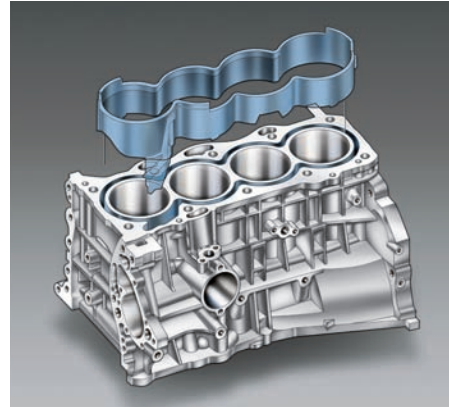


Performance

One rev of the engine and you'll know Matrix is engineered to perform. Its smooth exterior has been honed so that drag is, well, not a drag. Under the hood, Matrix features a 132 hp 1.8-litre engine and 128 lb.ft. of torque, while the Matrix AWD and XRS are equipped with a 158 hp 2.4-litre engine that produces 162 lb.ft. of torque. The secret? Variable Valve Timing with intelligence (VVT-i), a technology that times valve openings for an optimal balance of power and efficiency.



SUPER COOLING SYSTEM

The aluminum-alloy AWD and XRS 2.4 L engine uses lightweight, high-compression (9.8:1) pistons, kept cool by a "water jacket" that surrounds the cylinder walls to help make the engine block lighter and more compact.



INDEPENDENT DOUBLE-WISHBONE REAR SUSPENSION

The Matrix AWD and XRS come with an independent Double-Wishbone Rear Suspension that allows each rear wheel to act and react to forces independently. The result? Both rear wheels are kept in maximum contact with the road surface, enhancing cornering grip when driving over rough or uneven road surfaces.



Matrix XRS shown in Radiant Red.

2012 Colours



040 Alpine White^{A,B,C}



1F7 Classic Silver Metallic^{A,B,C}



1G3 Magnetic Grey Metallic^{A,B,C}



209 Black Sand Pearl^{A,B,C}



3L5 Radiant Red^{A,B,C}



6V4 Spruce Mica^{A,B,C}



8S6 Nautical Blue Metallic^{A,B,C}

Please see your Toyota Dealer for details.

Interior colour options

^A Ash Fabric on Matrix, AWD.
^B Dark Charcoal Fabric on Matrix, AWD (S Package only).

^C Dark Charcoal Sport Fabric on XRS

New vehicle warranty summary

NO DEDUCTIBLES – NO TRANSFER FEES

COMPREHENSIVE COVERAGE - 3 YEARS OR 60,000 KM This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

POWERTRAIN COMPONENTS - 5 YEARS OR 100,000 KM This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

MAJOR EMISSION CONTROL COMPONENTS - 8 YEARS OR 130,000 KM This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

CORROSION PERFORATION - 5 YEARS UNLIMITED DISTANCE Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

Accessories

Personalize your vehicle to enhance its appearance and performance with Toyota Accessory Parts. Your Toyota Dealer can help you select the right accessories to suit your individual style. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the time of a new vehicle sale, and all are backed by a Toyota Warranty. To view a complete list of accessories specifically designed for your vehicle, visit customizeyourtoyota.ca, your local Dealer or toyota.ca.

Customize your Matrix to suit your needs with these interior and exterior accessories.

- All-Season Mats
- Auto-Dimming Rear View Mirror with compass
- Block Heater
- Bluetooth^{®3}
- Bodyside Mouldings
- Bongiovi Acoustics DPS
- Cargo Liner
- Cargo Net
- Door Sill Protectors
- Exhaust Tip
- Hood Deflector
- Rear Bumper Protector
- Remote Engine Starter
- Roof Rack
- Side Window Visors

- TRD ACCESSORIES
- TRD 18" Black Alloy Wheel
- TRD 18" Silver Alloy Wheel
- TRD 19" Gun Metal Alloy Wheel
- TRD 19" Painted Mesh Alloy Wheel
- TRD Air Filter
- TRD Air Filter Cleaning Kit
- TRD Front Strut Brace
- TRD Lowering Springs
- TRD Lug Lock 12mm Set
- TRD Screw On Oil Cap
- TRD Wheel Locks



Bongiovi Acoustics DPS Digital audio processor/amplifier system to enhance your audio performance.



Rear Bumper Protector Protect your bumper from scratches and looking new for years to come.



TRD 18" Silver Alloy Wheel



Bluetooth^{®3} Keep your hands on the wheel and your eyes on the road as you talk conveniently and safely through the Bluetooth^{®3} hands free system.



Exhaust Tip



Cargo Net



Roof Rack

Discover more with Toyota

At Toyota, our goal is to continuously make things better for you. That's why we offer a wide range of programs and services before and after your vehicle purchase designed to help make your Toyota experience the best it can be.



Fewer emissions and pollutants.¹ More kilometres on less fuel. And designed with power and performance in mind. Available in Prius, Prius v, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. With Toyota Genuine Parts and factory-trained technicians, only your Toyota Dealer can deliver the quality service experience that you and your Toyota deserve.



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



Enhance your Toyota ownership experience by joining Club Toyota – a complimentary and exclusive online service for Toyota owners. Benefit from an abundance of interactive services, and information conveniently at your fingertips. Register today at clubtoyota.ca.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's affordable peace of mind. Consult your Toyota Dealer for details.



The Toyota Mobility program is dedicated to addressing the transportation needs of Toyota Owners who have a disability, or know a family member with a disability or mobility issue. The program offers cash assistance, resource information and financing for adaptive equipment for their vehicle.



All new Toyota cars and trucks include a full tank of gas, roadside assistance and floor mats.



Toyota Graduate Program This program assists new graduates in their purchase of a New or Certified Used Toyota. The program differs depending on the model chosen. Be sure to ask your Dealer when purchasing your Toyota. Some conditions may apply.

¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

Committed to Canadians, today and tomorrow.



Being a leader in the automotive industry does not simply begin and end with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across Canada fund the Toyota Canada Foundation, a non-profit organization that works to make a difference for Canadians, through direct community involvement supporting the environment, education and safety.

Through initiatives as diverse as the Toyota Earth Day Scholarship Program, Scientists in School, the Traffic Injury Research Foundation, and even the Toyota Volunteer Training Days program with Special Olympics Canada, the Toyota Canada Foundation is committed to Canadian communities, today and tomorrow.

To learn more, visit us at toyota.ca.



2012 Matrix Features

INTERIOR	MATRIX	AWD	XRS
AM/FM CD/MP3/WMA Player, 4-Speakers, Audio Auxiliary Input Jack, Steering Wheel Audio Controls	●	●	–
AM/FM CD/MP3/WMA Player, 6-Speakers, Integrated XM® Satellite Radio, Audio Auxiliary Input Jack, Bluetooth® ³ Capability, USB Audio Input, Steering Wheel Audio Controls	–	–	●
Air Conditioning	–	●	●
Rear Seat Heater Ducts, Cabin Air Filter	●	●	●
Front Bucket Seats, Fabric Seat Material	●	●	–
Front Bucket Seats, Sport Fabric Seat Material	–	–	●
Driver Seat w/Recline, Cushion Height Adjustments	●	●	●
Front Passenger Seat Recline	●	●	●
Front Passenger Seat Fold-Down Seat Back	–	●	●
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●	●	●
All-Position Vertically Adjustable Headrests	●	●	●
Power Windows w/Driver Side Auto Down	–	●	●
Power Door Locks	–	●	●
Tachometer, Water Temperature Gauge, Outside Temperature Gauge, Dual Trip Odometer	●	●	●
Dual Vanity Mirrors	●	●	●
Auto-Dimming Rear View Mirror w/Compass	–	–	●
Silver-Painted Inner Door Handles	–	●	●
3-Spoke, Tilt & Telescopic Steering Wheel	●	●	●
Leather-Wrapped Steering Wheel & Shift Knob	–	–	●
Carpet Floor Mats	●	●	●
XRS Scuff Plates	–	–	●
Cruise Control	–	●	●
Centre Console w/Lid, Front & Rear Door Integrated Bottle Holders	●	●	●
Digital Clock	●	●	●
Driver's Coin Case Compartment	●	●	●
Cargo Area Tie-Down Rings	●	●	●
Door Map Pockets	●	●	●
Accessory Power Outlet (12v)	●	●	●
Accessory Power Outlet (115v)	–	–	●
Overhead Sunglass Storage	–	–	●
Front & Rear Cup Holders	●	●	●
Cargo Lamp	●	●	●
Map Lamps	●	●	●
Keyless Entry	–	●	●
Illuminated Entry	●	●	●

EXTERIOR	MATRIX	AWD	XRS
16" Steel Wheels w/Full Wheel Covers	●	●	–
18" Aluminum Alloy Wheels, Wheel Locks	–	–	●
Front & Rear Splash Guards	●	●	–
Power Moonroof	–	–	●
Colour-Keyed Door Handles	–	●	●
Roof Mounted Spoiler, Chrome Exhaust Tip	–	–	●
Sport Grille	–	–	●
Rear Bumper Protector	–	●	●
Colour-Keyed Bumpers	●	●	●
Roof Rails, Roof Rail Crossbars	–	●	–
Heated, Foldable, Power Adjustable Mirrors	●	●	●
Colour-Keyed Mirrors	–	–	●
Front & Rear Sport Fascias	–	–	●
Intermittent Wipers, Rear Window			
Intermittent Wiper/Washer	●	–	–
Variable Intermittent Wipers, Rear Window			
Intermittent Wiper/Washer	–	●	●
Reflector-Style Halogen Headlamps	●	●	●
Fog Lamps	–	–	●

SAFETY	MATRIX	AWD	XRS
STAR SAFETY SYSTEM™ Star Safety System™ – includes Vehicle Stability Control (VSC) ⁵ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁶ & Smart Stop Technology (SST) ⁷	●	●	●
Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) ¹	●	●	●
Front Seat-Mounted Side Airbags (SRS) ¹	●	●	●
Front & Rear Head/Side Curtain Airbags (SRS) ¹	●	●	●
Active Front Headrests w/Whiplash Protection	●	●	●
Front Seatbelt Pre-Tensioners & Force Limiters	●	●	●
All-Position 3-Point Lap & Shoulder Belts	●	●	●
Front Seatbelt Anchor Height Adjusters	●	●	●
Anchor Points for Child Restraint Seats	●	●	●
Child Protector Rear Door Locks	●	●	●
Engine Immobilizer	●	●	●
Remote Fuel Lid Release	●	●	●
Low Fuel, Low Engine Oil Level, Low Washer Fluid, Door Ajar, Head Lamps On, Driver & Front Passenger Seatbelt Warning Indicators	●	●	●
Tire Pressure Monitoring System	–	●	●

Available Packages

	MATRIX	AWD	XRS
Convenience Package	○	–	–
Air Conditioning, Power Windows w/Driver Side Auto Down, Cruise Control, Power Door Locks, Rear Bumper Protector, Keyless Entry, Tire Pressure Monitoring System, Colour-Keyed Door Handles, Power Auto Door Lock w/Shifter Activation (Automatic only)			
Touring Package	○	–	–
Convenience Package plus: 16" Aluminum Alloy Wheels, Power Moonroof, Fog Lamps, Overhead Sunglass Storage			
S Package	○	–	–
Convenience Package plus: 17" Aluminum Alloy Wheels, Wheel Locks, P215/45R17 All-Season Tires, Integrated XM® Satellite Radio, Vacuum Fluorescent Display, Bluetooth® ³ Capability, USB Audio Input, 6-Speakers, Power Moonroof, Roof-Mounted Spoiler, Sport Grille, Chrome Exhaust Tip, Colour-Keyed Mirrors, Front & Rear Sport Fascias, Leather-Wrapped Steering Wheel & Shift Knob, Scuff Plates, Fog Lamps, Front Passenger Seat Fold-Down Seat Back, Overhead Sunglass Storage (Delete Front & Rear Splash Guards)			
S Package	–	○	–
17" Aluminum Alloy Wheels, Wheel Locks, P215/45R17 All-Season Tires, Integrated XM® Satellite Radio, Vacuum Fluorescent Display, Bluetooth® ³ Capability, USB Audio Input, 6-Speakers, Accessory Power Outlet (115v), Rear Spoiler, Chrome Exhaust Tip, Colour-Keyed Mirrors, Power Moonroof, Auto-Dimming Rear View Mirror w/Compass, Leather-Wrapped Steering Wheel & Shift Knob, Fog Lamps, Scuff Plates, Sport Grille, Front & Rear Sport Fascias, Overhead Sunglass Storage (Delete Front & Rear Splash Guards)			

2012 Matrix Specifications

MECHANICAL	MATRIX	AWD	XRS
Engine			
1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Dual Variable Valve Timing w/intelligence (Dual VVT-i), Sequential Multiport Electronic Fuel Injection	●	–	–
2.4 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection	–	●	●
Compression Ratio			
10.0:1	●	–	–
9.8:1	–	●	●
Horsepower			
132 hp (98 kW) @ 6000 rpm	●	–	–
158 hp (118 kW) @ 6000 rpm	–	●	●
Torque			
128 lb.ft. (174 N.m.) @ 4400 rpm	●	–	–
162 lb.ft. (220 N.m.) @ 4000 rpm	–	●	●
Suspension			
Front: Independent MacPherson Gas Struts w/Stabilizer Bar	●	●	–
Front: Independent MacPherson Gas Struts w/Stabilizer Bar, Sport Strut Tower Brace	–	–	●
Rear: Torsion Beam Type w/Stabilizer Bar	●	–	–
Rear: Independent Double-Wishbone w/Stabilizer Bar	–	●	●
Drivetrain			
Front Wheel Drive	●	–	●
AWD Active Torque Control System	–	●	–
Vehicle Stability Control (VSC) ⁵ , Traction Control (TRAC)	●	●	●
Transmission			
5-Speed, Manual, Close Ratio, Overdrive	●	–	●
4-Speed, Automatic, Overdrive, Lock-Up Torque Converter, Electronically Controlled Transmission (ECT)	○	●	–
5-Speed, Automatic, Overdrive, Electronically Controlled Transmission (ECT) w/Sequential Multi-Mode Shifter	–	–	○
Brakes			
Ventilated Front Discs, Solid Rear Discs, Anti-lock Brake System (ABS) w/Electronic Brake-force Distribution (EBD) & Brake Assist (BA) ⁶	●	●	●
Steering			
Electric Rack & Pinion w/Variable Power Assist	●	●	●
Tires			
P205/55R16, All-Season Radials, Compact Spare	●	●	–
P215/45R17, All-Season Radials, Compact Spare	○	○	–
P215/45R18, All-Season Radials, Compact Spare	–	–	●

DIMENSIONS	mm (in)	MATRIX	AWD	XRS
Length	4365 (171.8)	●	●	–
	4385 (172.6)	–	–	●
Width	1765 (69.5)	●	●	●
Height (Unloaded)	1550 (61.0)	●	–	–
	1560 (61.4)	–	●	●
Wheelbase	2600 (102.3)	●	●	●
Track	Front: 1519 (59.8)	●	●	●
	Rear: 1522 (59.9)	●	●	●
Seating Capacity	5	●	●	●
Headroom	Front: 1029 (40.5)	●	●	–
	Rear: 999 (39.3)	●	●	–
	Front: 988 (38.9) w/Moonroof	○	○	●
	Rear: 982 (38.6) w/Moonroof	○	○	●
Legroom	Front: 1057 (41.6)	●	●	●
	Rear: 919 (36.2)	●	●	●
Shoulder Room	Front: 1354 (53.3)	●	●	●
	Rear: 1336 (52.6)	●	●	●
Ground Clearance	147.2 (5.8)	●	●	–
	135 (5.3)	–	–	●
CURB WEIGHT	kg (lb.)			
Manual	1290 (2844)	●	–	–
	1395 (3075)	–	–	●
Automatic	1310 (2888)	○	–	–
	1430 (3153)	–	–	○
	1485 (3274)	–	●	–
TOWING CAPACITY	kg (lb.)			
	680 (1500)	–	●	●
CARGO CAPACITY	m ³ (cu.ft.)			
	1.398 (49.4) Behind Front Seats	●	●	●
	0.561 (19.8) Behind Rear Seats	●	●	●
TURNING CIRCLE	m (ft.)			
	11.0 (36.0)	●	●	–
	11.6 (38.1)	–	–	●
FUEL CAPACITY	litres (gal)			
	50.0 (11.0)	●	●	●
FUEL CONSUMPTION RATING ²				
City/Highway/Combined	L/100 km mpg (imperial gallon)			
Manual	7.7/6.1/7.0 37/46/40	●	–	–
	9.5/7.1/8.4 30/40/34	–	–	●
Automatic	8.1/6.3/7.3 35/45/39	○	–	–
	9.8/7.0/8.5 29/40/33	–	–	○
	10.2/7.7/9.1 28/37/31	–	●	–

⁽¹⁾ All Toyota vehicles shown in this brochure, have Supplemental Restraint Systems (SRS) which, depending on the model, may include driver and front passenger airbags, a driver's knee airbag, front seat-mounted side airbags or side curtain airbags. For important safety information about the Supplemental Restraint System in a vehicle, please see the Owner's Manual or contact your local Toyota Dealer.

⁽²⁾ These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

⁽³⁾ Toyota tests certain phones for compatibility with Bluetooth technology. Some vehicles equipped with Bluetooth technology are available with bilingual capability. Note that the recommendation of any phone and that some problems may occur with any type of handset based on the service coverage available in your area. Please see your Toyota Dealer for details.

⁽⁴⁾ Toyota Canada is proud to say that all Toyota vehicles built in Canada are made from Canadian and imported parts.

⁽⁵⁾ Vehicle Stability Control (VSC) 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 and driver steering input can all affect whether VSC will be effective in preventing a loss of control.

⁽⁶⁾ Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

⁽⁷⁾ Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping.

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