

## TOYOTA FAST FACTS – “Did You Know”

- Toyota invests \$1 million dollars every hour in research and development worldwide<sup>1</sup>, to build better and safer cars for you.
- Toyota offers consumers the most fuel-efficient passenger car lineup in Canada\* – and it has for five consecutive years.<sup>2</sup>
- Canadians say Toyota has the best reputation of any automaker – according to the 2009 *Marketing/Leger* Canada Corporate Reputation Survey.
- About half the Toyotas sold in Canada now are built in Canada – one of the highest percentages of domestic production in the industry – meaning that buying a Corolla, Matrix or RAV4 can help support domestic production.
- Every new model Toyota sells here is thoroughly tested in Canadian winter conditions during its development process, to help ensure that it meets your expectations.
- Toyota has been satisfying Canadian customers for over 50 years – and building cars here for more than 20.
- Toyota has invested more than 5-billion dollars in manufacturing facilities in Canada, demonstrating our commitment to building cars where we sell them.
- Toyota employs almost 6,000 Canadians in manufacturing and R&D operations in this country.
- Toyota Canada’s 240 dealers support almost 12,000 jobs in communities nationwide.
- Toyota Motor Manufacturing Canada’s RAV4 plant in Woodstock Ontario, which opened in 2008, is the first new greenfield auto assembly plant in Canada in almost 20 years.
- Toyota vehicles claimed five of the top ten places for highest retained value according to Canadian Black Book – including first overall for the RAV4.<sup>3</sup> This means a high resale value for your vehicle when it comes time to buy your next Toyota.
- Toyota won two segment awards and placed second overall among mainstream brands in Automotive Lease Guide’s 2009 Canadian Residual Value Awards.
- Toyota is the world’s leading manufacturer of hybrid vehicles, with more than 1.7 million on the road.
- Toyota has over 1000 new global patents on the 2010 Prius<sup>4</sup>, leading the way in developing new technologies and bringing these to market to benefit you.
- Students all across Canada did some of their learning outside this year, thanks to the Toyota Evergreen learning Grounds program.
- Toyota Canada is a national sponsor of Special Olympics Canada.
- The Toyota Earth Day Scholarship program provides post-secondary entrance scholarships to outstanding students who are also environmental leaders from all across the country.

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<sup>1</sup> Research claim based on global cumulative spend.

<sup>2</sup> Based on most recent Transport Canada Calculated CAFC New Passenger Car Fleet Data.

<sup>3</sup> Canadian Black Book, based on a review of model-year 2005 when compared against the original MSRP.

<sup>4</sup> Registered and pending.

## TOYOTA COROLLA – “Did You Know”

- Toyota Corolla is built right here in Canada – and it has been for more than 20 years.
- Toyota has been selling Corollas in Canada since 1967 – more than 1,000,000 of them.
- Corolla is Toyota’s best-selling automobile nameplate in the world, with more than 30 million sold.
- The all-new tenth-generation Toyota Corolla was voted the best new car in its class in Canada.<sup>5</sup>
- The starting MSRP of the 2010 Corolla is lower today than it was 7 years ago!
- The current tenth-generation Corolla was designed in collaboration with styling studios in Turin, Italy, and road tested around the world – including in Canadian winter conditions – before going into production.
- With combined fuel-consumption ratings as low as 6.7 litres per 100 kilometres, the current tenth-generation Toyota Corolla is one of the most fuel-efficient vehicles in its segment.
- The 2009 Corolla went further on 50 litres of fuel than any other compact car in 2008 CanadianDriver.com’s 50-litre Challenge.
- With a 158-horsepower 2.4-litre engine, the 2010 Corolla XRS is a true performance machine – and it still achieves a combined fuel-consumption rating of just 8.1 litres per 100 kilometres.
- 2010 Corolla is available with three different wheel and tire sizes to provide a choice of ride and handling characteristics for different tastes.
- 2010 Corolla’s windshield features three layers of acoustic material between the inner and outer glass layers to limit the transmission of wind noise into the passenger compartment.
- All 2010 Corolla models include such amenities as a tilt & telescopic steering wheel, multi-information display and cabin air filter as standard equipment.
- All 2010 Corollas include such insightful features as cupholders with drain holes to handle spilled liquids, an AUX audio input and a custom-designed ‘pinch-free’ storage box for your portable devices that keep their wires neat and tidy.
- Toyota designed the current tenth-generation Corolla with thoughtful touches for rear passengers with ample room for three, supportive seats and an almost perfectly flat floor for greater leg comfort.
- The Corolla’s standard audio system would put many home systems to shame. It includes AM/FM/CD and MP3/WMA playback capability, an auxiliary audio input jack, four speakers and a satellite-ready antenna with pre-wire.
- The 2010 Corolla is available with such upscale amenities as leather seat surfaces, heated front seats and a DVD-based Navigation System.
- The 2010 Toyota Corolla LE is available with a Smart Entry system that enables doors to be unlocked with the key fob still in your pocket or purse.
- Corolla’s high-tech engines are designed to deliver more torque at low and medium speeds and enhanced output at higher speeds – as well as improving fuel efficiency and reducing emissions.

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<sup>5</sup> 2009 AJAC Best New Small Car (under \$18,000)

## **TOYOTA MATRIX – “Did You Know”**

- There's only one place in the world where the Toyota Matrix is built – at Toyota's award-winning Canadian plant in Cambridge, Ontario.
- The 2010 Toyota Matrix is available with either front-wheel-drive or winter-taming all-wheel drive – the choice is yours.
- Vehicle Stability Control and Traction Control are safety features that are either standard or available on every 2010 Matrix trim level.
- The 2010 Toyota Matrix combines the functionality of a small SUV, the style, image and performance of a sports car and the affordability of a compact sedan – and it's built exclusively right here in Canada.
- All 2010 Matrix models offer the safety and security of standard front and rear disc brakes, enhanced by ABS with Brake Assist (BA) and Electronic Brake Force Distribution (EBD).
- Equipped with a high-tech 1.8-litre 4-cylinder engine that produces 132 horsepower, the 2010 Toyota Matrix has a combined fuel consumption rating as low as 7.1 L/100 km.
- The sporty 2010 Toyota Matrix XR and XRS feature a high-performing 158-horsepower 2.4-litre engine – but they can still achieve a combined fuel consumption rating of just 8.5 L/100 km.
- The compact and thrifty 2010 Toyota Matrix seats five adults and provides more rear cargo space than many typical mid-size sedans.

## **TOYOTA CAMRY – “Did You Know”**

- The Toyota Camry is the best selling passenger car in North America.
- The 2010 Toyota Camry is available in seven different models – including the Camry Hybrid.
- The 4-cylinder Camry for 2010 (available on LE and XLE models) feature a new 2.5-litre engine that delivers more power (169 horsepower) and better fuel economy (7.7 L/100 km combined) than the engine it replaces.
- Every 2010 Camry comes with a full suite of safety equipment including ABS, Vehicle Stability Control, whiplash injury lessening front seats and seven airbags as standard equipment.
- Standard equipment on the 2010 Camry includes a dedicated airbag to protect the driver's knees – a feature more usually associated with luxury vehicles.
- Every line and angle of the 2010 Camry is carefully honed to reduce fuel-wasting aerodynamic drag – and the sporty Camry SE even employs Toyota's Formula 1 technology on its undercarriage for enhanced stability at higher speeds.
- The 2010 Toyota Camry Hybrid features a standard fuel economy indicator that helps drivers maximize their fuel efficiency.
- With its impressive 425-litre capacity, the 2010 Camry's trunk has enough room to accommodate four suitcases – or four golf bags if you prefer.
- The 2010 Toyota Camry's impressive quietness is no accident. Toyota engineers make use of noise-reducing features throughout its construction – including such details as computer-analyzed floor damping and foam insulation in the side pillars.
- The electronically-controlled 6-speed automatic transmission, standard in most 4-cylinder and all V6 2010 Camry models, helps reduce fuel consumption as well as enhancing Camry's legendary smoothness.
- With a combined gasoline engine/electric motor output of 187 horsepower, the 2010 Camry Hybrid delivers exceptional fuel economy.

## **TOYOTA YARIS – “Did You Know”**

- The 2010 Yaris is available in three distinctive body styles – the stylish Yaris 4-door sedan and the sporty but versatile 3-door and 5-door Yaris Hatchback.
- The Toyota Yaris and Yaris Hatchback offer best-in-class fuel efficiency and they have the awards to prove it – they have won ecoENERGY awards from Natural Resources Canada's Office of Energy Efficiency every year since Yaris was first introduced in Canada.
- Under its stylish skin, the 2010 Toyota Yaris makes extensive use of high-tensile steel in its construction, which contributes to body rigidity and vehicle longevity.
- All 2010 Yaris models are powered by a high-tech 1.5-litre 4-cylinder engine that features many of the same power-enhancing and fuel-conserving advanced technologies found in other Toyotas.
- Standard safety equipment in the 2010 Yaris includes such features as whiplash injury lessening front seats - the kind of extra protection typically found in much more expensive vehicles.

## **TOYOTA RAV4 – “Did You Know”**

- Toyota created a whole new class of vehicle – the passenger car-based compact SUV – when it introduced the RAV4 in 1996. The 2010 RAV4 is the third-generation descendant of that pioneering model.
- The versatile and sporty Toyota RAV4 is now built right here in Canada<sup>6</sup> – in a brand new plant in Woodstock, Ontario.
- The 2010 Toyota RAV4 is available with your choice of an energetic 2.5-litre 4-cylinder engine for maximum fuel efficiency or a powerful 3.5-litre V6 with plenty of torque for towing.
- The 2010 Toyota RAV4 with fuel-efficient front-wheel-drive includes the added security of an automatic limited slip differential to help keep you going when the going gets slippery.
- The 2010 Toyota RAV4 is available with either front-wheel-drive or the added confidence of automatic on-demand 4-wheel-drive that switches effortlessly between front-wheel and 4-wheel drive in response to driving conditions.
- 2010 Toyota RAV4 drivers can help maximize their fuel efficiency through their driving style by taking advantage of a new high-tech fuel economy indicator that is standard in every model.
- Driving confidence is standard equipment in the 2010 RAV4. All models feature standard four-wheel-disc brakes, enhanced with ABS, Brake Assist and Electronic Brake Force Distribution, as well as Vehicle Stability Control and Traction Control.
- All V6-equipped 2010 RAV4s are fitted with Hill Start Assist Control and Downhill Assist Control, helping the compact SUV deliver big-SUV capabilities in a smaller, urban-savvy package.
- The 2010 Toyota RAV4 easily converts from a friend-friendly road reveler to a capable and versatile cargo carrier. Fold-flat rear seats open up more than 1000 L of storage space.
- The 2010 RAV4 was built with safety in mind, from its six standard airbags and whiplash-reducing active front headrests to child-restraint seat anchors and child protector door locks.

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<sup>6</sup> As of August 2009, over 70% of RAV4s are proudly built in Canada.

## TOYOTA TUNDRA – “Did You Know”

- The 2010 Toyota Tundra’s all-new 4.6-litre V8 engine is 12-percent more powerful and uses 11-percent less fuel than the engine it replaces.
- The 4.6-litre Tundra for 2010 is the most fuel-efficient conventional full-size pickup truck available in Canada.<sup>7</sup>
- The 2010 Toyota Tundra is available in your choice of 15 different models and 30 different configurations – one to suit virtually every need, taste and budget.
- The 2010 Toyota Tundra is available in three different cab sizes: a three-passenger Regular Cab, five- or six-passenger Double Cab and five- or six-passenger CrewMax.
- 2010 Tundra is available with your choice of three bed lengths, all of which can handle a 4'x 8' sheet of plywood between their wheel wells.
- The 2010 Tundra is replete with features that provide real value – like a driver-activated automatic limited slip differential that helps keep the Tundra going in tough situations, or extra-large door handles that permit operation with a gloved hand.
- Most 2010 Tundra models are equipped with Toyota's versatile bed-rail utility system – which is compatible with a long list of cargo-carrying accessories to suit your every need.
- Among the many thoughtful features available on the 2010 Tundra is a removable locking tailgate complete with hydraulic assist for ease of operation with just two fingers.
- Safety is a priority in the 2010 Toyota Tundra. An impressive array of both active and passive safety features – including ABS, Vehicle Stability Control and six airbags – is standard equipment.
- Among 2010 Tundra’s many standard safety features are dedicated knee-protection airbags for both the driver and front passenger.
- The 2010 Tundra Double Cab Long Box is configured with one goal in mind: to set the benchmark for full-size pickups. In fact, if it was any wider, it would require running lights!
- 2010 Tundra’s ultra-tough frame employs such features as closed-channel side rails to create a rigid foundation that translates into a smooth and secure ride.
- Useful real-truck features, like power-adjustable heated and extendable towing mirrors with turn signals, are standard equipment on most 2010 Tundra models.
- All 2010 Tundras are equipped with a 6-speed automatic transmission that includes a TOW/HAUL mode to help keep the truck in the most efficient gear on grades, even when towing or hauling heavy loads.
- 2010 Tundra’s interior provides exceptional interior volume, easy-to-operate controls, tons of storage, and comfortable seating that flips, folds flat and reclines into more configurations than you can count.
- The 2010 Tundra is designed with your convenience in mind – including such thoughtful touches as a glove box big enough for a full-size thermos, a centre console with a unique hanging file folder system and enough room for a full size laptop and under-seat rear storage bins.
- The 2010 Tundra is a high-tech powerhouse when it comes to communication and entertainment. Available features include steering-wheel audio controls, Bluetooth capability, integrated XM satellite radio, USB audio, DVD-based Navigation, a JBL audio System and an auto-dimming rearview mirror with compass and backup camera.

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<sup>7</sup> Fuel efficiency estimates based on approved Transport Canada Test Methods.