁴² | AWD: 53/54/54⁴²

NOTABLE FEATURES

- ✓ Available Electronic On-Demand All-Wheel Drive (AWD)
- ✓ Bi-LED projector headlights and LED Daytime Running Lights
- ✓ 17-in. alloy wheels with wheel covers
- ✓ Rear-Seat Reminder⁵⁵
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Connected Services⁷ trials
- ✓ Six USB-C charge ports⁵⁶ — two front/two center console/two rear
- ✓ Toyota Safety Sense[™] 3.0 (TSS 3.0)¹⁶
- ✓ Top-mount Multi-Information Display (MID)



XLE

\$31,395 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 52/52/52⁴² | AWD: 49/50/49⁴²

NOTABLE FEATURES

- ✓ 19-in. alloy wheels
- ✓ Heated front seats
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Smart Key System on front doors and trunk with Push Button Start
- ✓ SofTex[®]-trimmed⁵⁸ seats
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰



LIMITED

\$34,965 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 52/52/52⁴² | AWD: 49/50/49⁴²

NOTABLE FEATURES

- ✓ 12.3-in. Toyota Audio Multimedia touchscreen
- ✓ 8-speaker JBL^{®52} Premium Audio including amplifier
- ✓ Fixed glass roof
- ✓ Power liftback
- ✓ Driver's-seat memory function with two settings
- ✓ Heated and ventilated front seats
- ✓ Digital Key⁴⁶ capability

PRIUS PRIME

2024 Prius Prime

WHAT'S NEW

2.0L 4-Cylinder engine with 220 hp

EPA-est. up to 44-mile
all-electric driving range⁴⁴

0-60 in 6.6 seconds⁶¹

Driving mode system

Bold, striking design



Assembled in
Aichi, Japan

KEY TAKEAWAYS

Overall exterior styling with flowing,
one-motion silhouette

Available unique 19-in. alloy wheels

Available 12.3-in. Toyota Audio
Multimedia touchscreen



MARCH 2024

48

PRIUS PRIME



SE

\$32,975 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

53/51/52⁶²

NOTABLE FEATURES

- ✓ 220 hp
- ✓ EPA-est. up to 44-mile all-electric driving range⁴⁴
- ✓ Driving mode system
- ✓ 17-in. alloy wheels with wheel covers
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Connected Services⁷ trials
- ✓ Toyota Safety Sense[™] 3.0 (TSS 3.0)¹⁶
- ✓ Top-mount Multi-Information Display (MID)



XSE

\$36,225 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

50/47/48⁶²

NOTABLE FEATURES

- ✓ EPA-est. up to 44-mile all-electric driving range⁴⁴
- ✓ 19-in. alloy wheels
- ✓ Heated front seats
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Smart Key System on front doors and trunk with Push Button Start
- ✓ SofTex[®]-trimmed⁵⁸ seats
- ✓ Qi-compatible wireless charging⁵⁹



XSE PREMIUM

\$39,670 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

50/47/48⁶²

NOTABLE FEATURES

- ✓ EPA-est. up to 44-mile all-electric driving range⁴⁴
- ✓ 12.3-in. Toyota Audio Multimedia touchscreen
- ✓ 8-speaker JBL^{®52} Premium Audio including amplifier
- ✓ Fixed glass roof
- ✓ Power liftback
- ✓ Driver's-seat memory function with two settings
- ✓ Heated and ventilated front seats
- ✓ Digital Key⁴⁶ capability

COROLLA

2024 Corolla

KEY TAKEAWAYS

LE boasts refinement and style

SE and XSE tout sporty looks

Available Blind Spot Monitor (BSM)¹⁸
with Rear Cross-Traffic Alert (RCTA)¹⁹



Assembled in
Blue Springs, MS



Assembled in
Aichi, Japan

MARCH 2024



COROLLA



LE

\$22,050 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
32/41/35⁶³

NOTABLE FEATURES

- ✓ 2.0L 4-Cylinder engine with 169 horsepower
- ✓ LED headlights and taillights
- ✓ 60/40-split, fold-down rear seat
- ✓ 8-in. Toyota Audio Multimedia touchscreen
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Connected Services⁷ trials
- ✓ Four USB-C ports⁵⁶
- ✓ Automatic climate control
- ✓ Toyota Safety Sense[™] 3.0 (TSS 3.0)¹⁶
- ✓ 13.1 cu. ft. of cargo volume⁴¹
- ✓ Super Ultra Low Emission Vehicle (SULEV-30)



SE

\$24,490 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
31/40/34⁶³

NOTABLE FEATURES

- ✓ LED headlights with Daytime Running Lights (DRL) and accent lighting
- ✓ 18-in. alloy wheels with graphite-colored finish
- ✓ 8-in. touchscreen
- ✓ Premium sport seats
- ✓ Smart Key System with Push Button Start



NIGHTSHADE

\$25,490 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
Up to 31/40/34

NOTABLE FEATURES

- ✓ 18-in. bronze-finished alloy wheels
- ✓ Black-painted sport side rocker panels and rear spoiler
- ✓ Blackout badging
- ✓ Black heated power outside mirrors
- ✓ Black roof-mounted shark-fin antenna and window trim

COROLLA



XSE

\$27,150 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

31/40/34⁶³

NOTABLE FEATURES

- ✓ Power tilt/slide moonroof
- ✓ 7-in. Fully Digital Gauge Cluster
- ✓ SofTex®-trimmed,⁵⁸ heated front sport seats
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹

COROLLA HYBRID

2024 Corolla Hybrid

KEY TAKEAWAYS

Up to 50 mpg combined (EPA-est.)⁶³

Available Blind Spot Monitor (BSM)¹⁸
with Rear Cross-Traffic Alert (RCTA)¹⁹

Available All-Wheel Drive (AWD)

 Assembled in
Aichi, Japan

MARCH 2024



COROLLA HYBRID



HYBRID LE

\$23,500 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

Up to 53/46/50⁶³

NOTABLE FEATURES

- ✓ Available All-Wheel Drive (AWD)
- ✓ Multi-function in-key remote keyless entry
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Toyota Audio Multimedia touchscreen
- ✓ 4.2-in. Multi-Information Display (MID)
- ✓ 60/40 split-fold-down rear seat
- ✓ Connected Services⁷ trials
- ✓ LED headlights, taillights and stop lights
- ✓ 16-in. alloy wheels
- ✓ Toyota Safety Sense[™] 3.0 (TSS 3.0)¹⁶
- ✓ Ultra Low Emission Vehicle 70 (ULEV-70)



HYBRID SE

\$25,940 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

Up to 50/43/47⁶³

NOTABLE FEATURES

- ✓ Available All-Wheel Drive (AWD)
- ✓ LED headlights with Daytime Running Lights (DRL) and accent lighting
- ✓ 18-in. alloy wheels with graphite-colored finish
- ✓ Premium fabric sport seats



HYBRID XLE

\$27,250 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

53/46/50⁶³

NOTABLE FEATURES

- ✓ 16-in. alloy wheels
- ✓ 7-in. Fully Digital Gauge Cluster
- ✓ Power tilt/slide moonroof
- ✓ SofTex[®]-trimmed⁵⁸ heated front seats

2024 Corolla Hatchback

KEY TAKEAWAYS

LED headlights and taillights

8-in. touchscreen

Available 18-in. alloy wheels

Smart Key System with Push Button Start

Available Blind Spot Monitor (BSM)¹⁸
with Rear Cross-Traffic Alert (RCTA)¹⁹



Assembled in
Aichi, Japan

MARCH 2024



COROLLA HATCHBACK



SE

\$23,505 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
32/41/35⁶⁴

NOTABLE FEATURES

- ✓ 2.0L 4-Cylinder engine with 169 horsepower
- ✓ LED headlights and taillights
- ✓ 16-in. alloy wheels
- ✓ 60/40 split fold-down rear seats
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Connected Services⁷ trials
- ✓ Smart Key System with Push Button Start
- ✓ Toyota Safety Sense[™] 3.0 (TSS 3.0)¹⁶
- ✓ Up to 23.0 cu. ft. of cargo volume⁴¹
- ✓ Super Ultra Low Emission Vehicle (SULEV-30)



NIGHTSHADE

\$24,505 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
Up to 32/41/35

NOTABLE FEATURES

- ✓ 18-in. bronze-finished alloy wheels
- ✓ Black front upper and lower grille surround
- ✓ Blackout badging
- ✓ Black heated power outside mirrors
- ✓ Black roof-mounted shark-fin antenna and window trim



XSE

\$26,805 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
30/38/33⁶⁴

NOTABLE FEATURES

- ✓ Integrated LED fog lights
- ✓ 18-in. alloy wheels with graphite-colored finish
- ✓ Dual zone automatic climate control
- ✓ 7-in. Fully Digital Gauge Cluster
- ✓ SofTex[®]-trimmed⁵⁸ heated front seats
- ✓ 8-way power-adjustable driver's seat
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹

CAMRY

2024 Camry

KEY TAKEAWAYS

All-Wheel Drive available on five
gas grades

Available 3.5-Liter V6 engine with 301 hp

Toyota Safety Sense™ 2.5+ (TSS 2.5+)¹⁶

Standard 8-way power-adjustable
driver's seat



Assembled in
Georgetown, KY

MARCH 2024





LE

\$26,220 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
28/39/32⁶⁵

NOTABLE FEATURES

- ✓ 203 hp
- ✓ Available Dynamic Torque Control All-Wheel Drive (AWD)
- ✓ Dual zone automatic climate control
- ✓ 7-in. touchscreen
- ✓ Apple CarPlay^{®66} and Android Auto^{™67} compatibility
- ✓ Connected Services⁷ trials
- ✓ Toyota Safety Sense[™] 2.5+ (TSS 2.5+)¹⁶
- ✓ 15.1 cu. ft. of cargo volume⁴¹
- ✓ FWD: Super Ultra Low Emissions Vehicle (SULEV)
- ✓ AWD: Ultra Low Emission Vehicle (ULEV)



XLE

\$30,970 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
27/38/31⁶⁵

NOTABLE FEATURES

- ✓ 9-in. touchscreen
- ✓ 7-in. Multi-Information Display (MID)
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Full-Speed Range Dynamic Radar Cruise Control (DRCC)²¹
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ Leather-trimmed, heated front seats
- ✓ Smart Key System with Push Button Start
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹



XLE V6

\$36,095 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
22/33/26⁶⁵

NOTABLE FEATURES

- ✓ 301 hp
- ✓ Panoramic glass roof with power tilt/slide moonroof
- ✓ 9-speaker JBL^{®52} audio system
- ✓ 10-in. Head-Up Display (HUD)



SE

\$27,760 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
28/39/32⁶⁵

NOTABLE FEATURES

- ✓ Black front grille with sport mesh insert
- ✓ Color-keyed sport side rocker panels and rear spoiler
- ✓ Sport SofTex®-trimmed⁵⁸ front seats
- ✓ Leather-trimmed steering wheel with paddle shifters
- ✓ Sport-tuned suspension



XSE

\$31,520 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
27/38/31⁶⁵

NOTABLE FEATURES

- ✓ 9-in. touchscreen
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ 19-in. gloss-black alloy wheels
- ✓ 7-in. Multi-Information Display (MID)
- ✓ Ambient interior lighting
- ✓ Available 10-in. color Head-Up Display (HUD)
- ✓ Available Panoramic View Monitor⁵¹
- ✓ Available two-tone exterior color (black roof)⁵³



XSE V6

\$36,645 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
22/32/26⁶⁵

NOTABLE FEATURES

- ✓ 301 hp
- ✓ Panoramic glass roof with power tilt/slide moonroof
- ✓ 9-speaker JBL®⁵² audio system
- ✓ 10-in. Head-Up Display (HUD)

CAMRY HYBRID

2024 Camry Hybrid

KEY TAKEAWAYS

Toyota Safety Sense™ 2.5+ (TSS 2.5+)¹⁶

Standard 8-way power-adjustable
driver's seat

Up to 47 mpg combined (EPA-est.)
for Hybrid XSE⁶⁵



Assembled in
Georgetown, KY

MARCH 2024



CAMRY HYBRID



HYBRID LE

\$28,355 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

51/53/52⁶⁵

NOTABLE FEATURES

- ✓ 208 hp net comb.
- ✓ Dual zone automatic climate control
- ✓ 7-in. touchscreen
- ✓ Apple CarPlay^{®66} and Android Auto^{™67} compatibility
- ✓ Six speakers
- ✓ Connected Services⁷ trials
- ✓ Smart Key System with Push Button Start
- ✓ Toyota Safety Sense[™] 2.5+ (TSS 2.5+)¹⁶
- ✓ 15.1 cu. ft. of cargo volume⁴¹
- ✓ Super Ultra Low Emission Vehicle (SULEV)



Hybrid XLE

\$33,245 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

44/47/46⁶⁵

NOTABLE FEATURES

- ✓ 9-in. touchscreen
- ✓ 7-in. Multi-Information Display (MID)
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Leather-trimmed, heated front seats
- ✓ 8-way power-adjustable front passenger seat
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹

CAMRY HYBRID



HYBRID SE

\$29,890 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

44/47/46⁶⁵

NOTABLE FEATURES

- ✓ 208 hp net comb.
- ✓ Dual zone automatic climate control
- ✓ 7-in. touchscreen
- ✓ Apple CarPlay^{®66} and Android Auto^{™67} compatibility
- ✓ Smart Key System with Push Button Start
- ✓ Leather-trimmed steering wheel with paddle shifters
- ✓ Sport-tuned suspension
- ✓ 18-in. black, machined-finish alloy wheels
- ✓ Sport SofTex[®]-trimmed⁵⁸ front seats with fabric inserts



HYBRID XSE

\$33,795 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

44/47/46⁶⁵

NOTABLE FEATURES

- ✓ Available two-tone exterior color (black roof)⁵³
- ✓ 9-in. touchscreen
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ Integrated backup camera with dynamic gridlines⁶⁸
- ✓ Overhead console with map lights and sunglasses storage
- ✓ HomeLink^{®57} universal transceiver
- ✓ Ambient interior lighting
- ✓ Available Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹

MIRAI

2024 Mirai

WHAT'S NEW

TSS 3.0

Traffic Jam Assist

New exterior color⁵³

New Fuel Cell (FCEV) badge

KEY TAKEAWAYS

Two-grade lineup: XLE and Limited

Fuel cell electric powertrain offers smooth performance and zero emissions

Complimentary fuel for up to 6 years or \$15,000, whichever comes first⁶⁹

10-year/150,000-mile battery warranty³²



Assembled in
Aichi, Japan





XLE

\$50,190 STARTING MSRP⁴⁷

MANUFACTURER-EST. MPG_e (CITY/HWY/COMB)

76/71/74⁷⁰

NOTABLE FEATURES

- ✓ 182-hp fuel cell electric powertrain
- ✓ 12.3-in. touchscreen
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ 14-speaker JBL^{®52} audio system
- ✓ Connected Services⁷ trials
- ✓ SofTex[®]-trimmed,⁵⁸ heated front seats
- ✓ Smart Key System with Push Button Start
- ✓ Toyota Safety Sense[™] 3.0 (TSS 3.0)¹⁶
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ Zero Emission Vehicle (ZEV)



LIMITED

\$67,115 STARTING MSRP⁴⁷

MANUFACTURER-EST. MPG_e (CITY/HWY/COMB)

67/64/65⁷⁰

NOTABLE FEATURES

- ✓ Dual panoramic moonroof
- ✓ Three-zone automatic climate control
- ✓ Color Head-Up Display (HUD)
- ✓ SofTex[®]-trimmed,⁵⁸ heated, and ventilated front and rear seats
- ✓ Digital rearview mirror
- ✓ Panoramic View Monitor⁵¹ with 360-degree Overhead View
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰

SIENNA

2024 Sienna

WHAT’S NEW

XSE Premium Package

18-in. dark wheels for XSE AWD and Woodland Edition

 Assembled in Princeton, IN

MARCH 2024

KEY TAKEAWAYS

Standard hybrid powertrain with up to 36 mpg combined (EPA-est.)⁷¹

Only hybrid van with available All-Wheel Drive (AWD)

Standard Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹

Available hands-free, dual power-sliding side doors and liftgate with power-open-and-close functionality⁷²





LE

\$36,185 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

36/36/36⁷¹

NOTABLE FEATURES

- ✓ 245 hp net comb.
- ✓ Available Electronic On-Demand All-Wheel Drive (AWD)
- ✓ Dual power-sliding side doors
- ✓ Six speakers
- ✓ 9-in. touchscreen
- ✓ Apple CarPlay^{®66} and Android Auto^{™67} compatibility
- ✓ Toyota Safety Sense[™] 2.0 (TSS 2.0)¹⁶
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ 33.5/75.2/101.0 cu. ft. of cargo volume⁴¹
- ✓ Super Ultra Low Emission Vehicle (SULEV)



XLE

\$42,495 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/36/36⁷¹ | AWD: 35/36/35⁷¹

NOTABLE FEATURES

- ✓ Integrated wide-angle LED fog lights
- ✓ Hands-free dual power-sliding side doors and liftgate⁷²
- ✓ Power tilt/slide moonroof
- ✓ Eight speakers
- ✓ Four-zone automatic climate control
- ✓ Sport SofTex[®] trimmed⁵⁸ seats
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Smart Key System with Push Button Start
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰



XSE

\$44,745 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/36/36⁷¹ | AWD: 35/36/35⁷¹

NOTABLE FEATURES

- ✓ Sport-calibrated Electric Power Steering (EPS)
- ✓ 20-in. alloy wheels
- ✓ Black side rocker panels and outside mirrors
- ✓ Metallic-black Sport mesh front grille
- ✓ Dynamic Navigation⁷³ trial
- ✓ SofTex[®]-trimmed,⁵⁸ heated front seats
- ✓ Driver Easy Speak
- ✓ Sport-tuned suspension



LIMITED

\$49,445 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/36/36⁷¹ | AWD: 35/36/35⁷¹

NOTABLE FEATURES

- ✓ 18-in. alloy wheels
- ✓ Chrome-finish roof rails
- ✓ Leather-trimmed first- and second-row seating
- ✓ Ventilated front seats
- ✓ Second-row captain’s chairs with ottoman
- ✓ Manual second- and third-row sunshades
- ✓ 12-speaker JBL^{®52} audio system
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ 7-in. Multi-Information Display (MID)



PLATINUM

\$52,645 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/36/36⁷¹ | AWD: 35/36/35⁷¹

NOTABLE FEATURES

- ✓ 20-in. alloy wheels (FWD)
- ✓ Heated second-row seats
- ✓ 10-in. color Head-Up Display (HUD)
- ✓ Panoramic View Monitor⁵¹
- ✓ Heated steering wheel

Crossover & SUV Lineup



HIGHLANDER



HIGHLANDER HYBRID



SEQUOIA



VENZA



RAV4



RAV4 HYBRID



RAV4 PRIME



COROLLA CROSS



COROLLA CROSS HYBRID



4RUNNER



bZ4X



GRAND HIGHLANDER

HIGHLANDER

2024 Highlander

KEY TAKEAWAYS

Available height-adjustable
power liftgate⁷²

Available Blind Spot Monitor (BSM)¹⁸
with Rear Cross-Traffic Alert (RCTA)¹⁹

Standard 8-way power-adjustable
driver's seat



Assembled in
Princeton, IN

MARCH 2024



35

HIGHLANDER



LE

\$39,120 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 22/29/25⁷⁴ | AWD: 21/28/25⁷⁴

NOTABLE FEATURES

- ✓ LED fog lights
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹



XLE

\$42,270 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 22/29/25⁷⁴ | AWD: 21/28/24⁷⁴

NOTABLE FEATURES

- ✓ Roof rails
- ✓ Mirror with HomeLink^{®57} universal transceiver
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ SofTex[®]-trimmed,⁵⁸ heated front seats
- ✓ 10-way power-adjustable driver's seat

HIGHLANDER



XSE

\$43,865 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 22/29/25⁷⁴ | AWD: 21/28/24⁷⁴

NOTABLE FEATURES

- ✓ Available Dynamic Torque Vectoring All-Wheel Drive (AWD)
- ✓ Sport-tuned suspension
- ✓ Sport style front bumper, lower spoiler and mesh front grille
- ✓ Color-keyed side rocker panels with chrome lower trim
- ✓ Twin-tip exhaust
- ✓ 20-in. alloy wheels
- ✓ Ambient interior lighting



LIMITED

\$46,375 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 22/29/25⁷⁴ | AWD: 21/28/24⁷⁴

NOTABLE FEATURES

- ✓ High-output LED fog lights
- ✓ Updated Toyota Audio Multimedia with wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Dynamic Navigation⁷³ trial
- ✓ Leather-trimmed, ventilated front seats
- ✓ Heated steering wheel
- ✓ Available 12.3-in. Multi-Information Display (MID)
- ✓ Hands-free power liftgate⁷²
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰
- ✓ One 120V outlet⁷⁵



PLATINUM

\$49,575 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 22/29/25⁷⁴ | AWD: 21/28/24⁷⁴

NOTABLE FEATURES

- ✓ Adaptive Front-Lighting System (AFS)
- ✓ Auto leveling headlights
- ✓ Power panoramic view moon roof
- ✓ 10-in. color Head-Up Display (HUD)
- ✓ Digital rearview mirror
- ✓ Rain-sensing wipers
- ✓ Panoramic View Monitor⁵¹
- ✓ Heated second row

2024 Highlander Hybrid

WHAT'S NEW

Updated Toyota Audio Multimedia with wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility

Available 12.3-in. Multi-Information Display (MID)



Assembled in
Princeton, IN

KEY TAKEAWAYS

Available in both Front-Wheel- and All-Wheel-Drive configurations for all grades

Standard height-adjustable power liftgate⁷²

Available Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹

Standard 8-way power-adjustable driver's seat



HIGHLANDER HYBRID



HYBRID LE

\$40,720 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/35/36⁷⁴ | AWD: 35/35/35⁷⁴

NOTABLE FEATURES

- ✓ 243 hp net comb
- ✓ Available Electronic On-Demand All-Wheel Drive (AWD)
- ✓ Height-adjustable power liftgate
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ 8-in. touchscreen
- ✓ Toyota Safety Sense[™] 2.5+ (TSS 2.5+)¹⁶
- ✓ Smart Key System with Push Button Start
- ✓ 84.3/48.4/16.0 cu. ft. of cargo volume⁴¹
- ✓ Super Ultra Low Emission Vehicle 30 (SULEV)



HYBRID LE NIGHTSHADE

\$41,720 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/35/36 | AWD: 35/35/35

NOTABLE FEATURES

- ✓ 18-in. black-painted alloy wheels with black lug nuts
- ✓ Black exterior accents including mirror caps, shark-fin antenna, rear spoiler and window trim
- ✓ Black grille and black rear badges



HYBRID XLE

\$43,870 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/35/36⁷⁴ | AWD: 35/35/35⁷⁴

NOTABLE FEATURES

- ✓ Power tilt/slide moonroof
- ✓ Roof rails
- ✓ 7-in. Multi-Information Display (MID)
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ SofTex[®]-trimmed,⁵⁸ heated front seats
- ✓ 10-way power-adjustable driver's seat

HIGHLANDER HYBRID



HYBRID XLE NIGHTSHADE

\$44,870 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/35/36 | AWD: 35/35/35

NOTABLE FEATURES

- ✓ 18-in. black-painted alloy wheels with black lug nuts
- ✓ Black exterior accents including mirror caps, shark-fin antenna, rear spoiler and window trim
- ✓ Black grille and black rear badges
- ✓ Black two-tone SofTex®-trimmed/mixed media front- and second-row seats with unique embossed seat pattern and silver-colored contrast stitching



HYBRID LIMITED

\$47,975 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/35/36⁷⁴ | AWD: 35/34/35⁷⁴

NOTABLE FEATURES

- ✓ High-output LED fog lights
- ✓ 11-speaker JBL®⁵² audio system
- ✓ Dynamic Navigation⁷³ trial
- ✓ Leather-trimmed, ventilated front seats
- ✓ Heated steering wheel
- ✓ Driver Easy Speak
- ✓ Hands-free power liftgate⁷²
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰
- ✓ 1500W power outlet⁷⁶
- ✓ Cargo area tonneau cover



HYBRID PLATINUM

\$51,175 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 36/35/36⁷⁴ | AWD: 35/34/35⁷⁴

NOTABLE FEATURES

- ✓ Adaptive Front-Lighting System (AFS)
- ✓ Auto-leveling headlights
- ✓ Power panoramic view moonroof
- ✓ 12.3-in. touchscreen
- ✓ 10-in. color Head-Up Display (HUD)
- ✓ Digital rearview mirror
- ✓ Rain-sensing wipers
- ✓ Panoramic View Monitor⁵¹
- ✓ Heated second row

GRAND HIGHLANDER

2024 Grand Highlander

WHAT'S NEW

All-new for 2024

KEY TAKEAWAYS

264-horsepower powertrain

Spacious, adult-size, third row

12.3-in. Toyota Audio Multimedia
touchscreen

Available AWD

13 cup/bottle holders

Available Multi-Terrain Select (MTS)



Assembled in
Princeton, IN



GRAND HIGHLANDER



XLE

\$43,320 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 21/28/24 | AWD: 21/27/23

NOTABLE FEATURES

- ✓ 265 hp
- ✓ Available All-Wheel Drive (AWD)
- ✓ Snow Mode & Drive Mode Select (Eco, Normal, Sport)
- ✓ Silver-painted roof rails
- ✓ Seating for seven
- ✓ 12.3-in. Toyota Audio Multimedia touchscreen with wireless Apple CarPlay® and Android Auto™ compatibility
- ✓ Qi-compatible wireless smartphone charging
- ✓ Three-zone automatic climate control
- ✓ SofTex®-trimmed seating
- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0)
- ✓ 97.5 cu.-ft. max cargo capacity



LIMITED

\$48,110 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 21/28/24 | AWD: 20/26/22

NOTABLE FEATURES

- ✓ Available All-Wheel Drive (AWD)
- ✓ 20-in. silver-painted multi-spoke wheels
- ✓ LED fog lights
- ✓ Dark gray metallic bumper finishers
- ✓ Hands-free power liftgate
- ✓ Leather-trimmed seating
- ✓ Heated leather-trimmed steering wheel
- ✓ Heated second-row outboard seats
- ✓ 12.3-in. Multi-Information Display (MID)
- ✓ 11-speaker JBL® Premium Audio
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)



PLATINUM

\$53,795 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

AWD: 20/26/22

NOTABLE FEATURES

- ✓ All-Wheel Drive (AWD)
- ✓ 20-in. chrome multi-spoke wheels Multi-Terrain Select (MTS) with MUD & SAND, ROCK & DIRT, and NORMAL modes
- ✓ Available Portobello-colored interior
- ✓ Power tilt/slide panoramic roof with power sunshade
- ✓ LED cargo hatch illumination
- ✓ 10-in. color Head-Up Display (HUD)
- ✓ Digital rearview mirror
- ✓ Heated and ventilated second-row outboard seats

2024 Grand Highlander Hybrid

WHAT'S NEW

All-new for 2024

KEY TAKEAWAYS

Available Hybrid MAX powertrain with 362 net combined horsepower

Available Ultrasuede®-trimmed seating with bronze-colored accents

Spacious, adult-size, third row

12.3-in. Toyota Audio Multimedia touchscreen

Available AWD

13 cup/bottle holders

Available Multi-Terrain Select (MTS)



Assembled in
Princeton, IN



GRAND HIGHLANDER HYBRID



HYBRID XLE

\$45,020 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 37/34/36 | AWD: 36/32/34

NOTABLE FEATURES

- ✓ 245 net combined hp
- ✓ Available All-Wheel Drive (AWD)
- ✓ Snow Mode & Drive Mode Select (Eco, Normal, Sport)
- ✓ Silver-painted roof rails
- ✓ Seating for seven
- ✓ 12.3-in. Toyota Audio Multimedia touchscreen
- ✓ Wireless Apple CarPlay® and Android Auto™ compatibility
- ✓ Qi-compatible wireless smartphone charging
- ✓ Three-zone automatic climate control
- ✓ SofTex®-trimmed seating
- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0)
- ✓ 97.5 cu.-ft. max cargo capacity



HYBRID LIMITED

\$51,410 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

AWD: 36/32/34

NOTABLE FEATURES

- ✓ Available All-Wheel Drive (AWD)
- ✓ 20-in. silver multi-spoke wheels
- ✓ LED fog lights
- ✓ Dark gray metallic bumper finishers
- ✓ Hands-free power liftgate
- ✓ Leather-trimmed seating
- ✓ Heated leather-trimmed steering wheel
- ✓ Heated second-row outboard seats
- ✓ 12.3-in. Multi-Information Display (MID)
- ✓ 11-speaker JBL® Premium Audio
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)



HYBRID MAX LIMITED

\$54,390 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

AWD: 26/27/27

NOTABLE FEATURES

- ✓ Hybrid MAX powertrain with 362 net combined horsepower
- ✓ All-Wheel Drive (AWD)
- ✓ Front lower bumper chin spoiler in silver-painted finish
- ✓ Dual-exhaust finishers
- ✓ 20-in. two-tone multi-spoke machined and black wheels
- ✓ Ultrasuede®-trimmed seating and bronze-painted dashboard trim with black geometric-pattern door trim
- ✓ Two 120V outlets (1500W shared) located on the bottom rear of center console and in the luggage area

GRAND HIGHLANDER HYBRID



HYBRID MAX PLATINUM

\$58,475 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

AWD: 26/27/27

NOTABLE FEATURES

- ✓ All-Wheel Drive (AWD)
- ✓ Multi-Terrain Select (MTS) with MUD & SAND, ROCK & DIRT, and NORMAL modes
- ✓ 20-in. two-tone multi-spoke silver-painted and black wheels
- ✓ Available Portobello-colored interior
- ✓ Power tilt/slide panoramic roof with power sunshade
- ✓ LED cargo hatch illumination
- ✓ 10-in. color Head-Up Display (HUD)
- ✓ Digital rearview mirror
- ✓ Heated and ventilated first- and second-row outboard seats

SEQUOIA

2024 Sequoia

KEY TAKEAWAYS

437 hp/583 lb.-ft.

6-in. sliding third row

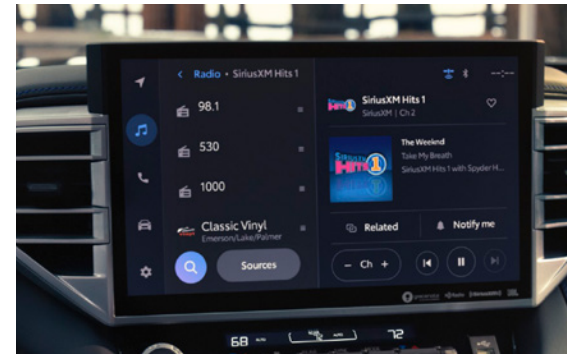
Available 14-in. Toyota Audio
Multimedia touchscreen

10-speed Electronically Controlled
automatic Transmission with
intelligence (ECT-i)



Assembled in
San Antonio, TX

MARCH 2024





SR5

\$61,275 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD: 21/24/22⁷⁸ | 4WD: 19/22/20⁷⁸

NOTABLE FEATURES

- ✓ 18-in. alloy wheels
- ✓ Toyota Safety Sense™ 2.5 (TSS 2.5)¹⁶
- ✓ 8-in. Toyota Audio Multimedia touchscreen with 8-speaker audio system
- ✓ Panoramic View Monitor⁵¹
- ✓ Power tilt/slide moonroof with sliding sunshade
- ✓ i-FORCE MAX Twin-Turbo V6 Hybrid
- ✓ 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
- ✓ RWD or 4WD
- ✓ V6 hybrid: 437 hp; 583 lb.-ft.



LIMITED

\$67,675 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD: 21/24/22⁷⁸ | 4WD: 19/22/20⁷⁸

NOTABLE FEATURES

- ✓ 20-in. gray-painted and machined-finish alloy wheels
- ✓ SofTex®-trimmed⁵⁸ seats; 8-way power-adjustable driver and front passenger seats
- ✓ 14-in. Toyota Audio Multimedia touchscreen with 8-speaker audio system
- ✓ Available TRD Off-Road Package (4WD vehicles only)
- ✓ Heated steering wheel
- ✓ i-FORCE MAX Twin-Turbo V6 Hybrid
- ✓ 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
- ✓ RWD or 4WD
- ✓ V6 hybrid: 437 hp; 583 lb.-ft.



PLATINUM

\$73,865 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD: 21/24/22⁷⁸ | 4WD: 19/22/20⁷⁸

NOTABLE FEATURES

- ✓ 20-in. machined-finish black alloy wheels
- ✓ Premium LED headlights, LED Daytime Running Lights (DRL) and sequential turn signals
- ✓ Power tilt/slide panoramic roof with power sunshade
- ✓ 14-in. Toyota Audio Multimedia touchscreen with 14 JBL®⁵² speakers including subwoofer and amplifier
- ✓ Available Load-leveling Rear Height Control Air Suspension plus Adaptive Variable Suspension (AVS) system
- ✓ i-FORCE MAX Twin-Turbo V6 Hybrid
- ✓ 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
- ✓ RWD or 4WD
- ✓ V6 hybrid: 437 hp; 583 lb.-ft.

VENZA

2024 Venza

KEY TAKEAWAYS

Wireless Apple CarPlay^{®49} and
Android Auto^{™50} compatibility

12.3-in. Fully Digital Gauge Cluster

Standard Toyota Safety Sense[™]
2.5+ (TSS 2.5+)¹⁶

Standard hybrid powertrain with 219 net hp

Panoramic View Monitor⁵¹

Standard Electronic On-Demand
All-Wheel Drive (AWD)

39 mpg combined (EPA-est.)⁷⁹

Star Gaze[®] fixed panoramic roof



Assembled in
Aichi, Japan

MARCH 2024



VENZA



LE

\$35,070 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
40/37/39⁷⁹

NOTABLE FEATURES

- ✓ 219 hp net comb.
- ✓ Electronic On-Demand All-Wheel Drive (AWD)
- ✓ Six speakers
- ✓ 8-in. touchscreen
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Connected Services⁷ trials
- ✓ Toyota Safety Sense[™] 2.5+ (TSS 2.5+)¹⁶
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ 28.8/55.1 cu. ft. of cargo volume (seats up/down)⁴¹
- ✓ Super Ultra Low Emission Vehicle (SULEV)



XLE

39,280 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
40/37/39⁷⁹

NOTABLE FEATURES

- ✓ 219 hp net comb.
- ✓ Silver roof rails
- ✓ 19-in. super-chrome alloy wheels
- ✓ Available 12.3-in. Multi-Information Display (MID)
- ✓ Heated front seats
- ✓ LED fog lights
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰



LIMITED

43,215 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
40/37/39⁷⁹

NOTABLE FEATURES

- ✓ 219 hp net comb.
- ✓ 9-speaker JBL^{®52} audio system
- ✓ 12.3-in. Fully Digital Gauge Cluster
- ✓ 4-way power-adjustable passenger seat
- ✓ Panoramic View Monitor⁵¹
- ✓ SofTex[®]-trimmed,⁵⁸ heated and ventilated front seats
- ✓ Digital rearview mirror
- ✓ Available Star Gaze[®] fixed panoramic roof

RAV4

2024 RAV4

KEY TAKEAWAYS

6-speaker audio system with 8-in. touchscreen

Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility

Multi-LED headlights with Automatic High Beams²²

Standard Toyota Safety Sense[™] 2.5 (TSS 2.5)¹⁶



Assembled in
Ontario, Canada

MARCH 2024





LE

\$28,675 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 27/35/30⁸⁰ | AWD: 27/34/30⁸⁰

NOTABLE FEATURES

- ✓ 203-hp 4-Cyl. engine
- ✓ Available All-Wheel Drive (AWD)
- ✓ Exterior LED lighting
- ✓ 8-in. touchscreen
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Eco, SPORT and NORMAL drive modes
- ✓ Trailer-Sway Control (TSC)⁸¹
- ✓ Toyota Safety Sense[™] 2.5 (TSS 2.5)¹⁶
- ✓ 37.6/69.8 cu. ft. of cargo volume (seats up/down)⁴¹



XLE

\$30,185 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 27/34/30⁸⁰ | AWD: 27/33/29⁸⁰

NOTABLE FEATURES

- ✓ Smart Key System with Push Button Start
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ 17-in. alloy wheels
- ✓ Dual zone automatic climate control
- ✓ Five USB ports⁵⁶



XLE PREMIUM

\$33,075 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 27/34/30⁸⁰ | AWD: 27/33/29⁸⁰

NOTABLE FEATURES

- ✓ Bi-LED projector low- and high-beam headlights
- ✓ Power tilt/slide moonroof
- ✓ Available 19-in. alloy wheels
- ✓ SofTex[®]-trimmed⁵⁸ seating
- ✓ Height-adjustable power liftgate⁷²
- ✓ Integrated fog lights
- ✓ Power tilt/slide moonroof



ADVENTURE

\$34,780 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

AWD: 25/33/28⁸⁰

NOTABLE FEATURES

- ✓ Dynamic Torque Vectoring All-Wheel Drive (TV-AWD)
- ✓ Digital gauge cluster
- ✓ 7-in. Multi-Information Display (MID)
- ✓ Multi-Terrain Select (MTS)
- ✓ 19-in. 6-spoke alloy wheels
- ✓ 3,500-lb. maximum towing capacity⁸²
- ✓ Unique split-bar upper grille
- ✓ Available power tilt/slide moonroof



TRD OFF-ROAD

\$38,295 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

AWD: 25/32/28⁸⁰

NOTABLE FEATURES

- ✓ Red contrast interior stitching and accents
- ✓ Updated Toyota Audio Multimedia with wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Power tilt/slide moonroof
- ✓ Available 12.3-in. Multi-Information Display (MID)
- ✓ TRD-stamped front skid plate
- ✓ Red shock absorbers
- ✓ TRD-tuned suspension
- ✓ 18-in. matte-black TRD flow-formed alloy wheels
- ✓ Falken^{®83} All-Terrain tires
- ✓ TRD all-weather floor mats and cargo liner⁸⁴
- ✓ Height-adjustable power liftgate⁷²



LIMITED

\$36,980 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

FWD: 27/35/30⁸⁰ | AWD: 25/33/28⁸⁰

NOTABLE FEATURES

- ✓ Available Dynamic Torque Vectoring All-Wheel Drive
- ✓ 8-in. touchscreen
- ✓ Available 11 JBL^{®52} speakers
- ✓ Dynamic Navigation⁷³ trial
- ✓ 12.3-in. Multi-Information Display (MID)
- ✓ Digital rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰

RAV4 HYBRID

2024 RAV4 Hybrid

KEY TAKEAWAYS

Hybrid powertrain with 219 net hp

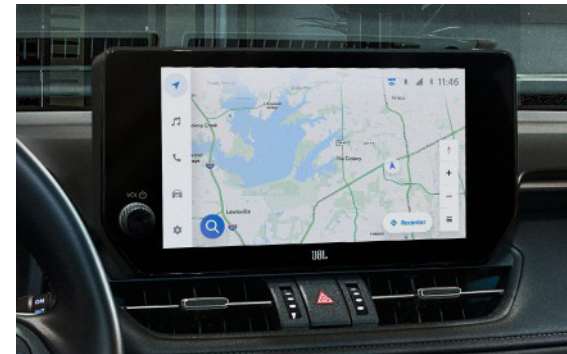
Standard Electronic On-Demand
All-Wheel Drive (AWD)

Smart Key System on front doors
and liftgate



Assembled in
Georgetown, KY

MARCH 2024



RAV4 HYBRID



HYBRID LE

\$31,725 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

41/38/39⁸⁰

NOTABLE FEATURES

- ✓ 219 hp net comb.
- ✓ Electronic On-Demand All-Wheel Drive (AWD)
- ✓ Exterior LED lighting
- ✓ 17-in. alloy wheels
- ✓ Dual zone automatic climate control
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ 60/40-split, reclining fold-flat rear seat
- ✓ Trailer-Sway Control (TSC)⁸¹
- ✓ Toyota Safety Sense[™] 2.5 (TSS 2.5)¹⁶
- ✓ 37.6/69.8 cu. ft. of cargo volume (seats up/down)⁴¹



HYBRID XLE

\$33,235 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

41/38/39⁸⁰

NOTABLE FEATURES

- ✓ Five USB ports⁵⁶
- ✓ Smart Key System with Push Button Start
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹



WOODLAND EDITON

\$34,945 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

38/35/37

NOTABLE FEATURES

- ✓ 18-in. 6-spoke bronze-colored TRD flow-formed alloy wheels and Falken[®] WILDPEAK All-Terrain tires
- ✓ TRD-tuned suspension
- ✓ Activity mount
- ✓ 120V/100W AC power outlet in cargo area
- ✓ Mudguards
- ✓ Woodland all-weather floor mats and cargo liner

RAV4 HYBRID



HYBRID XLE PREMIUM

\$36,125 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

41/38/39⁸⁰

NOTABLE FEATURES

- ✓ Power tilt/slide moonroof
- ✓ 18-in. alloy wheels
- ✓ Available Multi-Terrain Select (MTS)
- ✓ SofTex®-trimmed⁵⁸ seating
- ✓ Height-adjustable power liftgate⁷²
- ✓ Integrated fog lights



HYBRID SE

\$34,420 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

41/38/39⁸⁰

NOTABLE FEATURES

- ✓ 18-in. multi-spoke black sport alloy wheels
- ✓ Blue ambient interior illumination
- ✓ Blue-accented interior
- ✓ Front LED accent lights



HYBRID XSE

\$37,385 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

41/38/39⁸⁰

NOTABLE FEATURES

- ✓ 9-in. touchscreen
- ✓ Updated Toyota Audio Multimedia with wireless Apple CarPlay⁴⁹ and Android Auto^{TM50} compatibility
- ✓ Two-tone exterior colors
- ✓ Vertical LED accent lights
- ✓ Available 12.3-in. Multi-Information Display (MID)
- ✓ Analog hybrid power meter
- ✓ Heated front seats
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Available hands-free power liftgate⁷²
- ✓ Available panoramic glass roof

RAV4 HYBRID



HYBRID LIMITED

\$40,030 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

41/38/39⁸⁰

NOTABLE FEATURES

- ✓ 18-in. metallic finish alloy wheels
- ✓ Dark brown-accented interior
- ✓ Available 11 JBL^{®52} speakers
- ✓ 2-position memory
- ✓ Puddle lights
- ✓ Ventilated front seats
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰

RAV4 PRIME

2024 RAV4 Prime

KEY TAKEAWAYS

Most powerful RAV4, with 302 combined horsepower

Standard Electronic On-Demand

All-Wheel Drive (AWD)

Up to 94 MPGe combined (EPA-est.)⁸⁵

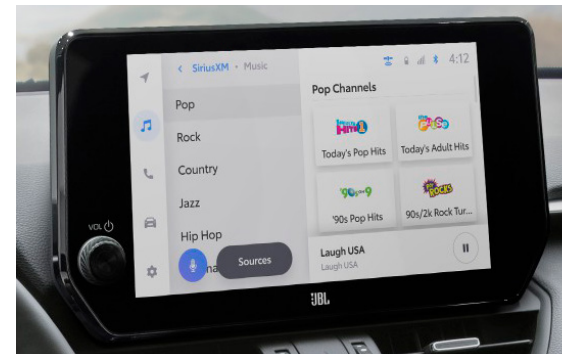
42-mile EV Mode driving range (EPA-est.)⁸⁶

2,500-lb. towing capacity⁸²



Assembled in
Aichi, Japan

MARCH 2024



RAV4 PRIME



SE

\$43,690 STARTING MSRP⁴⁷

EPA-EST. MPG/MPGe (COMB)

38/94⁸⁵

NOTABLE FEATURES

- ✓ 302-hp net powertrain
- ✓ Exterior LED lighting
- ✓ 18-in. alloy wheels
- ✓ Heated front seats
- ✓ 8-in. touchscreen
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Dual-zone automatic climate control
- ✓ Smart Key System with Push Button Start
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ 33.5/69.8 cu. ft. of cargo volume (seats up/down)⁴¹
- ✓ Toyota Safety Sense[™] 2.5 (TSS 2.5)¹⁶



XSE

\$47,560 STARTING MSRP⁴⁷

EPA-EST. MPG/MPGe (COMB)

38/94⁸⁵

NOTABLE FEATURES

- ✓ Standard LED projector headlights
- ✓ 19-in. alloy wheels
- ✓ 9-in. touchscreen
- ✓ SofTex[®]-trimmed⁵⁸ seats
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ Auto-dimming rearview mirror with HomeLink^{®57} universal transceiver
- ✓ Power tilt/slide moonroof
- ✓ Anti-theft system with alarm and engine immobilizer
- ✓ Available 12.3-in. Fully Digital Gauge Cluster
- ✓ 12.3-in. Multi-Information Display (MID)

COROLLA CROSS

2024 Corolla Cross

KEY TAKEAWAYS

A crossover based on the ever-popular Corolla sedan.

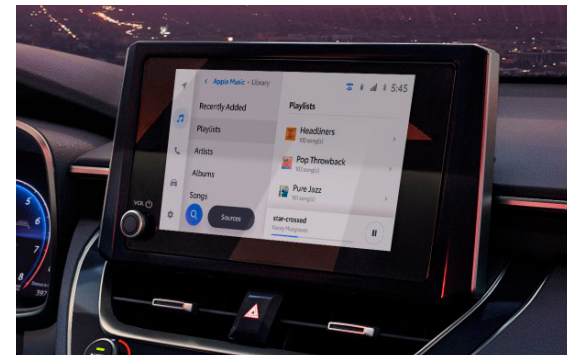
Three-grade lineup with standard tow rating and available AWD on all grades

8.1-in. ground clearance and available roof rails provide added convenience



Assembled in
Huntsville, AL

MARCH 2024



COROLLA CROSS



L

\$23,610 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 31/33/32⁸⁷ | AWD: 29/32/30⁸⁷

NOTABLE FEATURES

- ✓ 169 hp
- ✓ Available All-Wheel Drive (AWD)
- ✓ 8-in. touchscreen
- ✓ Six speakers
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Connected Services⁷ trials
- ✓ Toyota Safety Sense[™] 3.0 (TSS 3.0)¹⁶
- ✓ 1,500-lb. towing capacity⁸²
- ✓ Up to 24 cu. ft. of cargo volume⁴¹
- ✓ Super Ultra Low Emission Vehicle 30 (SULEV 30)



LE

\$25,940 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 31/33/32⁸⁷ | AWD: 29/32/30⁸⁷

NOTABLE FEATURES

- ✓ LED projector headlights
- ✓ 17-in. alloy wheels
- ✓ Black roof rails
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ Smart Key System with Push Button Start
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹



XLE

\$27,835 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 31/33/32⁸⁷ | AWD: 29/32/30⁸⁷

NOTABLE FEATURES

- ✓ LED taillights and fog lights
- ✓ 18-in. alloy wheels
- ✓ Dual zone automatic climate control
- ✓ 7-in. Fully Digital Gauge Cluster
- ✓ SofTex[®]-trimmed,⁵⁸ heated front seats
- ✓ 10-way power-adjustable driver's seat
- ✓ Auto-dimming rearview mirror
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰

2024 Corolla Cross Hybrid

WHAT'S NEW

New Hybrid Nightshade trim

KEY TAKEAWAYS

A crossover based on the ever-popular Corolla sedan

Three-grade lineup with standard tow rating and Electronic On-Demand All-Wheel Drive (AWD) on all grades

8.0-in. ground clearance and available roof rails provide added convenience



Assembled in
Huntsville, AL

MARCH 2024



COROLLA CROSS HYBRID



S

\$27,970 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

45/38/42⁸⁷

NOTABLE FEATURES

- ✓ 196 hp
- ✓ Electronic On-Demand All-Wheel Drive (AWD)
- ✓ 8-in. touchscreen
- ✓ Six speakers
- ✓ Wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Connected Services⁷ trials
- ✓ Toyota Safety Sense[™] 3.0 (TSS 3.0)¹⁶
- ✓ 1,500-lb. towing capacity⁸²
- ✓ 21.5 cu. ft. of cargo volume⁴¹



SE

\$29,290 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

45/38/42⁸⁷

NOTABLE FEATURES

- ✓ LED projector headlights
- ✓ 17-in. alloy wheels
- ✓ Black roof rails
- ✓ Qi-compatible wireless charging⁵⁹
- ✓ Smart Key System with Push Button Start
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹

COROLLA CROSS HYBRID



Hybrid Nightshade

\$30,215 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

45/38/42⁸⁷

NOTABLE FEATURES

- ✓ Dark-accented LED projector headlights
- ✓ 18-in. all-black glossy alloy wheels
- ✓ Black outside door handles
- ✓ All-black badging
- ✓ Black-painted heated power outside mirrors
- ✓ Dark-accented taillights



XSE

\$31,065 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

45/38/42⁸⁷

NOTABLE FEATURES

- ✓ LED taillights and fog lights
- ✓ 18-in. alloy wheels
- ✓ Dual-zone automatic climate control
- ✓ 7-in. Fully Digital Gauge Cluster
- ✓ SofTex®-trimmed,⁵⁸ heated front seats
- ✓ 10-way power-adjustable driver's seat
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)⁶⁰

2024 4Runner

WHAT'S NEW

Blind Spot Monitor (BSM)¹⁸ with
Rear Cross-Traffic Alert (RCTA)¹⁹

Standard LED headlights

Standard Rear-Seat Reminder⁵⁵

Available Multi-Terrain Monitor (MTM)

 Assembled in
Aichi, Japan

KEY TAKEAWAYS

Eight grades, including TRD models

Tough body-on-frame construction

Available part-time or full-time
4-Wheel Drive

Available Multi-Terrain Select (MTS)
and Crawl Control (CRAWL)⁸⁸

Standard 8-way power-adjustable
driver's seat



4 RUNNER



SR5

\$40,705 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD & 4WD: 16/19/17⁸⁹

NOTABLE FEATURES

- ✓ 270 hp
- ✓ Available part-time 4WD
- ✓ LED headlights and fog lights
- ✓ Engine and front suspension skid plates
- ✓ 8-in. touchscreen
- ✓ Apple CarPlay^{®66} and Android Auto^{™67} compatibility
- ✓ Rear Seat Reminder⁵⁵
- ✓ Smart Key System with Push Button Start
- ✓ Toyota Safety Sense[™] P (TSS-P)¹⁶
- ✓ Low Emission Vehicle II (LEV-II)



SR5 PREMIUM

\$43,765 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD & 4WD: 16/19/17⁸⁹

NOTABLE FEATURES

- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹
- ✓ Auto-dimming rearview mirror
- ✓ HomeLink^{®57} universal transceiver
- ✓ SofTex[®]-trimmed,⁵⁸ heated front seats
- ✓ Dynamic Navigation⁷³ trial
- ✓ Available Panoramic View Monitor⁵¹



TRD SPORT

\$43,565 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD & 4WD: 16/19/17⁸⁹

NOTABLE FEATURES

- ✓ X-REAS Sport Enhancement Suspension
- ✓ 20-in. alloy wheels
- ✓ Color-keyed bumpers, door handles and TRD hood scoop
- ✓ Black SofTex[®]-trimmed⁵⁸ seating with gray contrast stitching
- ✓ TRD Sport carpet floor mats⁸⁴
- ✓ TRD shift knob

4 RUNNER



TRD OFF-ROAD

\$44,550 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD & 4WD: 16/19/17⁸⁹

NOTABLE FEATURES

- ✓ Standard part-time 4WD
- ✓ Locking rear differential
- ✓ Multi-Terrain Select (MTS) and Crawl Control (CRAWL)⁸⁸
- ✓ Available Kinetic Dynamic Suspension System (KDSS)
- ✓ Carbon-fiber pattern center console storage compartment
- ✓ TRD shift knob
- ✓ TRD Off-Road floor mats⁸⁴
- ✓ Premium Audio Package with available Dynamic Navigation⁷³



TRD OFF-ROAD PREMIUM

\$47,130 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD & 4WD: 16/19/17⁸⁹

NOTABLE FEATURES

- ✓ SofTex[®]-trimmed⁵⁸ seats
- ✓ Heated power outside mirrors with turn signal indicators
- ✓ Crawl Control (CRAWL)⁸⁸ and Multi-Terrain Select (MTS)
- ✓ Electronic locking rear differential
- ✓ Smart Key System with Push Button Start
- ✓ Hill Start Assist Control (HAC)⁹⁰
- ✓ Auto-dimming rearview mirror
- ✓ Blind Spot Monitor (BSM)¹⁸ with Rear Cross-Traffic Alert (RCTA)¹⁹



LIMITED

\$49,940 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD & 4WD: 16/19/17⁸⁹

NOTABLE FEATURES

- ✓ Leather-trimmed, heated and ventilated front seats
- ✓ 15-speaker JBL^{®52} audio system
- ✓ Dual zone automatic climate control
- ✓ Full-time 4WD
- ✓ X-REAS Sport Enhancement Suspension
- ✓ Front and rear parking assist sonar⁹¹
- ✓ Power tilt/slide moonroof
- ✓ Available automatic running boards

4RUNNER



TRD PRO

\$55,170 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

RWD & 4WD: 16/19/17⁸⁹

NOTABLE FEATURES

- ✓ TRD Pro-stamped front aluminum skid plate
- ✓ 17-in. matte-black flow-form TRD alloy wheels
- ✓ Heated power outside mirrors
- ✓ TRD roof rack
- ✓ Unique "TOYOTA" front grille
- ✓ Black "TRD PRO" external hard badges
- ✓ Color-keyed door handles
- ✓ Front and rear mudguards
- ✓ Multi-Terrain Monitor (MTM) with selectable front, side or rear views

bZ4X

2024 bZ4X

WHAT'S NEW

New Advanced Park feature

Updated Beyond Zero badging

KEY TAKEAWAYS

e-TNGA Platform

All-Wheel Drive (AWD) with X-MODE

201 hp with 196 lb.-ft. of max torque

EPA-estimated driving range of up to 252 miles for FWD models⁹²

12.3-in. Toyota Audio Multimedia touchscreen



Assembled in
Aichi, Japan

MARCH 2024





XLE

\$43,070 STARTING MSRP⁴⁷

EPA-EST. MPGe (COMB)

119⁹³

NOTABLE FEATURES

- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0)¹⁶
- ✓ Fixed panoramic roof with power sunshade
- ✓ SofTex®-/fabric-trimmed⁵⁸ seats with abundant leg room
- ✓ Wireless Apple CarPlay®⁴⁹ and Android Auto™⁵⁰ compatibility
- ✓ 3-year Remote Connect⁸ and 3-year Drive Connect¹⁵ trials



LIMITED

\$47,180 STARTING MSRP⁴⁷

EPA-EST. MPGe (COMB)

114⁹³

NOTABLE FEATURES

- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0)¹⁶
- ✓ 12.3-in. Toyota Audio Multimedia touchscreen
- ✓ Fixed panoramic roof with power sunshade
- ✓ Multi-LED projector low- and high-beam headlights
- ✓ Panoramic View Monitor⁵¹
- ✓ Available split roof rear spoiler
- ✓ Wireless Apple CarPlay®⁴⁹ and Android Auto™⁵⁰ compatibility
- ✓ 3-year Remote Connect⁸ and 3-year Drive Connect¹⁵ trials
- ✓ Digital Key⁴⁶ capability

Truck Lineup



TACOMA



TUNDRA



TUNDRA i-FORCE MAX

TACOMA

2024 Tacoma

WHAT'S NEW

Available i-FORCE MAX hybrid powertrain

Available 6-speed manual transmission

Adaptive Variable Suspension (AVS)

Available 14-in. multimedia touchscreen

XtraCab configuration with 6-ft. bed

KEY TAKEAWAYS

Up to 278 horsepower and up to 317 lb.-ft. of torque

Dual USB-C with fast charge

Standard 9.4-in. ground clearance

Deck rail system with four adjustable tie-down cleats and four fixed cargo-bed tie-down points

Available in either 5-ft. or 6-ft. configurations

 Assembled in Baja, Mexico

Assembled in Guanajato, Mexico

MARCH 2024



TACOMA



SR

\$33,700 STARTING MSRP⁴⁶

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 20/26/23 | 4x4: 19/24/21

NOTABLE FEATURES

- ✓ Four fixed cargo-bed tie-down points
- ✓ 17-in. styled alloy wheels with 245/70R17 tires
- ✓ Available in 5-ft. bed and 6-ft. bed configurations
- ✓ LED headlights with Daytime Running Lights (DRL)
- ✓ Available front and rear mudguards
- ✓ Available LED bed lighting



SR5

\$39,400 STARTING MSRP⁴⁶

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 21/26/23 | 4x4: 19/24/21

NOTABLE FEATURES

- ✓ 17-in. styled alloy wheels with 245/70R17 tires
- ✓ Available in 5-ft. bed and 6-ft. bed configurations
- ✓ LED headlights with Daytime Running Lights (DRL)
- ✓ Available LED bed lighting
- ✓ Deck rail system



TRD PRERUNNER

\$38,100 STARTING MSRP⁴⁶

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 20/24/22

NOTABLE FEATURES

- ✓ Deck rail system
- ✓ 17-in. dark gray alloy wheels with 265/70R17 all-terrain tires
- ✓ Standard 6-ft. bed
- ✓ LED headlights with Daytime Running Lights (DRL)
- ✓ Composite front skid plate, with underbody fuel tank protection
- ✓ Available LED bed lighting



TRD SPORT

\$39,400 STARTING MSRP⁴⁶

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 20/24/22 | 4x4: 18/23/20

NOTABLE FEATURES

- ✓ 18-in. machined alloy wheels with 265/65R18 tires
- ✓ Available in 5-ft. bed and 6-ft. bed configurations
- ✓ Smart Key System on driver and front passenger doors
- ✓ 60/40 split, folding rear seat with under-seat storage
- ✓ 8-in. Toyota Audio Multimedia touchscreen with 6-speaker audio system
- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0) *



TRD OFF-ROAD

\$41,800 STARTING MSRP⁴⁶

EPA-EST. MPG (CITY/HWY/COMB)

4x4: 18/23/20

NOTABLE FEATURES

- ✓ 17-in. machined alloy wheels with 265/70R17 all-terrain tires
- ✓ Standard 5-ft. bed
- ✓ 60/40 split, folding rear seat with under-seat storage
- ✓ 8-in. Toyota Audio Multimedia touchscreen with 6-speaker audio system
- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0) *
- ✓ 400W/120V * AC power supply



LIMITED

Coming Soon

EPA-EST. MPG (CITY/HWY/COMB)

Coming Soon

NOTABLE FEATURES

- ✓ Standard 5-ft. bed
- ✓ Bed storage box
- ✓ Power running boards
- ✓ Smart Key System on driver and front passenger doors
- ✓ Digital Key * capability
- ✓ Qi wireless charging * and dual USB-C ports *

TACOMA



TRD PRO

Coming Soon

EPA-EST. MPG (CITY/HWY/COMB)

Coming Soon

NOTABLE FEATURES

- ✓ High-clearance front bumper
- ✓ ARB® steel rear bumper and red rear recovery hooks
- ✓ 18-in. TRD Pro alloy wheels with 33-in. Goodyear® * Territory® R/T tires
- ✓ Standard 5-ft. bed
- ✓ Bed storage box
- ✓ Rigid Industries® * LED fog lights 12.3-in. digital meter with selectable gauge display screens

2024 Tundra

WHAT'S NEW

This third-generation full-size truck redefines modern capability and technology.

KEY TAKEAWAYS

i-FORCE 3.4-Liter, twin-turbo V6 delivers more power and efficiency than the previous 5.7-Liter V8

12,000-lb. maximum towing capacity³⁹ and a range of advanced towing convenience features

4WDemand part-time 4WD available on all grades, with advanced off-roading features available on select grades

Next-generation Audio Multimedia platform with available 14-in. touchscreen



Assembled in
San Antonio, TX

MARCH 2024



35

TUNDRA



SR

\$39,965 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 18/24/20⁹⁷ | 4x4: 17/23/19⁹⁷

NOTABLE FEATURES

- ✓ 348-hp i-FORCE 3.4-Liter twin-turbo V6
- ✓ 10-speed automatic transmission
- ✓ Choice of Double or CrewMax cabs
- ✓ Available 4WDemand part-time 4WD
- ✓ 8-in. touchscreen with wireless Apple CarPlay^{®49} and Android Auto^{™50} compatibility
- ✓ Toyota Safety Sense[™] 2.5 (TSS 2.5)¹⁶



SR5

\$45,500 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 18/23/20⁹⁷ | 4x4: 17/23/19⁹⁷

NOTABLE FEATURES

- ✓ 389-hp i-FORCE 3.4-Liter twin-turbo V6
- ✓ Drive Mode Select with Sport and Eco modes
- ✓ 18-in. SR5 alloy wheels with P265/70R tires
- ✓ Front grille with color-keyed frame and black horizontal bar
- ✓ Deck rail header and side rails with adjustable tie-down cleats
- ✓ LED fog lights



LIMITED

\$51,855 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 18/23/20⁹⁷ | 4x4: 17/22/19⁹⁷

NOTABLE FEATURES

- ✓ Available 437-hp 3.4-Liter twin-turbo V6 hybrid
- ✓ 20-in. alloy wheels with P265/60R tires
- ✓ Chrome-finish window molding and door handles
- ✓ Color-keyed side mirrors with LED turn signals
- ✓ 14-in. touchscreen
- ✓ Illuminated center console storage bin and glove box
- ✓ Soft-touch IP, center console and door surfaces
- ✓ SofTex[®]-trimmed,⁵⁸ heated/ventilated, 8-way front seats
- ✓ Dual zone climate control

TUNDRA



PLATINUM

\$62,105 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 18/23/20⁹⁷ | 4x4: 17/22/19⁹⁷

NOTABLE FEATURES

- ✓ Power tilt/slide panoramic roof with power sunshade
- ✓ Premium LED headlights with Daytime Running Lights (DRL) with automatic leveling
- ✓ 20-in. platinum dark-painted alloy wheels
- ✓ 12-speaker JBL^{®52} audio system
- ✓ Front and rear door LED pocket lights
- ✓ Ambient interior lighting
- ✓ Rear door sunshades
- ✓ Driver's-seat memory function
- ✓ Heated and ventilated front and rear seats
- ✓ Heated power tilt/telescopic steering wheel



1794 EDITION

\$62,460 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 18/23/20⁹⁷ | 4x4: 17/22/19⁹⁷

NOTABLE FEATURES

- ✓ Chrome-finish "TUNDRA" stamped grille valance
- ✓ Chrome-finish sideview mirrors and rear bumper accents
- ✓ 20-in. machined-finish alloy wheels
- ✓ American walnut wood-grain interior trim
- ✓ Laser-etched "1794 EDITION" passenger-side instrument panel badge

2024 Tundra i-FORCE MAX

WHAT'S NEW

This third-generation full-size truck redefines modern capability and technology.

KEY TAKEAWAYS

Available i-FORCE MAX powertrain features a completely new hybrid design for incredible power and efficiency

A hybrid truck producing 437 horsepower and 583 lb.-ft. of torque

Next-generation Audio Multimedia platform with available 14-in. touchscreen



Assembled in
San Antonio, TX



TUNDRA i-FORCE MAX



Limited i-FORCE MAX

\$54,915 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 20/24/22⁹⁷ | 4x4: 19/22/21⁹⁷

NOTABLE FEATURES

- ✓ 10-speed automatic transmission
- ✓ CrewMax cab with 5.5-ft. or 6.5-ft. bed
- ✓ 20-in. alloy wheels with P265/60R tires
- ✓ Available 4WDemand part-time 4-Wheel Drive
- ✓ Drive Mode Select with Sport and Eco modes
- ✓ 14-in. touchscreen
- ✓ Deck rail header and side rails with adjustable tie-down cleats
- ✓ SofTex®-trimmed,⁵⁸ heated/ventilated, 8-way front seats
- ✓ Dual zone climate control



Platinum i-FORCE MAX

\$65,705 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 20/24/22⁹⁷ | 4x4: 19/22/21⁹⁷

NOTABLE FEATURES

- ✓ Power tilt/slide panoramic roof with power sunshade
- ✓ Premium LED headlights with Daytime Running Lights (DRL) with automatic leveling
- ✓ 20-in. platinum dark-painted alloy wheels
- ✓ 12-speaker JBL^{®52} audio system
- ✓ Front- and rear-door LED pocket lights
- ✓ Ambient interior lighting
- ✓ Rear-door sunshades
- ✓ Driver's-seat memory function
- ✓ Heated and ventilated rear seats
- ✓ Heated, power tilt/telescopic steering wheel



1794 i-FORCE MAX

\$66,405 STARTING MSRP⁴⁷

EPA-EST. MPG (CITY/HWY/COMB)

4x2: 20/24/22⁹⁷ | 4x4: 19/22/21⁹⁷

NOTABLE FEATURES

- ✓ Chrome-finish "TUNDRA" stamped grille valance
- ✓ Chrome-finish sideview mirrors and rear bumper accents
- ✓ 20-in. machined-finish alloy wheels
- ✓ American walnut wood-grain interior trim
- ✓ Laser-etched "1794 EDITION" passenger-side instrument panel badge

DISCLOSURES

*Vehicles shown may be prototypes, shown with options, or using visual effects. Screen depictions accurate at time of posting.

1. For more information, visit <https://newsroom.toyota.eu/toyota-passes-15-million-hybrid-electric-vehicles-global-sales/>. **2.** For more information, visit <https://www.toyota.com/usa/pdfs/toyota-operations-map-north-america.pdf>. **3.** For more information, visit <https://pressroom.toyota.com/toyota-to-achieve-its-five-year-u-s-investment-commitment-one-year-early/>. **4.** For more information, visit <https://pressroom.toyota.com/toyota-financial-services-issues-fifth-green-bond-reinforcing-toyotas-commitment-to-sustainability/>. **5.** Including our joint venture plant in Alabama. **6.** Current lineup includes Hybrids, Plug-in Hybrids and Fuel Cell electric vehicles. Based on manufacturers' data as of June 7, 2021. **7.** Toyota Connected Services depend on certain factors outside of Toyota's control in order to operate, including cellular network availability and GPS signal. Without either of these things, operability may be limited or precluded, including access to response center and emergency support. Services vary by vehicle and are subject to change at any time without notice. Requires app download/registration and subscription after trial (if applicable). Terms of Use apply. Data charges may apply. See *Owner's Manual* and <https://www.toyota.com/connected-services/>. For Toyota's Connected Services' data collection, use, sharing and retention practices, please visit <https://www.toyota.com/support/privacy-notice/>. All trials begin on original purchase or lease date of new vehicle, with the exception of Wi-Fi for which trial begins at time of activation. Paid subscription required after trial (if applicable). **8.** Use only if aware of circumstances surrounding vehicle it is legal safe to do so (e.g., do not remotely start a gas engine vehicle in an enclosed space or if vehicle is occupied by a child). Remote Connect depends on certain factors outside of Toyota's control in order to operate, including cellular network availability and GPS signal. Without either of these things, operability may be limited or precluded. Services subject to change at any time without notice. Bluetooth® connectivity is required if your subscription includes Digital Key capability. Remote start/stop only available on select models. See your Toyota dealer for details. Terms of Use apply. Data charges may apply. See *Owner's Manual* and <https://www.toyota.com/connected-services/>. To learn about Toyota's Connected Services' data collection, use, sharing and retention practices, please visit <https://www.toyota.com/support/privacy-notice/>. Trial period begins on original purchase or lease date of new vehicle. Paid subscription required after trial (if applicable). Terms of Use apply. **9.** Safety Connect® depends on factors outside of Toyota's control in order to operate, including cellular network availability and GPS signal. Without either of these things, operability may be limited or precluded, including access to response center and emergency support. Stolen vehicle police report required to use Stolen Vehicle Locator. If subscription includes Automatic Collision Notification, it will activate only in limited circumstances. Services vary by vehicle and are subject to change at any time without notice. Terms of Use apply. Data charges may apply. See *Owner's Manual* and <https://www.toyota.com/connected-services/>. For Toyota's Connected Services' data collection, use, sharing and retention practices, please visit <https://www.toyota.com/support/privacy-notice/>. A Safety Connect® trial is included for up to 10 years on select vehicles with paid Connected Services packages. See your Toyota dealer for details. 4G network dependent. **10.** Requires cellular network availability, a cellular connection and GPS signal. May not work in all areas. Service may vary by vehicle and region. See Toyota dealer for details and exclusions. **11.** Building and/or parking structures may limit system effectiveness. Stolen vehicle police report required to use Stolen Vehicle Locator. For additional assistance contact the Toyota Brand Engagement Center at 1-800-331-4331. **12.** Service Connect depends on certain factors outside of Toyota's control in order to operate, including cellular network availability and GPS signal. Without either of these things, operability may be limited or precluded. Information provided is based on the last time data was collected from vehicle and is not real-time data. Services vary by vehicle and are subject to change at any time without notice. Terms of Use apply. Data charges may apply. See usage precautions and service limitations in *Owner's Manual* and <https://www.toyota.com/connected-services/>. To learn about Toyota's Connected Services' data collection, use, sharing and retention practices, please visit <https://www.toyota.com/support/privacy-notice/>. The Service Connect trial is included for up to 10 years. 4G network dependent. **13.** Service not available everywhere or in every vehicle. Depends on cellular network availability and GPS signal. Without either of these things, operability may be limited or precluded. Up to 5 devices can be supported using in-vehicle connectivity. Services subject to change at any time without notice. The Wi-Fi Connect trial begins at the time of enrollment and expires the earlier of 3GB data use or the 1-month trial period ends. Paid subscription required after trial. Select models include Integrated Streaming capability, which requires a separate subscription to third-party provider services. Data charges may apply. Valid in the contiguous U.S. and Alaska. Go to <https://myvehicle.att.com/#/toyota/learn?language=en&country=US> for terms and conditions. **14.** On select models, Destination Assist will require a trial or subscription to Drive Connect. Availability and accuracy depend on certain factors outside of Toyota's control in order to operate, including a cellular connection and GPS signal. Without either of these, operability may be limited or precluded. Services subject to change at any time without notice. Requires app download/registration and subscription to Drive Connect after trial (if applicable). Terms of Use apply. Data charges may apply. See *Owner's Manual* and <https://www.toyota.com/connected-services/> for limitations. To learn about Toyota's Connected Services data collection, use, sharing and retention practices, visit <https://www.toyota.com/support/privacy-notice/>. The Destination Assist trial period begins on original purchase or lease date of new vehicle. Paid subscription required after trial (if applicable). Terms of Use apply. **15.** Drive Connect availability and accuracy depend on certain factors outside of Toyota's control in order to operate, including 4G network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded. Services subject to change at any time without notice. Requires app download/registration and subscription after trial (if applicable). Terms of Use apply. Data charges may apply. See *Owner's Manual* and <https://www.toyota.com/connected-services/> for limitations. To learn about Toyota's Connected Services data collection, use, sharing and retention practices, visit <https://www.toyota.com/support/privacy-notice/>. Trial period begins on original purchase or lease date of new vehicle. Paid subscription required after trial (if applicable). Terms of Use apply. **16.** Toyota Safety Sense™ effectiveness is dependent on many factors including road, weather and vehicle conditions. Drivers are responsible for their own safe driving. Always pay attention to your surroundings and drive safely. See *Owner's Manual* for limitations. **17.** Airbag systems supplement the seatbelts and are designed to inflate only under certain conditions and in certain types of severe collisions. Always wear seatbelt, sit upright in middle and as far back in seat as possible to help decrease risk of injury. Do not put objects in front of an airbag See *Owner's Manual* for limitations. **18.** Do not rely exclusively on Blind Spot Monitor. Look over shoulder and use turn signal. See *Owner's Manual* for limitations. **19.** Do not rely exclusively on the Rear Cross-Traffic Alert. Visually confirm clearance during use. See *Owner's Manual* for limitations. **20.** The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness is dependent on many factors including road, weather and vehicle conditions. See *Owner's Manual* for limitations. **21.** Dynamic Radar Cruise Control/Full-Speed Range Dynamic Radar Cruise Control is not a substitute for safe and attentive driving. See *Owner's Manual* for instructions and limitations. **22.** Automatic High Beams operate at speeds above 21 mph. See *Owner's Manual* for instruction and limitations. **23.** Road Sign Assist only recognizes certain road signs. See *Owner's Manual* for limitations. **24.** Lane Departure Alert with Steering Assist is designed to read visible lane markers under certain conditions. It provides a visual/audible alert and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness depends on many factors including road, weather and vehicle conditions. See *Owner's Manual* for limitations. **25.** The Lane Tracing Assist (LTA) lane centering function is designed to read visible lane markers and detect other vehicles under certain conditions. It is only operational when DRCC is engaged. Not available on vehicles with manual transmissions. See *Owner's Manual* for limitations. **26.** Proactive Driving Assist (PDA) is designed to detect certain objects or curves in the road and provide gentle braking and/or steering support. PDA is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of detected objects and weather, light and road conditions. See *Owner's Manual* for additional limitations and details. **27.** Vehicle Stability Control is not a substitute for safe and attentive driving practices. Factors including speed, road conditions, weather and steering input can affect whether VSC will be effective. See *Owner's Manual* for limitations. **28.** Smart Stop Technology® will reduce power to help the brakes bring vehicle to a stop during certain contemporaneous brake and accelerator pedal applications. See *Owner's Manual* for limitations. **29.** ToyotaCare covers normal factory scheduled maintenance for two years or 25,000 miles, whichever comes first, and 24-hour Roadside Assistance is included for two years, unlimited mileage (note: bZ4X, Mirai, Prius and Prius Prime include enhanced ToyotaCare and/or Roadside Assistance). Roadside Assistance limits towing distances and locations and does not include parts and fluids, except emergency fuel delivery for certain vehicles. Excludes rental company fleet sale vehicles. See your Toyota dealer for additional restrictions and exclusions. Valid only in the continental U.S. **30.** Date and mileage limitations refer to whichever comes first from the date of first purchase. Warranty coverage is subject to other terms and conditions. Refer to applicable *Warranty and Maintenance Guide* for full details. **31.** For information regarding the Federal and California Emission Control Warranties, and Tire Limited Warranties, please see the applicable *Warranty and Maintenance Guide*. Emission coverages vary under Federal and California regulations. **32.** For Toyota hybrid, plug-in hybrid, and fuel cell and battery electric vehicles beginning with model year 2020, the hybrid (HV) battery is covered for 10 years from original date of first use or 150,000 miles, whichever comes first. Coverage is subject to the terms and conditions of your New Vehicle Limited Warranty. See *Owner's Warranty and Maintenance Guide* for details. **33.** For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. **34.** Hybrid-related components are covered for 8 years from original date of first use or 100,000 miles, whichever comes first. The HV battery may have longer coverage under emissions warranty. See *Owner's Warranty and Maintenance Guide* for details. **35.** For more details on 2024 IIHS TOP SAFETY PICKS, see www.iihs.org. **36.** Government 5-Star

DISCLOSURES

Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). MY22 vehicles tested. **37.** For more information, visit <https://vincentric.com/Home/Best-Value-Awards/2022-Best-Value-in-America/2022-Best-Value-in-America-Winners-List>. **38.** For more information, visit [autotrader.com](https://www.autotrader.com). Autotrader is a registered trademark and used with permission. **39.** Never tow beyond a vehicle's published towing capacities. Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. The maximum you can tow depends on base curb weight plus the total weight of any cargo, occupants, and added vehicle equipment. Follow all instructions in your *Owner's Manual*. **40.** Payload includes the weight of occupants, cargo and options and is limited by weight distribution. **41.** Cargo and load capacity limited by weight and distribution. Always properly secure cargo and cargo area. **42.** EPA-estimated 57 city/56 hwy/57 combined mpg rating for 2024 Prius LE FWD, 53 city/54 hwy/54 combined mpg rating for 2024 Prius LE AWD, 52 city/52 hwy/52 combined mpg rating for 2024 Prius XLE and Limited FWD, and 49 city/50 hwy/49 combined mpg rating for 2024 Prius XLE and Limited AWD. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **43.** Do not overly rely on Advanced Park and use only in accordance with applicable laws. Remain attentive to surroundings. Before operating, review *Owner's Manual* for instructions and limitations. **44.** EPA-estimated up to 44-mile all-electric driving range when fully charged for 2024 Prius Prime. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **45.** Traffic Jam Assist is not an automated driving system, requires driver supervision at all times, and is designed to function on controlled access freeways at speeds of 25 mph or less. Use this system in accordance with applicable laws. Before operating, refer to *Owner's Manual* for instructions and limitations. **46.** Digital Key function requires Remote Connect trial or subscription. Use only if aware of circumstances surrounding vehicle and it is legal and safe to do so (e.g., do not remotely start engine if vehicle is in an enclosed space or vehicle is occupied by a child). Remote Connect depends on factors outside of Toyota's control, including an operative telematics device, a cellular connection, GPS signal, and the availability of a compatible wireless network, without which system functionality and availability may be limited or precluded. Digital Key also requires Bluetooth® connectivity. Service may vary by vehicle and region. Requires app download and registration/subscription after trial (if applicable). Terms of Use apply. Data charges may apply. Remote start/stop not available on manual transmission-equipped vehicles. Services subject to change at any time without notice. See usage precautions and service limitations in Toyota *Owner's Manual* and at <https://www.toyota.com/connected-services/>. To learn about Toyota's Connected Services data collection, use, sharing and retention practices, please visit <https://www.toyota.com/privacyvts/>. **47.** Starting MSRP excludes manufacturer, distributor and dealer options, taxes, title and license and dealer fees and charges. Also excludes the Delivery, Processing and Handling of \$1,095 for Cars (Corolla, Corolla HV, Corolla HB, GR Corolla, Camry, Camry HV, Prius, Prius Prime, Toyota Crown, Mirai, GR86, GR Supra), \$1,350 for Entry SUV/Small SUV (Corolla Cross, Corolla Cross HV, RAV4, RAV4 HV, RAV4 Prime, bZ4X), \$1,395 for Mid SUV/Van (4Runner, Venza, Highlander, Highlander HV, Grand Highlander, Grand Highlander HV, Sienna), \$1,495 for Small Pickup (Tacoma), \$1,850 for Large Pickup/Large SUV (Tundra, Tundra HV, Sequoia). (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure and may be subject to change at any time. Toyota may make a profit on the Delivery, Processing and Handling.) The Delivery, Processing and Handling in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX may vary. The published prices do not apply to Puerto Rico and the U.S. Virgin Islands. Dealer price will vary. **48.** EPA-estimated 42 city/41 highway/41 combined mpg rating for 2024 Toyota Crown XLE and Limited; EPA-estimated 29 city/32 highway/30 combined mpg rating for 2024 Toyota Crown Platinum. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **49.** Apps and services are subject to change at any time without notice. Data charges may apply. Apple CarPlay® functionality requires a compatible iPhone® connected wirelessly to the vehicle. Apple CarPlay® is a registered trademark of Apple Inc. **50.** To wirelessly use Android Auto on your car display, you need a compatible Android smartphone with an active data plan. You can check which smartphones are compatible at [g.co/androidauto/requirements](https://www.toyota.com/audio-multimedia/). Operability depends on network availability, a cellular connection and GPS signal. Services subject to change at any time without notice. Data charges may apply. To learn more, go to <https://www.toyota.com/audio-multimedia/>. To learn more about Toyota's Connected Services data collection, use, sharing and retention practices, please visit <https://www.toyota.com/support/privacy-notice/>. **51.** The Panoramic View Monitor does not provide a comprehensive view of the area surrounding your vehicle. Look around to confirm clearance. See *Owner's Manual* for limitations. **52.** JBL® is a registered trademark of Harman International Industries, Inc. **53.** Extra-cost color. **54.** Do not rely exclusively on Safe Exit Assist. Always look for approaching traffic before exiting the vehicle. See *Owner's Manual* for limitations. **55.** The Rear-Seat Reminder does not sense objects in the rear seat. The Rear-Seat Reminder is designed to recognize a unique rear-door opening pattern that may be consistent with an object being placed in the rear seating area. See *Owner's Manual* for additional details. **56.** May not be compatible with all mobile phones, smart devices, tablets, e-readers, MP3/WMA players and like models. **57.** HomeLink® and the HomeLink® house icon are registered trademarks of Gentex Corporation. **58.** SofTex® is a registered trademark of Toyota Motor Sales, U.S.A., Inc. **59.** Charging may not be compatible with all mobile phones, smart devices, tablets, e-readers, MP3/WMA players and like products. **60.** Front and Rear Parking Assist with Automatic Braking (PA w/AB) may warn drivers of, and potentially brake for front and rear collisions with certain objects when traveling at low speeds. Drivers should visually confirm clearance during use. See *Owner's Manual* for instructions and limitations. **61.** Performance figures are for comparison only and were obtained with prototype vehicles by professional drivers. **62.** EPA-estimated 127 combined MPGe rating for 2024 Prius Prime SE, EPA-estimated 114 combined MPGe rating for 2024 Prius Prime XSE and XSE Premium. MPGe is the EPA-equivalent of gasoline fuel efficiency for electric operation. EPA-estimated 53 city/51 hwy/52 combined gas-only MPG rating for 2024 Prius Prime SE, EPA-estimated 50 city/47 hwy/48 combined gas-only MPG rating for 2024 Prius Prime XSE and XSE Premium. Use for comparison purposes only. Your MPGe/MPG will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **63.** EPA-estimated 32 city/41 hwy/35 combined mpg rating for 2024 Corolla LE; EPA-estimated 31 city/40 hwy/34 combined mpg rating for 2024 Corolla SE and XSE. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **64.** EPA-estimated 53 city/46 hwy/50 combined mpg rating for 2024 Corolla Hybrid LE and Hybrid XLE; EPA-estimated 51 city/44 hwy/48 combined mpg rating for 2024 Corolla Hybrid LE AWD; EPA-estimated 50 city/43 hwy/47 combined mpg rating for 2024 Corolla Hybrid SE; EPA-estimated 47 city/41 hwy/44 combined mpg rating for 2024 Corolla Hybrid SE AWD. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **65.** EPA-estimated 32 city/41 hwy/35 combined mpg rating for 2024 Corolla Hatchback SE; EPA-estimated 30 city/38 hwy/33 combined mpg rating for 2024 Corolla Hatchback XSE. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **66.** Requires compatible smartphone. Operability depends on network availability, a cellular connection and GPS signal. Services subject to change at any time without notice. Data charges may apply. To learn more, go to <https://www.toyota.com/connected-services/>. To learn more about Toyota's Connected Services data collection, use, sharing and retention practices, please visit <https://www.toyota.com/support/privacy-notice/>. Apple CarPlay® is a registered trademark of Apple Inc. **67.** Google, Android, Android Auto, YouTube Music and other marks are trademarks of Google LLC. Android Auto requires compatible smartphone. Operability depends on network availability, a cellular connection and GPS signal. To use Android Auto on your car display, you'll need an Android phone running Android 8 or higher, an active data plan, and the Android Auto app. Services subject to change at any time without notice. Data charges may apply. To learn more, go to <https://www.toyota.com/audio-multimedia/>. To learn more about Toyota's Connected Services data collection, use, sharing and retention practices, please visit <https://www.toyota.com/support/privacy-notice/>. **68.** The backup camera does not provide a comprehensive view. Always look over shoulder and use outside mirrors. See *Owner's Manual* for limitations. **69.** Customers who lease a 2024 Mirai by March 31, 2024 will receive complimentary fuel for three years or \$15,000, whichever comes first. Customers who purchase a 2024 Mirai by March 31, 2024 will receive complimentary fuel for six years or \$15,000, whichever comes first. Complimentary fuel term begins as of card activation or 90 days after Mirai lease or purchase commencement date, whichever is earlier. Fuel card is nontransferable. **70.** Projected EPA-estimated 76 city/71 hwy/74 combined MPGe rating for 2024 Mirai XLE and 67 city/64 hwy/65 combined MPGe rating for 2024 Mirai Limited determined by Toyota. All projected EPA estimates as determined by manufacturer; EPA estimates not available at time of posting. MPGe is the EPA-equivalent of gasoline fuel efficiency for electric-mode operation. Use for comparison purposes only. Your MPGe/miles per kilowatt-hour will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **71.** EPA-estimated 36 city/36 hwy/36 combined mpg rating for 2024 Sienna FWD models; 35 city/36 hwy/35 combined mpg rating for 2024 Sienna AWD models. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **72.** Installation of a tow hitch receiver or other accessories located near the rear bumper or side-door kick sensors may require disabling or removing the kick sensor, and the sensor operation setting in your vehicle should be turned off. Water, weather, dirt, and other conditions also may cause the sensor to not operate properly or to operate unintentionally. See *Owner's Manual* for limitations. **73.** Operability and accuracy of Dynamic Navigation depends on certain factors outside of Toyota's control in order to operate, including cellular network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded. Services not available in every city or roadway. Use common sense when relying on information provided. Service is subject to change at any time without notice. Paid subscription required after trial (if applicable). Terms of Use apply. Data charges may apply. See *Owner's Manual* and <https://>

DISCLOSURES

www.toyota.com/connected-services/ for limitations. To learn about Toyota's Connected Services data collection, use, sharing and retention practices, visit <https://www.toyota.com/support/privacy-notice/>. The Dynamic Navigation trial period is at no extra cost and trial begins the earlier of vehicle hits 100 miles or 1 year after multimedia system manufacture date (regardless of purchase or lease date). Paid subscription required after trial (if applicable). Terms of Use apply. **74.** EPA-estimated 22 city/29 highway/25 combined mpg rating for 2024 Highlander L FWD, LE FWD, XLE FWD, XSE FWD, Limited FWD and Platinum FWD; EPA-estimated 21 city/28 highway/24 combined mpg rating for 2024 Highlander L AWD, LE AWD, XLE AWD, Limited AWD and Platinum AWD. EPA-estimated 36 city/35 highway/36 combined mpg rating for 2024 Highlander Hybrid LE FWD, Hybrid XLE FWD, Hybrid Bronze Edition FWD, Hybrid Limited FWD and Hybrid Platinum FWD. EPA-estimated 35 city/35 highway/35 combined mpg rating for 2024 Highlander Hybrid LE AWD, Hybrid XLE AWD, Hybrid Bronze Edition AWD, Hybrid Limited AWD and Hybrid Platinum AWD. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **75.** Do not exceed 120V. See *Owner's Manual* for additional limitations and details. **76.** Rated for 1500 watts shared between both outlets. See *Owner's Manual* for additional limitations and details. **77.** Integrated Trailer Brake Controller is an electronic system that operates in tandem with a trailer equipped with an electric braking system. It is designed to help the driver maintain trailer control by increasing or reducing trailer braking based on trailer weight. It is not a substitute for safe towing practices. Factors including speed, weather, road conditions and driver input can all affect trailer braking control. See *Owner's Manual* for additional limitations and details. **78.** EPA-estimated 21 city/24 highway/22 combined mpg rating for 2024 Sequoia SR5, Limited, Platinum and Capstone 4x2; EPA-estimated 19 city/22 highway/20 combined mpg rating for 2024 Sequoia SR5, Limited, Platinum, TRD Pro and Capstone 4x4. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **79.** EPA-estimated 40 city/37 hwy/39 combined mpg rating for 2024 Venza. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **80.** EPA-estimated 27 city/35 highway/30 combined mpg rating for 2024 RAV4 LE FWD, XLE FWD, XLE Premium FWD and Limited FWD; EPA-estimated 27 city/34 highway/30 combined mpg rating for 2024 RAV4 LE AWD; EPA-estimated 27 city/33 highway/29 combined mpg rating for 2024 RAV4 XLE AWD and XLE Premium AWD; EPA-estimated 25 city/33 highway/28 combined mpg rating for 2024 RAV4 Adventure and Limited AWD; EPA-estimated 25 city/32 highway/28 combined mpg rating for 2024 RAV4 TRD Off-Road. EPA-estimated 41 city/38 highway/40 combined mpg rating for 2024 RAV4 Hybrid LE, Hybrid XLE, Hybrid XLE Premium, Hybrid SE, Hybrid XSE and Hybrid Limited; EPA-estimated 38 city/35 highway/37 combined mpg rating for 2024 RAV4 Hybrid Woodland Edition. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **81.** Trailer-Sway Control (TSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions, weather and driver steering input can all affect whether TSC will be effective in preventing a loss of control. See *Owner's Manual* for additional limitations and details. **82.** Never tow beyond a vehicle's published towing capacities. Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. The maximum you can tow depends on base curb weight plus the total weight of any cargo, occupants, and added vehicle equipment. Installation of a tow hitch receiver or other accessories located near the rear bumper may require disabling or removing the kick sensor, and the sensor operation setting in your vehicle should be turned off. Follow all instructions in your *Owner's Manual*. **83.** Falken is a registered trademark of Sumitomo Rubber Industries, Ltd. **84.** This floor mat/floor liner was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat/liner must be secured with its fasteners. Do not install a floor mat/floor liner on top of an existing floor mat/floor liner. **85.** EPA-estimated 94 combined MPGe rating for 2024 RAV4 Prime. MPGe is the EPA-equivalent of gasoline fuel efficiency for electric operation. EPA-estimated 38 combined gas-only mpg. Use for comparison purposes only. Your MPGe/MPG will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **86.** EPA-estimated 42-mile all-electric driving range when fully charged for 2024 RAV4 Prime. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **87.** EPA-estimated 31 city/33 hwy/32 combined mpg rating for 2024 Corolla Cross L FWD, LE FWD and XLE FWD; EPA-estimated 29 city/32 hwy/30 combined mpg rating for 2024 Corolla Cross L AWD, LE AWD and XLE AWD; EPA-estimated 45 city/38 hwy/42 combined mpg rating for 2024 Corolla Cross Hybrid S, SE and XSE AWD. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **88.** Crawl Control is designed for driving on difficult terrain at low speeds and assists the driver by controlling acceleration and braking, allowing the driver to focus on steering. See *Owner's Manual* for additional limitations. **89.** EPA-estimated 16 city/19 hwy/17 combined mpg rating for 2024 4Runner. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **90.** Hill Start Assist Control is designed to minimize backward rolling on steep ascents. Not a substitute for safe driving judgment and practices. Speed, grade, surface conditions, driver input, etc., can all affect HAC function. See *Owner's Manual*. **91.** Front and rear parking assist sonar is designed to warn drivers of potential front and rear collisions with certain objects at low speeds. Drivers should visually confirm clearance during use. See *Owner's Manual* for instructions and limitations. **92.** EPA-estimated 252-mile total driving range rating for 2024 bZ4X XLE FWD; 242-mile total driving range rating for 2024 bZ4X Limited FWD; 228-mile total driving range rating for 2024 bZ4X XLE AWD; and 222-mile total driving range rating for 2024 bZ4X Limited AWD total driving range for when vehicle is fully charged and operated under ideal driving conditions. Use for comparison purposes only. Actual range may decrease significantly depending on speed, outside temperature, accessory use, how/where you drive, charging habits, and other factors. Battery capacity also decreases with time and use, which will reduce range. See www.fueleconomy.gov and *Owner's Manual* for details. **93.** EPA-estimated 119 combined MPGe for 2024 bZ4X XLE FWD; 114 combined MPGe for 2024 bZ4X Limited FWD; 104 combined MPGe for 2024 bZ4X XLE AWD; 102 combined MPGe for 2024 bZ4X Limited AWD. MPGe is the EPA-equivalent of gasoline fuel efficiency for electric-mode operation. Use for comparison purposes only. Your MPGe/miles per kilowatt-hour will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **94.** EPA-estimated 20 city/23 highway/21 combined mpg rating for 2024 Tacoma SR, SR5 4x2 4-cyl. Automatic; EPA-estimated 19 city/24 highway/21 combined mpg rating for 2024 Tacoma SR, SR5, TRD Sport, TRD Off-Road and Limited 4x2 V6 Automatic; EPA-estimated 19 city/22 highway/20 combined mpg rating for 2024 Tacoma SR, SR5 4x4 4-cyl. Automatic; EPA-estimated 18 city/22 highway/20 combined mpg rating for 2024 Tacoma SR, SR5, Trail Special Edition, TRD Sport, TRD Off-Road, Limited and TRD Pro 4x4 V6 Automatic; EPA-estimated 17 city/21 highway/18 combined mpg rating for 2024 Tacoma TRD Sport 4x4 V6 Manual; EPA-estimated 17 city/20 highway/18 combined mpg rating for 2024 Tacoma TRD Off-Road and TRD Pro 4x4 V6 Manual. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **95.** Rear parking assist sonar is designed to warn drivers of potential rear collisions at speeds of 6 mph or less. Certain vehicle and environmental factors, including an object's shape and composition, may affect the ability of the rear parking assist sonar to detect it. Always look around outside the vehicle and use mirrors to confirm clearance. See *Owner's Manual* for additional limitations and details. **96.** Bilstein® is a registered trademark of ThyssenKrupp Bilstein GmbH FED REP GERMANY. **97.** EPA-estimated 18 city/24 highway/20 combined mpg rating for 2024 Tundra SR 4x2; EPA-estimated 18 city/23 highway/20 combined mpg rating for 2024 Tundra SR5, Limited, Platinum and 1794 Edition 4x2; EPA-estimated 17 city/23 highway/19 combined mpg rating for 2024 Tundra SR 4x4; EPA-estimated 17 city/22 highway/19 combined mpg rating for 2024 Tundra SR5, Limited, Platinum and 1794 Edition 4x4. EPA-estimated 20 city/24 highway/22 combined mpg rating for 2024 Tundra Limited 4x2 Hybrid, Platinum 4x2 Hybrid and 1794 Edition 4x2 Hybrid; EPA-estimated 19 city/22 highway/21 combined mpg rating for 2024 Tundra Limited 4x4 Hybrid, Platinum 4x4 Hybrid, 1794 Edition 4x4 Hybrid and Capstone 4x4 Hybrid; EPA-estimated 18 city/20 highway/19 combined mpg rating for 2024 Tundra TRD Pro 4x4 Hybrid. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov.

Contact Us

toyota.com/fleet
(800) 732-2798



Fleet



It's Just Smart Business.