



2010 Model Price Schedule - Pocket Summary MSRP

Date Issued: January 5, 2010

| YARIS HATCHBACK | | | | |
|-----------------|-------------------|------|---|----------|
| | Sfx | MSRP | | |
| JT9K3M | 3-DR CE HATCHBACK | 5M | E | \$13,905 |
| | | | F | \$14,750 |
| | | | G | \$16,835 |
| JT9K3P | 3-DR CE HATCHBACK | 4A | E | \$14,905 |
| | | | F | \$15,750 |
| | | | G | \$18,185 |
| KT9K3M | 5-DR LE HATCHBACK | 5M | D | \$15,195 |
| | | | E | \$17,135 |
| KT9K3P | 5-DR LE HATCHBACK | 4A | D | \$16,195 |
| | | | E | \$18,485 |
| KT4K3M | 5-DR RS HATCHBACK | 5M | B | \$19,555 |
| KT4K3P | 5-DR RS HATCHBACK | 4A | B | \$20,555 |
| YARIS | | | | |
| | Sfx | MSRP | | |
| BT9K3M | 4-DR SEDAN | 5M | E | \$14,990 |
| | | | F | \$16,620 |
| | | | G | \$17,550 |
| BT9K3P | 4-DR SEDAN | 4A | E | \$15,990 |
| | | | F | \$17,620 |
| | | | G | \$18,550 |
| COROLLA | | | | |
| | Sfx | MSRP | | |
| BU42EM | COROLLA CE | 5M | A | \$15,460 |
| | | | B | \$17,320 |
| | | | C | \$18,455 |
| BU42EP | COROLLA CE | 4A | A | \$16,460 |
| | | | B | \$18,365 |
| | | | C | \$19,500 |
| BU44EM | COROLLA S | 5M | A | \$20,285 |
| | | | B | \$21,200 |
| | | | C | \$22,935 |
| BU44EP | COROLLA S | 4A | A | \$21,330 |
| | | | B | \$22,245 |
| | | | C | \$23,980 |
| BE40EM | COROLLA XRS | 5M | A | \$22,550 |
| | | | B | \$24,285 |
| BE40EA | COROLLA XRS | 5A | A | \$24,110 |
| | | | B | \$25,845 |
| BU46EP | COROLLA LE | 4A | A | \$21,165 |
| | | | B | \$22,680 |
| | | | C | \$24,680 |
| MATRIX | | | | |
| | Sfx | MSRP | | |
| KU4EEM | MATRIX | 5M | A | \$16,665 |
| | | | B | \$19,150 |
| | | | C | \$20,920 |
| KU4EEP | MATRIX | 4A | A | \$17,675 |
| | | | B | \$20,160 |
| | | | C | \$21,930 |
| KE4EEM | MATRIX XR | 5M | A | \$20,575 |
| | | | B | \$22,225 |
| | | | D | \$25,630 |
| KE4EEA | MATRIX XR | 5A | A | \$22,135 |
| | | | B | \$23,785 |
| | | | D | \$27,190 |
| ME4EEM | MATRIX XRS | 5M | A | \$26,275 |
| ME4EEA | MATRIX XRS | 5A | A | \$27,825 |
| LE4EEP | MATRIX AWD | 4A | A | \$23,695 |
| | | | B | \$25,745 |
| | | | D | \$29,150 |
| CAMRY | | | | |
| | Sfx | MSRP | | |
| BF36KT | CAMRY LE | 6A | A | \$24,900 |
| | | | B | \$25,370 |
| | | | C | \$27,220 |
| BK36KT | CAMRY LE V6 | 6A | B | \$28,345 |
| | | | C | \$29,625 |
| BF39KT | CAMRY XLE | 6A | A | \$30,925 |
| | | | B | \$32,735 |
| BK39KT | CAMRY XLE V6 | 6A | A | \$36,040 |
| | | | B | \$37,850 |
| BF38KM | CAMRY SE | 5M | B | \$26,205 |
| | | | C | \$28,695 |
| BF38KT | CAMRY SE | 6A | B | \$27,600 |
| | | | C | \$30,530 |
| BK38KT | CAMRY SE V6 | 6A | B | \$31,555 |
| | | | C | \$34,055 |
| | | | D | \$35,865 |

| CAMRY HYBRID | | | | |
|------------------------|--------------------|------|-----|----------|
| | Sfx | MSRP | | |
| BB3EKP | | CVT | A | \$30,900 |
| | | | B | \$31,790 |
| | | | C | \$35,820 |
| PRIUS | | | | |
| | Sfx | MSRP | | |
| KN3DUP | | CVT | A | \$27,800 |
| | | | B | \$30,045 |
| | | | C | \$31,635 |
| | | | D | \$37,395 |
| | | | E | \$31,865 |
| AVALON | | | | |
| | Sfx | MSRP | | |
| BK36BT | XLS | 6A | A | \$39,285 |
| | | | B | \$45,845 |
| SIENNA | | | | |
| | Sfx | MSRP | | |
| ZK30CA | CE 7-PASS | 5A | A | \$29,500 |
| ZK29CA | CE 8-PASS | 5A | A | \$30,305 |
| ZK24CA | LE 7-PASS | 5A | A | \$33,990 |
| | | | C | \$36,060 |
| ZK23CA | LE 8-PASS | 5A | A | \$34,420 |
| | | | M | \$33,455 |
| ZK22CA | LIMITED 7-PASS | 5A | A | \$39,990 |
| | | | M | \$38,195 |
| BK29CA | CE AWD 7-PASS | 5A | A | \$34,505 |
| BK23CA | LE AWD 7-PASS | 5A | A | \$38,030 |
| BK22CA | LIMITED AWD 7-PASS | 5A | A | \$48,380 |
| | | | B | \$50,980 |
| RAV4 | | | | |
| | Sfx | MSRP | | |
| ZF4DVP | BASE 2WD | 4A | A | \$24,595 |
| WF4DVP | SPORT 2WD | 4A | A | \$28,345 |
| YF4DVP | LIMITED 2WD | 4A | A | \$30,185 |
| WK4DVA | V6 SPORT 2WD | 5A | A | \$30,100 |
| YK4DVA | V6 LIMITED 2WD | 5A | A | \$32,440 |
| BF4DVP | BASE 4WD | 4A | A | \$27,230 |
| | | | B | \$28,670 |
| RF4DVP | SPORT 4WD | 4A | A | \$30,540 |
| | | | B | \$32,690 |
| DF4DVP | LIMITED 4WD | 4A | A | \$32,385 |
| | | | B | \$34,150 |
| BK4DVA | V6 BASE 4WD | 5A | A | \$29,845 |
| | | | B | \$31,295 |
| RK4DVA | V6 SPORT 4WD | 5A | A | \$32,295 |
| | | | C | \$34,445 |
| | | | B | \$34,885 |
| DK4DVA | V6 LIMITED 4WD | 5A | A | \$34,640 |
| | | | B | \$37,240 |
| VENZA | | | | |
| | Sfx | MSRP | | |
| ZA3BBT | VENZA | 6A | A | \$29,160 |
| BA3BBT | VENZA AWD | 6A | A | \$30,610 |
| | | | B | \$34,860 |
| ZK3BBT | VENZA V6 | 6A | A | \$30,650 |
| | | | B | \$32,890 |
| BK11AT | VENZA V6 AWD | 6A | A | \$32,100 |
| | | | B | \$34,340 |
| | | | C | \$38,010 |
| | | | D | \$40,860 |
| HIGHLANDER | | | | |
| | Sfx | MSRP | | |
| ZA3EHT | HIGHLANDER | 6A | A | \$33,250 |
| | | | B | \$34,770 |
| JK3EHA | V6 4WD | 5A | A | \$37,870 |
| | | | B | \$40,150 |
| EK3EHA | SPORT V6 4WD | 5A | A | \$42,810 |
| DK3EHA | LIMITED V6 4WD | 5A | A | \$46,510 |
| | | | B | \$48,510 |
| HIGHLANDER HYBRID 4WDi | | | | |
| | Sfx | MSRP | | |
| BW3EHC | HYBRID 4WDi | CVT | A | \$43,025 |
| | | | B | \$47,510 |
| | | | CVT | \$49,790 |
| JW3EHC | LIMITED 4WDi | CVT | A | \$55,075 |
| FJ CRUISER | | | | |
| | Sfx | MSRP | | |
| BU4BFM | FJ CRUISER | 6M | A | \$31,900 |
| | | | B | \$36,475 |
| | | | C | \$37,510 |
| BU11FA | FJ CRUISER | 5A | A | \$32,900 |
| | | | B | \$37,475 |
| | | | C | \$38,510 |

| 4RUNNER | | | | |
|------------|-------------------------------|------|---|----------|
| | Sfx | MSRP | | |
| BU3JRA | 4RUNNER SR5 V6 | 5A | A | \$36,800 |
| | | | B | \$41,550 |
| | | | C | \$44,040 |
| | | | D | \$47,775 |
| | | | E | \$49,420 |
| SEQUOIA | | | | |
| | Sfx | MSRP | | |
| BM5G1T | SR5 4.6L | 6A | A | \$48,820 |
| JV5G1T | LIMITED 5.7L | 6A | A | \$57,735 |
| | | | B | \$62,035 |
| DV5G1T | PLATINUM 5.7L | 6A | A | \$65,975 |
| TACOMA 4X2 | | | | |
| | Sfx | MSRP | | |
| TX4CNM | ACCESS CAB | 5M | A | \$21,355 |
| | | | B | \$21,905 |
| | | | C | \$24,095 |
| TX4CNP | ACCESS CAB | 4A | A | \$22,355 |
| | | | B | \$22,905 |
| | | | C | \$25,095 |
| TACOMA 4X4 | | | | |
| | Sfx | MSRP | | |
| UX4ENM | ACCESS CAB | 5M | A | \$25,995 |
| | | | B | \$28,015 |
| UU4ENM | ACCESS CAB V6 | 6M | A | \$28,380 |
| | | | B | \$30,400 |
| | | | C | \$34,450 |
| UU4ENA | ACCESS CAB V6 | 5A | A | \$29,340 |
| | | | B | \$31,360 |
| | | | C | \$35,560 |
| LU4ENM | DOUBLECAB V6 | 6M | B | \$32,615 |
| | | | C | \$35,295 |
| | | | D | \$37,160 |
| MU4FNA | DOUBLECAB V6 | 5A | A | \$31,845 |
| | | | B | \$34,275 |
| | | | C | \$36,955 |
| | | | D | \$38,820 |
| TUNDRA 4X2 | | | | |
| | Sfx | MSRP | | |
| LM5F1T | 4X2 REG CAB LONG BED 4.6L | 6A | A | \$25,310 |
| | | | B | \$27,935 |
| LV5F1T | 4X2 REG CAB LONG BED 5.7L | 6A | A | \$28,975 |
| RM5F1T | 4X2 DOUBLE CAB 4.6L | 6A | A | \$32,040 |
| | | | B | \$34,415 |
| | | | C | \$36,075 |
| TV5F1T | 4X2 DOUBLE CAB LONG BED 5.7L | 6A | A | \$36,015 |
| EV5F1T | 4X2 CREWMAX SR5 5.7L | 6A | A | \$37,630 |
| | | | B | \$40,170 |
| TUNDRA 4X4 | | | | |
| | Sfx | MSRP | | |
| KM5F1T | 4X4 REG CAB 4.6L | 6A | A | \$28,795 |
| | | | B | \$32,760 |
| KV5F1T | 4X4 REG CAB 5.7L | 6A | A | \$29,895 |
| | | | B | \$33,860 |
| | | | S | \$37,675 |
| MM5F1T | 4X4 REG CAB LONG BED 4.6L | 6A | A | \$29,375 |
| | | | B | \$32,000 |
| MV5F1T | 4X4 REG CAB LONG BED 5.7L | 6A | A | \$33,040 |
| UM5F1T | 4X4 DOUBLE CAB SR5 4.6L | 6A | A | \$36,105 |
| | | | B | \$38,480 |
| | | | C | \$40,210 |
| | | | D | \$44,125 |
| UV5F1T | 4X4 DOUBLE CAB SR5 5.7L | 6A | A | \$37,205 |
| | | | B | \$39,580 |
| | | | C | \$41,310 |
| | | | D | \$45,225 |
| | | | S | \$44,510 |
| CV5F1T | 4X4 DBL CAB SR5 LONG BED 5.7L | 6A | A | \$40,080 |
| | | | B | \$41,690 |
| BV5F1T | 4X4 DOUBLE CAB LIMITED 5.7L | 6A | A | \$48,275 |
| | | | B | \$50,275 |
| DV5F1T | 4X4 CREWMAX SR5 5.7L | 6A | A | \$41,745 |
| | | | B | \$44,305 |
| | | | F | \$39,485 |
| HV5F1T | 4X4 CREWMAX PLATINUM 5.7L | 6A | A | \$52,020 |
| | | | B | \$54,020 |
| | | | L | \$51,425 |

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