



2004 Camry



What if you could build

a feeling?

You know, like a standard feature on a vehicle.

Power steering.

ABS brakes.

Love.

And not just build it once,

but mass produce it.

So this feeling could live

inside every car and truck

that was built.

Anyone could have it.

You could have it.

And every time you got

inside your car,

bracing your hands around the steering wheel,

your mouth curled up.

Your eyes widened.

Your heart skipped a beat.

You felt alive.

That's the Toyota feeling.

Along with the quality,

durability and reliability

you've come to expect.

Because feeling alive isn't

just about love.

It's about having the freedom to go anywhere

and do anything,

knowing that you're driving

a vehicle you can trust.

So step inside and find

your feeling.

We've built it into our entire

But be forewarned.

The feeling of driving

line of cars and trucks.

a Toyota stays with you long after you step out

of the driver's seat.

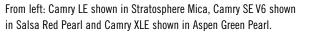
The feeling never ends.

2004 Camry

It happens fast. It is a moment, a single point of clarity. For once you see Camry 2004 for yourself, you just know. You take in its flowing lines, sculpted form and subtle yet striking colour palette. You gaze upon its stylish profile and bold rear stance. And you smile. You've had these feelings before – just not for a car. Now wait until you drive it. And because everyone has different wants and needs – we created three very unique versions of Camry. All blend style and performance with a healthy dash of elegance.

All designed to capture your attention – and keep it.

LE, SE and XLE. *As individual as your desires.*





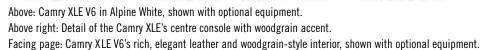
Camry XLE shown in Black.



More room – more leather – more more.

The elegant and spacious Camry XLE interior surrounds you with ergonomic convenience and comfort. The boldly designed centre cluster is well appointed with a multi-informational display which concentrates vital information – instant and average fuel economy, average speed and more. Camry XLE also features a power driver seat, a rear sunshade and a unique XLE V6 trim package with leather interior and heated seats. And all Camry models have an amazing .47 cubic metres (16.7 cu. ft.) of luggage capacity. Camry 2004 is sort of like a private club – only you get to pick the guest list.





Explain again why traffic jams are bad.





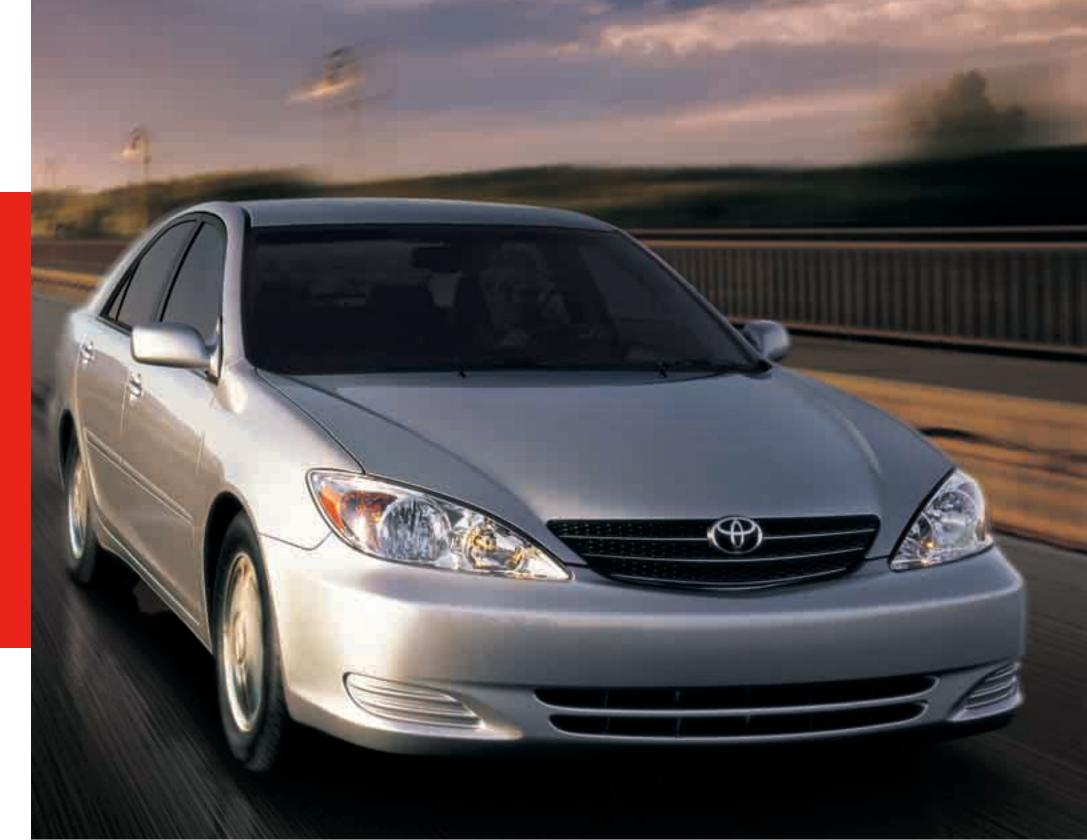
interior, it's amazing how much more enjoyable your daily commute can become. Camry LE/LE V6 – with a smart and stylish centre cluster, an AM/FM CD Cassette with 6-speakers, a clean air filter and Antilock Braking System (ABS)*– because let's face it, for the amount of time you spend driving, shouldn't your car be a place you want to be?

*Standard on LE V6. Optional on LE.

Above left: The luxurious and comfortable Camry LE fabric interior.

Above inset: Detail of the ergonomically designed Camry LE cockpit.

Facing page: The stylish Camry LE shown in Titanium Metallic.





Flavour added.



Camry SE. Take class

and add a sporty twist. For the very passionate there's the bold 225 hp V6 with a 5-speed electronically controlled, overdrive, automatic transmission – or choose a 5-speed manual transmission* powered by Camry's smooth and responsive 157 hp, VVT-i, 4-cylinder engine. Both Camry SE and SE V6 are equipped with a sport suspension, alloy

wheels, rear spoiler, sport grille, fog lamps and unique sport seats



The cockpit command centre spices things up with a leather-wrapped shift knob, sculpted 3-spoke leather-wrapped steering wheel, aluminum instrument panel accents and sport inspired gauges. *Camry SE – slightly more aggressive*.

*Optional automat

Above: The Camry SE V6 with aluminum instrument panel accents and leather interior, shown with optional equipment.

Above right inset: Camry SE V6 shown in Salsa Red Pearl and detail of the SE sport inspired gauges.

Facing page: The spirited Camry SE V6 in Salsa Red Pearl.

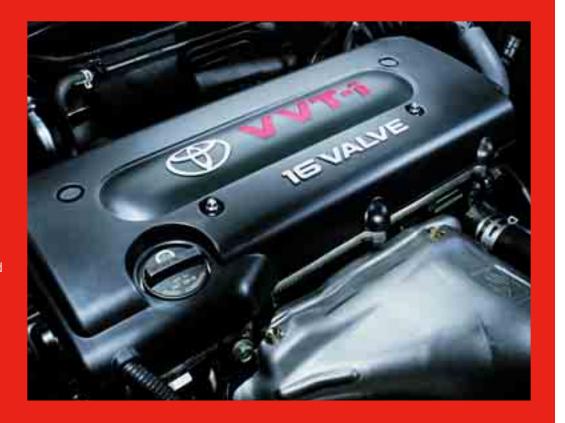
Camry performance and safety.

True love moves fast. In this case, very fast.

They say the fastest way to a man's heart is through the stomach. We think it is through the gas pedal.

Camry's 157 hp, 4-cylinder engine is not quite what it seems (love is like that). It gives you what you need, and doesn't ask much in return. For more excitement, there's an aggressive 210 hp for the LE V6 & XLE V6 and 225 hp for the SE V6.

Both will get the tachometer pumping. And once Camry's multiport fuel injection and double-overhead cams kick in, well, that's the start of one beautiful relationship. And with an Ultra Low Emission Vehicle (ULEV) rating, this relationship is also environmentally friendly.



When we came up with a way to make the Camry more powerful, more spacious, or even more stylish, we looked at the other side of the equation: how can we also make it safer? So we've added dual stage airbags, child restraint anchors, head impact protection and an impact absorbing body.

Available as an option are front and rear head/
side curtain airbags* and

Vehicle Stability

Control (VSC).*

Safety and performance, both

residing comfortably in one very beautiful, very stylish package.

CAMRY SAFETY FEATURES:

- Driver and front passenger airbag Supplemental Restraint System (SRS).
- Front seat mounted side airbag Supplemental Restraint System (SRS)*.
- Front and rear head/side curtain airbag Supplemental Restraint System (SRS)*.
- Antilock Braking System (ABS)*.
- Available Vehicle Stability Control (VSC) System with Traction Control (TRAC) and Brake Assist*.
- 3-point seatbelts in all outboard seats with adjustable seatbelt anchors on front seats, driver's belt Emergency Locking Retractor (ELR), Automatic/Emergency Locking Retractor (ALR/ELR) on all other outboard belts.
- Rear centre 3-point lap and shoulder belt.
- Front seatbelt pre-tensioners with force limiters.
- Driver and front passenger seatbelt warning system.
- Anchor points for child restraint seats.
- Child-protector rear door locks.
- Collapsible steering column.
- Reinforced steel unit-body with high-tensile-strength steel body panels.
- Front and rear crumple zones and front and rear side-impact door beams.
- Security systems available on all models (standard on XLE & XLE V6).

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^{*} Available on selected Camry models.

Dress it up. Drive it out.



and side skirt

and rear

bumper chin



Rear lip spoiler



Make your statement. Your new Toyota Camry can very easily become a reflection

Accessories you'd like to add to your Camry to make it truly yours. Your Toyota Dealer will gladly assist you in customizing your new vehicle. To find the Toyota Dealer nearest

of your personality and lifestyle. All you have to do is select which of the Toyota

you, go to www.toyota.ca or call 1-888-TOYOTA-8.

Enhance the look and functionality of your new Camry by choosing from the following list of Accessories*:

- All-season floor mats Block heater Cargo liner Cargo mat Front end mask Hood deflector Licence plate cover
- Rear spoiler Security system Splash guards Moonroof wind deflector Towing accessories Wood dash accent kit
 * See your Toyota Dealer for availability



Camry colours:



¹ Stone Fabric on LE, LE V6, XLE & XLE V6

² Stone Leather Trim on XLE V6

³ Dark Grey Fabric on SE

⁴ Dark Grey Leather Trim on SE & SE V6 ⁵ Oak Fabric on LE, LE V6, XLE & XLE V6

⁶ Oak Leather Trim on XLE V6

















8Q0 Stratosphere Mica Stone^{1/2} Interior

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2004 Camry Features and Specifications*.

CAMRY	LE	LE V6	XLE	XLE V6	SE	SE V6	CAMRY	LE	LE V6	XLE	XLE V6	SE	SE V
INTERIOR:							INTERIOR: (Cont'd)						
Dual Trip Odometer, Tachometer	•	•	•	•	•	•	Automatic Climate Control System			•	•		
Water Temperature Gauge	•	•	•	•	•	•	• Rear Seat Heater Ducts, Clean Air Filter	•	•	•	•	•	•
Outside Temperature Gauge	•	•	•	•	•	•	High Solar Energy Absorbing Window Glass	•	•	•	•	•	•
Illuminated Ignition Key	•	•	•	•	•	•	CONVENIENCE:						
Illuminated Entry with Fade-out Dome Lamp	•	•	•	•	•	•	Digital Clock, Accessory Power Outlets	•	•	•	•	•	•
• Trunk & Glove Box Interior Lamps	•	•	•	•	•	•	• Front & Rear Cup Holders, Door Map Pockets,						
Driver & Front Passenger Vanity Mirrors	•	•			•	•	Shopping Bag Hooks	•	•	•	•	•	•
• Driver & Front Passenger Illuminated Vanity Mirrors			•	•			• Front Seat Back Pockets, Rear Sunshade			•	•		
• Electrochromic Rear View Mirror with Digital Compass			•	•			Garage Door Opener			•	•		
Multi-Information Display with Instant & Average							Keyless Entry, Retained Accessory Power	•	•	•	•	•	•
Fuel Economy, Remaining Driving Range,							 Cruise Control, Sunglass Storage, Cargo Net 	•	•	•	•	•	•
Average Speed, Elapsed Time			•	•			SAFETY:						
Simulated Woodgrain Trim			•	•			Driver & Front Passenger Airbag						
Aluminum Instrument Panel Accents					•	•	Supplemental Restraint System (SRS)*	•	•	•	•	•	•
Front Bucket Seats with Centre Console Box	•	•	•	•	•	•	 Front Seat Mounted Side Airbags (SRS)* 			•	•		
Heated Driver & Front Passenger Seats						•	• Front & Rear Head/Side Curtain Airbags (SRS)*			•	•		
Driver & Front Passenger Seat Adjustments: Recline, Vertical, Headrest-Vertical	•	•	•	•	•	•	 Driver & Front Passenger Seatbelt Pre-tensioner/ Force Limiters 	•	•	•	•	•	•
Driver Seat Adjustment: Lumbar Support	•	•	•	•	•	•	Adjustable "B" Pillar Shoulder Belt Anchors	•	•	•	•	•	•
Power Driver Seat Adjustments: Recline,							All-Position 3-Point Lap & Shoulder Belts	•	•	•	•	•	•
Fore/Aft, Vertical			•	•		•	Anchor Points for Child Restraint Seats,						
Rear Seat Adjustments: Headrest-Vertical	•	•	•	•	•	•	Child Protector Rear Door Locks	•	•	•	•	•	•
• Rear Seat 60/40 Split, Fold-Down Seat Back	•	•	•	•	•	•	Impact Absorbing Body, Side-Impact Protection						
Rear Seat Fold-Down Centre Armrest	•	•	•	•	•	•	Door Beams	•	•	•	•	•	•
• Leather Seat Surfaces, Simulated Leather Door Trim						•	Glove Box Lock, Rear Security Lock,						
Full Fabric Seats	•	•	•	•	•		Remote Fuel Lid Release	•	•	•	•	•	•
Fabric Door Trim, Fabric Headliner	•	•	•	•	•		Anti-Theft System			•	•		
Carpeted Trunk with Interior Trunk Access	•	•	•	•	•	•	Engine Immobilizer	•	•	•	•	•	•
• Carpet Mats, Driver Footrest, Cargo Mat	•	•	•	•	•	•	Warnings: Low Washer Fluid, Low Fuel	•	•	•	•	•	•
AM/FM Cassette CD, 6-Speakers	•	•			•		EXTERIOR:						
• Premium JBL Audio System with AM/FM Cassette							Dual, Heated, Power Remote Mirrors	•	•	•	•	•	•
CD, 6-Speakers & Diversity Antenna			•	•		•	• Coloured Door Handles, Bodyside Mouldings,						
• 6-CD In-Dash Changer			•	•		•	Bumpers & Mirrors	•	•	•	•	•	•
Leather-Wrapped 3-Spoke Tilt Steering Wheel							Coloured Rear Spoiler					•	•
& Shift Knob					•	•	Sport Style Grille, Chrome Tail Pipe					•	•
4-Spoke Tilt Steering Wheel	•	•	•	•			Power Tilt & Slide Moonroof			•	•		•
Power Door Locks & Windows with Driver Side "Auto Down"	•	•	•	•	•	•	Aerodynamic Multi-Reflector Halogen Headlamps with Automatic Headlamp Control System	•		•		•	•
Air Conditioning	•	•			•		• Fog Lamps			•	•	•	

CAMRY	LE	LE V6	XLE	XLE V6	SE	SE V
EXTERIOR: (Cont'd)						
Variable Intermittent Wipers, Side Window						
Defoggers	•	•	•	•	•	•
Aluminum Alloy Wheels		•	•	•	•	•
Full Wheel Covers	•					
• Front & Rear Splash Guards		•	•	•	•	•
• Fuel Cap Hanger	•	•	•	•	•	•
PACKAGES:						
LE PACKAGE:						
• Antilock Braking System (ABS), Electronic Brake Force Distribution (EBD), Front & Rear Splash Guards	0					
SE PACKAGE:						
Power Driver's Seat, Leather Seat Surfaces, Heated Front Seats, Power Moonroof					0	
LE V6 PACKAGE:						
Power Driver's Seat, Power Moonroof		0				
XLE V6 PACKAGE:						
 Vehicle Stability Control (VSC), Traction Control, (TRAC), ABS with Brake Assist, Heated Driver & Front Passenger Seats, Power Front Passenger Seat, Leather Seat Surfaces, Leather-Wrapped Steering Wheel, Simulated Leather Door Trim 				0		
SE V6 PACKAGE:						
Vehicle Stability Control (VSC), Traction Control, (TRAC), ABS with Brake Assist, Front Seat Mounted Side Airbags, Front & Rear Head/Side Curtain Airbags, Integrated Garage Door Opener, Dual Illuminated Vanity Mirrors, Electrochromic Rear View Mirror with Digital Compass, Front Seat Back Pockets					0	
PROTECTION PACKAGE:						
Hood Deflector, Cargo Area Tray, All-Season Floor Mats	0	0	0	0		
SECURITY PACKAGE:						
Anti-Theft System	0	0				
PROTECTION & SECURITY PACKAGE:						
• Hood deflector, Cargo Area Tray, Anti-Theft System, All-Season Floor Mats	0	0				
GROUND EFFECTS PACKAGE:						
Coloured Full Skirt					0	0
GROUND EFFECTS & SECURITY PACKAGE:						
Coloured Full Skirt, Anti-Theft System					0	0

CAMRY		LE	LE V6	XLE	XLE V6	SE	ľ
MECHANICAL							
Engine 2AZ-FE 1MZ-FE 3MZ-FE	 2.4 Litre, 4-Cylinder, DOHC, 16-Valve, VVT-i, Sequential Multiport Electronic Fuel Injection, ULEV[†] 3.0 Litre, V6, DOHC, 24-Valve, VVT-i, Sequential Multiport Electronic Fuel Injection, ULEV[†] 3.3 Litre, V6, DOHC, 24-Valve, VVT-i, Sequential Multiport Electronic Fuel Injection, ULEV[†] 	•	•	•	•	•	
Compression Ratio	● 9.6:1 ● 10.5:1 ● 10.8:1	•	•	•	•	•	Ī
Horsepower (kW)	• 157 (117) @ 5600 rpm • 210 (156) @ 5800 rpm • 225 (168) @ 5600 rpm	•	•	•	•	•	
Torque (N.m.)	 163 (221) @ 4000 rpm 220 (298) @ 4400 rpm 240 (325) @ 3600 rpm 	•	•	•	•	•	
Suspension	 Front: MacPherson Gas Struts, Coil Springs, Stabilizer Bar Front: MacPherson Gas Struts, Strut Tower Bar, Coil Springs, Stabilizer Bar, Sport Suspension Rear: Independent, MacPherson Gas Struts, Dual Link, Coil Springs, Stabilizer Bar Rear: Independent, MacPherson Gas Struts, Dual Link, Coil Springs, Stabilizer Bar, Sport Suspension 	•	•	•	•	•	
Drivetrain	Front Engine/Front-Wheel Drive VSC (Vehicle Stability Control), TRAC (Traction Control System)	•	•	•	•	•	Ī
Transmission	 5-Speed Overdrive Manual 4-Speed Electronically Controlled Overdrive Automatic w/Lock-Up Torque Converter & Overdrive Cancel Switch 5-Speed Electronically Controlled Overdrive Automatic w/Lock-Up Torque Converter & Overdrive Cancel Switch 	•	•	•	•	•	
Brakes	 Power-Assisted Ventilated Front Discs, Rear Drums Power-Assisted 4-Wheel Discs (Ventilated Front Discs), ABS (Antilock Braking System) with EBD (Electronic Brake Force Distribution) Power-Assisted 4-Wheel Discs (Ventilated Front Discs), ABS (Antilock Braking System) ABS (Antilock Braking System) with EBD (Electronic Brake Force Distribution) ABS (Antilock Braking System) with Brake Assist 	•	•	•	•	•	
Steering	Rack & Pinion with Variable Power Assist		•	•	•	•	ı
Tires	 P205/65R15, All-Season Radials, Full-Size Spare P215/60R16, All-Season Radials, Full-Size Spare 	•	•	•	•	•	
DIMENSIONS	mm (in.)						
Length	4805 (189.2)	•	•	•	•	•	
Width	1795 (70.7)	•	•	•	•	•	Ī
Height (Unloaded)	1490 (58.7)	•	•	•	•	•	
Wheelbase	2720 (107.1)	•	•	•	•	•	ľ
Tread	Front: 1545 (60.8) Rear: 1535 (60.4)	•	•	•	•	•	
Seating Capacity	5	•	•	•	•	•	
Headroom (with Moonroof)	Front: 996 (39.2) Rear: 973 (38.3) Front: 975 (38.4) Rear: 970 (38.2)	•	•	•	•	•	
,,							10
Legroom	Front: 1057 (41.6) Rear: 960 (37.8)	•	•	•	•	•	

• - Standard • - Optional

CAMRY			LE	LE V6	XLE	XLE V6	SE	SE V
GROSS VEHIC	LE WEIGHT	kg (lb)						
Manual Automatic		1870 (4123) 1890 (4167) 1955 (4310) 1925 (4244) 1990 (4387) 2020 (4453)	•	•	•	•	•	•
CURB WEIGHT	Г	kg (lb)						
Manual Automatic		1435 (3164) 1455 (3208) 1520 (3351) 1490 (3285) 1555 (3428) 1540 (3395)	•	•	•	•	•	•
CARGO CAPA	CITY	m³ (cu. ft.)						
		0.473 (16.7)	•	•	•	•	•	•
FUEL CAPACIT	Υ	litres (gal)						
		70 (15.4)	•	•	•	•	•	•
FUEL CONSUME	TION RATING	** L/100 km mpg						
City/Highway	Manual Automatic	9.9/6.6 29/43 10.1/6.7 28/42 11.5/7.4 25/38 11.6/7.5 24/38	•	•	•	•	•	•
ACCESSORIES								
	•	Heater, Body Kit						
0 ,	,	it End Mask, Hood Def	lector					
	, ,	Spoiler, Rear Spoiler						
 Security System 	em, Splash Gua	rds, Moonroof Wind D	eflect	10				

• Towing Accessories, Wood Dash Accent Kit

Accessories: See your Toyota Dealer for availability.

^{*} Airbag Notice: The 2004 Camry features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a full-frontal collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate; in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system. The 2004 Camry also features a front Seat Mounted Side Airbag and Front & Rear Head/Side Curtain Airbag (standard on XLE & XLE V6, optional on SE V6) Supplemental Restraint System (SRS) which activates only in a side-impact collision of sufficient magnitude to inflate the bags. Seatbelts must be worn at all times by all occupants.

Meets Environment Canada and U.S. Environmental Protection Agency (EPA) and California Air Resources
Board (CARB) Ultra Low Emission Vehicle (ULEV) standards.

^{**}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*.

^{*} 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 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 www.toyota.ca — or your Toyota Delate is your best source for up-to-date information.

Vehicle coverage.

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.



receive inflation protected coverage from mechanical failures, road CARE PROTECTION emergencies, and much more.

It's the most affordable way to guarantee you peace of mind. Consult your Toyota Dealer for details.



TOYOTA EXPERIENCE Toyota Dealers are The part you can't replace dedicated to making

the experience of owning a Toyota both satisfying and rewarding. Our highly skilled. Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving. "That new Toyota feeling - we help you keep it."

TOYOTA If you're looking at leasing or financing, FINANCIAL SERVICES 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.



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Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 18 times in the last 21 years.





Our country. Our world.

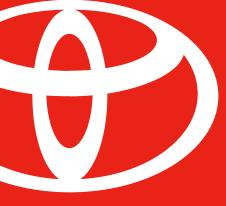
Your Toyota comes with the utmost in quality, durability, reliability and maximum respect for the environment. That's because our objective is to make your driving experience better, safer, more convenient, more fun and more environmentally considerate than ever before.

Fuel Efficiency, Low Emissions and Recyclability - the cornerstones of Toyota's global vision. That's why all of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable Toyota Prius, by combining gas and electric power plants, has redefined standards in fuel economy and energy efficiency. Prius is the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)*** designation. Presently, Toyota is developing technologies that will lead to a vehicle recovery rate of at least 95% by 2015. Like our production facilities, Toyota Canada Inc.'s head office shares these environmental concerns and has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the "Toyota Evergreen Learning" Grounds Program" and implemented the Toyota Earth Charter in every facet of our business. It's more than you might expect from an automobile manufacturer, but it's the least we expect from ourselves.



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^{†††}Meets U.S. California Air Resources Board (CARB) Super Ultra Low Emission Vehicle (SULEV) standards.



Camry. Solid. Celebrated. Nothing standard about it.

By now you've found your feeling.

So what now?

It's simple.

Just give us a call or go to our website.

There you can request more information for the model you're interested in and find the location of the Toyota Dealership nearest you.

We put a lot of pride and hard work into making these vehicles great. The only thing missing is you.

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