

Safety

When it comes to advanced safety engineering, the 2011 Matrix has got you covered, by offering some of the most sophisticated active and passive safety equipment in the industry. Augmenting the protection of 3-point seatbelts at every seating position, Matrix comes standard with a Supplemental Restraint System (SRS)¹ that consists of six airbags, active front headrests, and front and rear crumple zones.

[A] ADVANCED AIRBAG SYSTEM¹ In a collision, the standard dual-stage front airbag system senses impact severity while adjusting airbag deployment accordingly.

[B] SIDE AIRBAGS¹ Matrix comes standard with front seat-mounted side airbags.

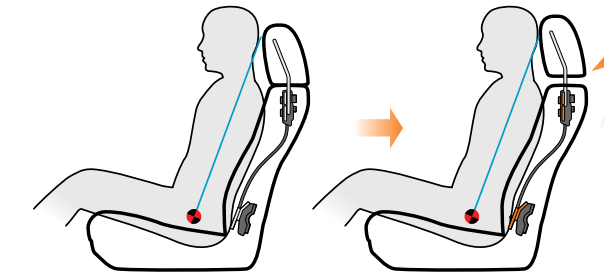
[C] FRONT & SECOND ROW SIDE CURTAIN AIRBAGS¹ The standard side curtain airbags cover the length of the cabin from the front seats to the back seats.

[D] SEATBELTS Matrix features a 3-point Emergency Locking Retractor seatbelt for the driver's seat and Automatic/Emergency Locking Retractors for all passenger belts.

[E] TIRE PRESSURE MONITOR SYSTEM The 2011 Matrix automatically monitors your tire pressure, alerting you if it falls critically low (standard on AWD and XRS, optional on FWD).



ACTIVE FRONT HEADRESTS
In the event of a rear end collision, driver and front passenger Headrests automatically move up and forward to help reduce whiplash effects.



STAR
SAFETY SYSTEM™

2011 Matrix comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place. The 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 and Smart Stop Technology (SST).⁷

VSC VEHICLE STABILITY CONTROL
Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.⁵

TRAC TRACTION CONTROL
Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

ABS ANTI-LOCK BRAKE SYSTEM
Prevents brakes from locking up by "pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION
Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

BA BRAKE ASSIST
Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.⁶

SST SMART STOP TECHNOLOGY
Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.⁷

Toyota is the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new 2011 vehicle. Visit toyota.ca for more details.

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.



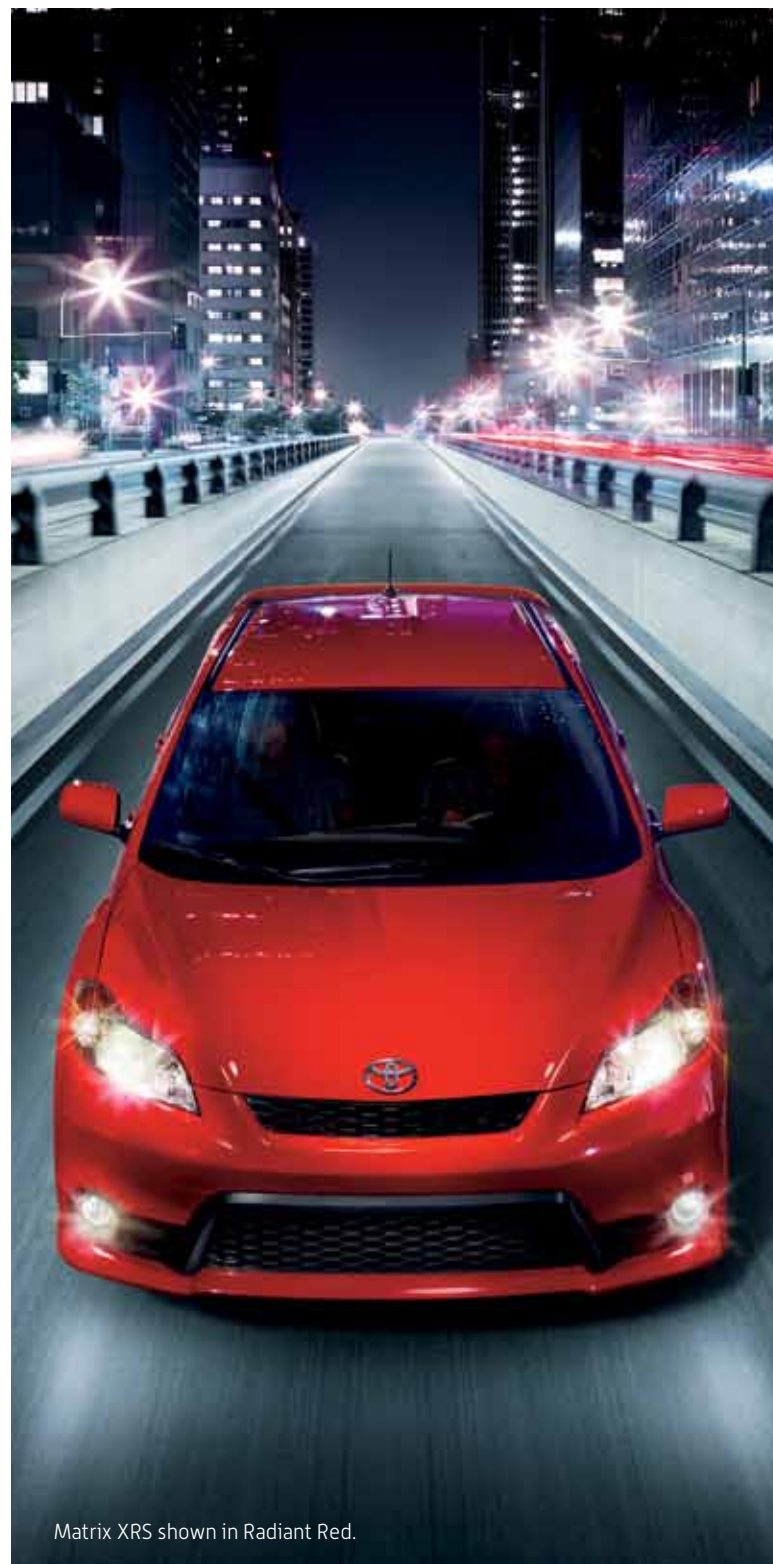
SUPER COOLING SYSTEM

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.

Toyota Quality

Quality is built right into the production process from the selection of raw materials, right down to the vehicle's final inspection. And it is the responsibility of everyone to ensure the highest quality possible on each and every vehicle. It's through Toyota's philosophy of 'Kaizen' that we are always looking for ways to continually improve. That's how we make things better.

THE TOYOTA PRODUCTION PROCESS

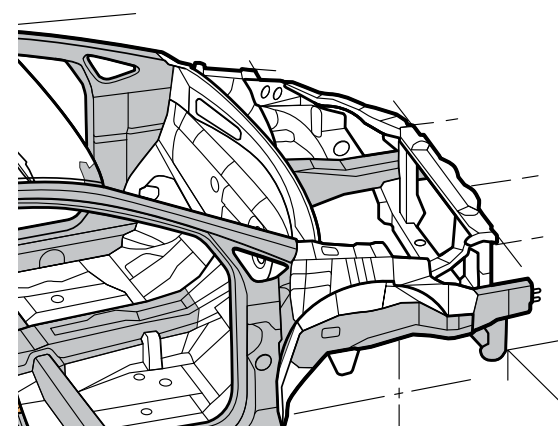
is one that is constantly evolving. With our "Just-In-Time" practice, the goal is to make certain that during the manufacturing process, only what is needed gets produced. The result is twofold: because there's no excess supply, any issues are exposed and promptly resolved to ensure that everything off of the Toyota assembly line is of exceptional quality.



THE HUMAN TOUCH. As impressive as the machinery is, the achievement of perfect fit and finish is also the result of continuous human touch for every step of the way.

TOYOTA CANADA COLD RESEARCH CENTRE.

Located in Timmins, Ontario, our teams test Toyota vehicles in actual Canadian winter conditions at our cold weather testing track to ensure that they remain dependable throughout the long winter months.



For more information visit toyota.ca

2011 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.

^C Dark Charcoal Sport Fabric on XRS

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

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.

2011 Matrix Features

	MATRIX	AWD	XRS
INTERIOR			
AM/FM CD/MP3/WMA Player, 4-Speakers, Audio Auxiliary Input Jack, Title Display, Steering Wheel Audio Controls	•	•	–
AM/FM CD/MP3/WMA Player, 6-Speakers, Integrated XM® Satellite Radio, Audio Auxiliary Input Jack, Title Display, 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	•	•	•
Driver Seat Back Pocket	–	•	•
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	•	•	•

• = Standard • = Optional – = Not Available

	MATRIX	AWD	XRS
SAFETY			
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 Passenger Airbag Occupancy Classification Indicator	•	•	•
Front Seat-Mounted Side Airbags [SRS] ²	•	•	•
Front & Rear Head/Side Curtain Airbags [SRS] ³	•	•	•
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	–	•	•
EXTERIOR			
16" Steel Wheels w/Full Wheel Covers	•	•	–
18" Aluminum Alloy Wheels, Wheel Locks	–	–	•
Front & Rear Splash Guards	•	•	–
Power Moonroof	–	–	•
Coloured Door Handles	–	•	•
Roof Mounted Spoiler, Chrome Exhaust Tip	–	–	•
Sport Grille	–	–	•
Rear Bumper Protector	–	•	•
Coloured-Keyed Bumpers	•	•	•
Roof Rails, Roof Rail Crossbars	–	•	–
Heated, Foldable, Power Adjustable Mirrors	•	•	•
Coloured 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	–	–	•

	MATRIX	AWD	XRS
PACKAGES			
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, Coloured Door Handles	•	–	–
S Package: Convenience Package plus: 17" Aluminum Alloy Wheels, Wheel Locks, P215/45R17 All-Season Tires, Integrated XM® Satellite Radio, Bluetooth® ³ Capability, USB Audio Input, 6-Speakers, Power Moonroof, Roof-Mounted Spoiler, Sport Grille, Chrome Exhaust Tip, Coloured Mirrors, Front & Rear Sport Fascias, Leather-Wrapped Steering Wheel & Shift Knob, Scuff Plates, Fog Lamps, Front Passenger Seat Fold-Down Seat Back, Vacuum Fluorescent Display, Overhead Sunglass Storage, Driver's Seat Back Pocket [Delete Front & Rear Splash Guards]	•	–	–
S Package: 17" Aluminum Alloy Wheels, Wheel Locks, P215/45R17 All-Season Tires, Integrated XM® Satellite Radio, Bluetooth® ³ Capability, USB Audio Input, 6-Speakers, Accessory Power Outlet [115v], Rear Spoiler, Chrome Exhaust Tip, Coloured Mirrors, Power Moonroof, Auto-Dimming Rear View Mirror w/Compass, Leather-Wrapped Steering Wheel & Shift Knob, Fog Lamps, Cruise Control, Scuff Plates, Sport Grille, Front & Rear Sport Fascias, Vacuum Fluorescent Display, Overhead Sunglass Storage [Delete Front & Rear Splash Guards]	–	•	–

Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca – or your Toyota Dealer is your best source for up-to-date information.

2011 Matrix Specifications

	MATRIX	AWD	XRS
MECHANICAL			
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, Lock-Up Torque Converter, 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	–	–	•

	MATRIX	AWD	XRS
DIMENSIONS			
Length			
4365 [171.8]	•	•	–
4395 [173.0]	–	–	•
Width	•	•	•
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]	–	–	•

[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, 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 Toyota is not a warranty of the performance for 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] The Toyota DVD based Navigation system is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available in every city. Optional periodic geographic updates are available at an additional cost. The Navigational Systems in some vehicles are available with bilingual capability. Please see your Navigation System Owner's Manual and your Toyota Dealer for further details.

	MATRIX	AWD	XRS
CURB WEIGHT			
kg (lb.)			
Manual	1285 [2833]	•	–
	1395 [3075]	–	–
Automatic	1305 [2877]	•	–
	1430 [3153]	–	–
	1480 [3263]	–	•
TOWING CAPACITY			
kg (lb.)			
680 [1500]	•	•	•
CARGO CAPACITY			
m³ (cu.ft.)			
1.398 [49.4] Behind Front Seats	•	•	•
0.561 [19.8] Behind Rear Seats	•	•	•
TURNING CIRCLE			
m (ft.)			
11.0 [36.0]	•	–	–
11.2 [36.7]	–	•	–
11.6 [38.1]	–	–	•
FUEL CAPACITY			
litres (gal)			
50.0 [11.0]	•	•	•
FUEL CONSUMPTION RATING²			
L/100 km			
mpg (imperial gallon)			
City/Highway/Combined			
Manual	7.8/6.1/7.0	36/46/40	•
	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	–
	10.3/7.7/9.1	27/37/31	–

[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 (BA) is designed to help the driver take full advantage of the benefits of Anti-Lock Brake System (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 (SST) 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.

[8] Toyota Canada is proud to say that all Toyota vehicles built in Canada are made from Canadian and imported parts.