



Land Cruiser

2010

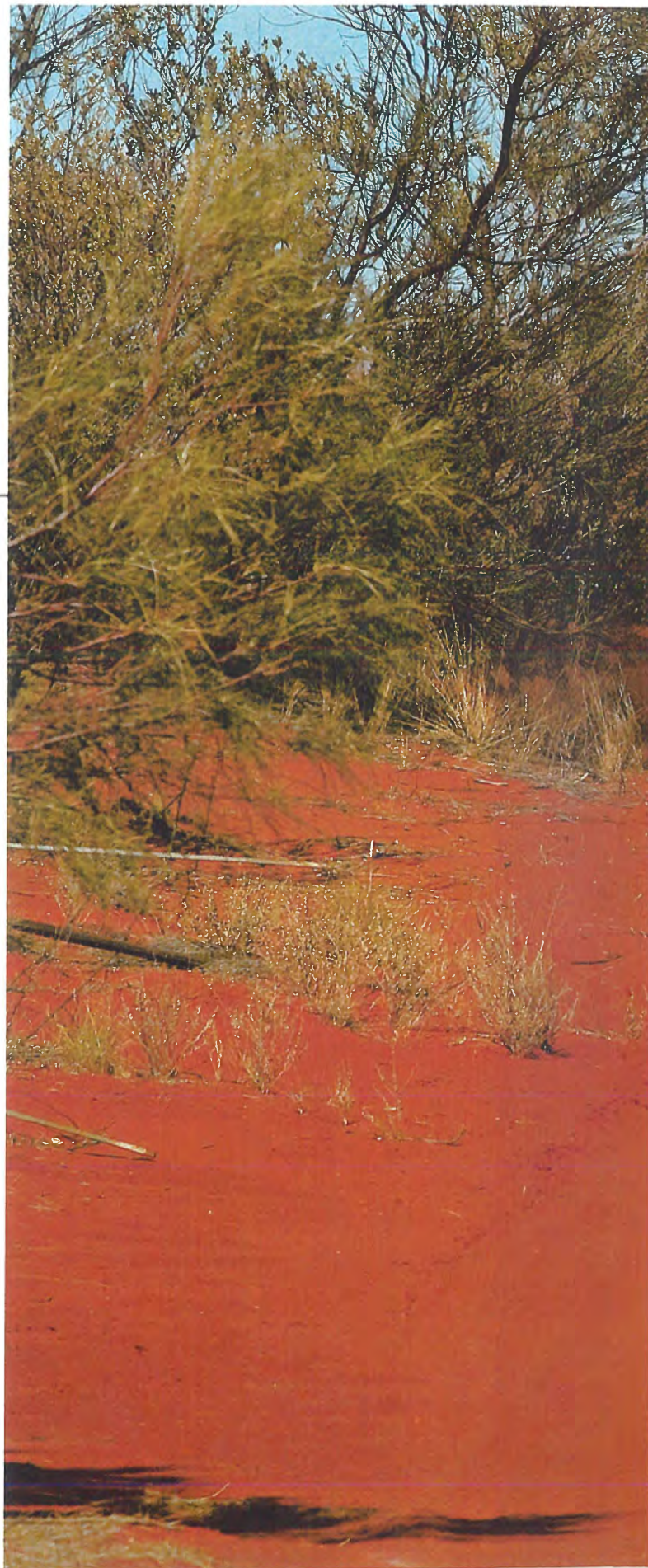
Essential

For nearly six decades, the Toyota Land Cruiser has been synonymous with off-road capability. In many of the harshest, most inhospitable locations on the planet, it isn't a luxury; it's an essential.

The 2010 Land Cruiser continues to set the benchmarks in off-road capability, while redefining standards of comfort and on-highway performance. It's a vehicle that's equally at home on an Outback dirt trail as it is at the valet stand of a five-star restaurant.

It still leads where others only follow.

It's still essential.





THE ESSENTIALS PART ONE

FOUR-ZONE CLIMATE CONTROL

Want a little extra heat, but your passenger wants it cooler? Individual climate zones solve the problem.

Land Cruiser's CFC-free, automatic climate control with four independent temperature zones and second-row control panel means the driver, front seat passenger and two second-row passengers can determine their own individual temperature environments. A total of 31 cabin outlets (13 in the front, and 18 in the rear) help ensure maximum comfort and flexibility.

5.7-LITER DOHC 32-VALVE EFI V8 ENGINE WITH VVT-i

Awesome power and torque, plus Toyota's legendary reliability, make the Land Cruiser's V8 engine a winner.

The 5.7-liter V8 engine under the hood of the Land Cruiser is designed to achieve excellent performance. Dual VVT-i (Variable Valve Timing with intelligence) and ACIS (Acoustic Controlled Induction System) help to produce 381hp and 401lb.ft. of torque – giving the 2010 Land Cruiser the power to perform, whatever the terrain.



MULTI-TERRAIN ANTI-LOCK BRAKE SYSTEM (ABS)

ABS becomes even more effective, with a system that detects the type of surface you're driving on.

Anti-lock Brake System (ABS) technology helps ensure that you're able to continue steering during emergency braking situations. Sensors detect wheel lock-up under braking, and the system "pulses" individual wheel brakes to help prevent this. Land Cruiser's Multi-Terrain ABS, which comes as standard equipment, takes ABS to a new level by adapting to off-road conditions, e.g., sand, gravel or mud, and changing the ABS function automatically for each. The bottom line? A shorter stopping distance for a given surface condition.



The 2010 Land Cruiser leads the way in off-road capability and ruggedness, and sets the standards for performance and luxury in a 4x4. But what else would you expect from a Land Cruiser?



Enduring



The Yukon Territory and northern British Columbia are one of North America's last wildernesses. Awe-inspiring mountains and glacier-fed lakes are the domain of more than 7,000 grizzly bears.



○ ESSENTIAL YUKON

LATN 59° 21' 57" LONG W 133° 25' 14"
Yukon Territory/B.C. border, Canada



Share the experience at toyota.com/landcruiser

After nearly six decades of driving the road less traveled, the Toyota Land Cruiser still leads where others only follow. Its legend endures because it continues to set the benchmarks for off-road performance and durability in some of the remotest, most unforgiving environments on the planet.

We could simply list the many features and innovations that take the 2010 Land Cruiser to new levels in off-road capability and on-highway performance,

while redefining standards in comfort and safety features. We could...but we don't want to.

Instead, allow us to show you what it can do. After all, reputations are earned, not given.

To demonstrate that the latest Land Cruiser is a worthy addition to the family, we took it to two of the most beautiful, but challenging locations in the world, and put it through its paces by seeking out unique experiences and ▶



Capable

If any vehicle was truly deserving of iconic status, it's the Land Cruiser. Much more than just another 4x4, ownership offers a passport to adventure and the road less traveled.



○ EXPLORE THE 2010 LAND CRUISER



visit toyota.com/landcruiser

adventures, no matter how tough and unforgiving the terrain.

First we drove to Kings Creek Station in the heart of Australia's vast, barren Red Center, where herds of wild camels roam the rough, undulating bush. The Outback tracks are rollercoaster car-breakers and the dust is choking and blinding – perfect Land Cruiser territory.

Next, we headed to Canada, and the rugged border between the Yukon Territory and British Columbia. It's a breathtaking

land of mountains, glaciers and lakes, where the grizzly bear is king. Turn off the highway and roads become rocky tracks, then rutted, mud-filled trails – then much, much worse... We recommend that you don't even think about it without a Land Cruiser.

Here's just a taste of it, but go deeper by checking out toyota.com/landcruiser and exploring the Land Cruiser Experience.

It's Toyota's unwavering commitment to excellence and innovation that's made Land Cruiser the king of 4x4s. The latest

THE ESSENTIALS PART TWO

CRAWL CONTROL (CRAWL)

Think of CRAWL as Land Cruiser's off-road cruise control for when the going gets rough. In rough, low traction situations, CRAWL takes over the braking and throttle functions, allowing you to concentrate on steering. Once activated by the driver, CRAWL will negotiate rough terrain at one of three walking speeds. Information from the Land Cruiser's G-sensor and individual wheel-speed sensors is sent to the VSC^[6] and engine computers, which then decide how much braking and throttle are needed to help maintain the chosen speed through an obstacle. CRAWL helps prevent wheel lock and wheel spin, reduces pitch, bounce and roll, and lessens stress on the Land Cruiser's drive train – and on the driver, too.

HILL START ASSIST CONTROL (HAC)^[2]

Takes the stress and strain out of steep ascents by helping to prevent rollback. The uphill cousin of CRAWL, Hill Start Assist Control (HAC) provides a helping hand when the going gets steep and slippery. Once selected and activated by the driver, HAC helps prevent the Land Cruiser from rolling backward during that brief moment when your foot travels from the brake to the accelerator before beginning an ascent. From a standing start, HAC helps keep slipping to a minimum by braking individual wheels as required. The result is a controlled, low-speed ascent.



KINETIC DYNAMIC SUSPENSION SYSTEM (KDSS)

Increased suspension articulation for off-road driving, and decreased body roll on the highway. Traditional suspension systems are tuned to perform well on paved roads, which means off-road performance may be compromised. But the Kinetic Dynamic Suspension System (KDSS) optimizes suspension performance both on the highway and during off-road driving. Under off-road driving conditions, by disengaging the stabilizer bar connecting each pair of wheels, KDSS allows a greater articulation for each wheel. In uneven terrain, the extra available articulation helps maintain tire contact with the ground and assists in preventing body tilt. On the road, cornering performance is enhanced by suppressing body roll. The system engages automatically, allowing you to concentrate on driving.

model is everything you'd expect from the world's best off-roader and a whole lot more.

The full-time 4WD system with Torsen[®] center differential, ultra-low emissions 5.7-liter EFI V8 engine with dual VVT-i, and superbly engineered chassis and suspension make driving the 2010 Land Cruiser a rewarding experience.

Innovative, user-friendly technology is there to assist when required. On rough terrain, Crawl Control takes over throttle and braking when selected, ►



^[1]See footnote 1 on page 14. ^[2]See footnote 11 on page 14. ^[3]See footnote 14 on page 14. ^[4]See footnote 2 on page 14. ^[5]See footnote 3 on page 14. ^[6]See footnote 9 on page 14. ^[7]See footnote 19 on page 14. ^[8]See footnote 12 on page 14.

THE ROOTS OF AN OFF-ROAD LEGEND

TOYOTA LAND CRUISER



From humble beginnings in the early 1950s, Land Cruiser has grown into a global off-road icon. Its reputation has been earned the hard way, in some of the world's most unforgiving locations, where capability and reliability are necessities, not options.

Over four million built to date is a mark of its success, but it doesn't illustrate Land Cruiser's role as a cultural touchstone, or an essential workhorse where other vehicles fear to tread. For generations of drivers, Land Cruiser is the definitive off-road vehicle, bringing loyalty and affection in equal measure.

Toyota wasn't the first manufacturer with the notion of a civilian four-wheel-drive vehicle, but it was the first to exploit it. And



all subsequent Land Cruisers owe their existence to a lone prototype built in 1950. Mass production began in '53, and the Land Cruiser name came into being a year later.

The Land Cruiser arrived in North America in 1958, but gained real momentum at the start of the '60s with the introduction of the 40-series (above). Between 1961 and '65, the FJ40 was the best-selling Toyota in the USA.

In 1967, Toyota introduced a five-door station wagon Land Cruiser, the FJ55 and the rest...isn't history, but an ongoing success story of evolution and innovation through several more generations of Land Cruisers.

You can rest assured that the 2010 Toyota Land Cruiser more than lives up to the legend forged over nearly six decades.



allowing you to concentrate on steering; Hill Start Assist Control (HAC)TM helps prevent wheel slip and loss of traction on steep ascents; and the Kinetic Dynamic Suspension System (KDSS) increases individual wheel articulation for excellent off-road performance, and reduces the amount of body roll during on-highway driving.

The leather-trimmed, eight-seat interior includes a 50/50 split third-row bench seat. With the second and third



Authentic



Stretching from Kulgera in the south to Darwin on the northern coast, Australia's true Outback is a vast wilderness of red desert, hard scrub and wind-sculpted rocks called the Northern Territory.



○ ESSENTIAL OUTBACK
 LAT S 24° 24' 18" LONG E 131° 49' 5"
 Northern Territory, Australia

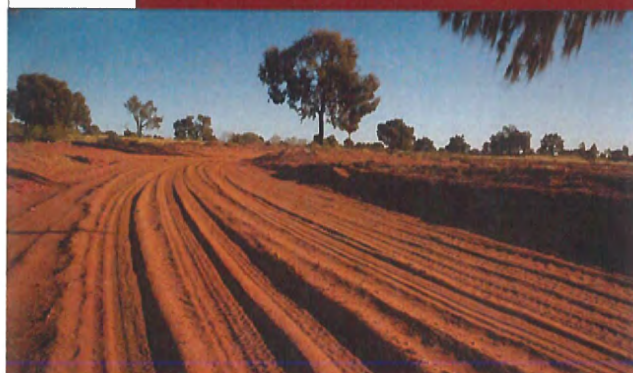
row of seats stowed, cargo volume maxes out at a cavernous 81.7 cu.ft.^[2]

The cabin is equipped with a four-zone independent automatic climate control system, and an available voice-activated DVD navigation^[4] system with Bluetooth[®] wireless technology.

For your peace of mind, Toyota's Star Safety System,[™] its new Safety Connect[™] onboard safety and security service, and three-row roll sensing side curtain airbags^[9] are all standard. The Star

Safety System includes Vehicle Stability Control (VSC)^[6], Active Traction Control and Multi-Terrain Anti-lock Brake System (ABS), which senses the surface you're driving on and adjusts accordingly. Safety Connect includes an Emergency Assistance Button (SOS), Automatic Collision Notification, Stolen Vehicle Location and Enhanced Roadside Assistance.

So, where do you want to go? There's a whole world out there, and the 2010 Land Cruiser is waiting to take you. ■



Share the experience at toyota.com/landcruiser

Vehicle shown with optional equipment.
Production model may vary.



FEATURES

S= Standard O= Optional P= Feature available only as part of an option package

EXTERIOR

Aerodynamic multi-reflector halogen headlamps	S
Integrated fog lamps	S
18in. high-gloss, 5-spoke, aluminum alloy wheels with P285/60R18 tires	S
Color-coordinated front and rear bumpers	S
Front and rear frame-mounted towing hooks	S
Front and rear heavy-duty mudguards	S
Dual color-keyed power foldable, electrochromic, heated outside mirrors with memory function	S
Privacy glass on second-row doors, rear quarter windows and rear hatch	S
Color-keyed rear spoiler	O

INTERIOR

Power tilt and telescopic leather-wrapped steering wheel with integrated audio/multi-function display/Bluetooth [®] controls	S
Leather-wrapped shift lever with painted insert	S
Tilt/slide power glass moonroof with sunshade and one-touch open/close operation with jam protection	S
Auto-dimming electrochromic rearview mirror	S
Driver and front passenger dual sun visors with illuminated vanity mirrors	S
Overhead console with HomeLink [®] [4] universal transceiver	S
Dual maplights for front- and second-row seats	S
Smart Key System [®] [5] with push-button start and remote illuminated entry	S
Power door locks and windows	S
Variable intermittent front and intermittent rear wipers	S
Cruise control	S
JBL Synthesis [®] AM/FM/MP3 6-disc in-dash CD changer with 14 speakers and FM diversity reception, integrated satellite radio with 90-day free subscription to XM Satellite Radio, ^[7] hands-free phone capability and music streaming via Bluetooth [®] , [3] auxiliary audio jack/USB port with iPod [®] [18] connectivity	S
NAVIGATION SYSTEM Voice-activated DVD navigation system ^[2] with backup camera, [6] JBL Synthesis [®] AM/FM/MP3 6-disc in-dash CD/DVD changer with 14 speakers and FM diversity reception, integrated satellite radio with 90-day free subscription to XM Satellite Radio ^[7]	S

and XM NavTraffic [®] , [2] hands-free phone capability and music streaming via Bluetooth [®] , [3] auxiliary audio jack/USB port with iPod [®] [18] connectivity	O
UPGRADE PACKAGE All of the features of the Navigation System (see above), plus rear seat DVD entertainment system with 9in. display and two wireless headphones, color-keyed rear spoiler, rain-sensing variable intermittent windshield wipers, center-console cooler box, ^[7] headlamp washers, leather-wrapped steering wheel with wood-grain-style trim inserts and integrated audio/multi-function display/voice-activated navigation ^[2] /Bluetooth [®] [3] controls, leather-wrapped shift lever with wood-grain-style insert, driver and front passenger active seat belt pretensioning system and second-row multi-stage seat heaters	P
Front and rear door and front seatback storage pockets	S
Twelve cup and bottle holders	S
Center-console storage area	S
10-way driver and 8-way front passenger power-adjustable heated leather-trimmed seats with armrests and adjustable headrests	S
Reclining leather-trimmed 40/20/40 split fold-down second-row bench seat with center armrest, adjustable headrests and fore/aft slide and tumble	S
Foldaway leather-trimmed 50/50 split fold-down third-row bench seat with headrests and 3-point seat belts	S
CFC-free automatic climate control with four independent temperature zones and separate second-row control panel	S
Airbags, seat belts, low-fuel level, door-ajar, Direct Tire Pressure Monitor System ^[9] and rear tailgate warning lights	S
Rear-seat audio system with wired headphone capability	S
Two auxiliary power outlets – center instrument cluster (12V) and rear cargo area (115V AC)	S
Instrumentation: speedometer, tachometer, coolant temperature, fuel level, oil pressure and voltmeter gauges, and digital odometer	S
Multi-information display with odometer, trip meter, shift position, cruising range, fuel consumption, current fuel consumption, warning, average speed, parking sonar, and driving support functions including maintenance information	S



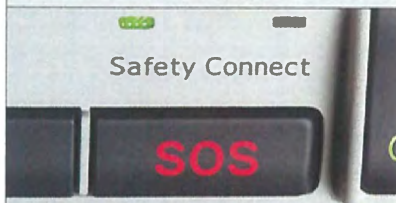
FOLDAWAY THIRD-ROW BENCH SEAT

Maximum seating flexibility for up to three extra passengers
The foldaway third-row bench seat holds three extra passengers in leather-trimmed comfort, taking the overall seating capacity to eight. Each seat is equipped with its own headrest and 3-point seatbelt. A 50-50 split allows for flexible load capacities, with a useful 43cu.ft.^[14] of cargo volume available when the third-row seats are fully stowed.



SAFETY CONNECT™^[19]

Safety Connect is Toyota's all-new onboard safety and security service.* Embedded cellular technology and GPS help connect drivers to the 24-hour Safety Connect response center. By simply pressing the SOS button, a call is placed for emergency assistance. In the event of airbag deployment or a severe rear-end collision, the call is placed automatically. Because help is available with just the press of a button, Safety Connect gives drivers peace of mind.



Safety Connect delivers four valuable features:

- Automatic Collision Notification
- Stolen Vehicle Location
- Emergency Assistance Button (SOS)
- Enhanced Roadside Assistance

STAR SAFETY SYSTEM™

The 2010 Land Cruiser comes standard with the Toyota Star Safety System. This integration of safety features serves the fundamental aim of helping to assist drivers to avoid accidents in the first place. It includes Vehicle Stability Control (VSC),^[9] Active Traction Control, Multi-Terrain Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist.^[10]

SAFETY AND CONVENIENCE



Safety Connect™^[19] includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification



Star Safety System™ includes Vehicle Stability Control (VSC)^[9], Active Traction Control,

Multi-Terrain 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD), and Brake Assist^[10]

Full-time 4WD system with Torsen®^[11] limited-slip center

differential with locking function

Kinetic Dynamic Suspension System (KDSS)

Crawl Control

Hill Start Assist Control (HAC)^[11]

Direct Tire Pressure Monitor System^[8]

Driver and front passenger airbags^[12]

Driver and front passenger seat-mounted side airbags^[12]

Second-row outboard seat-mounted side airbags^[12]

Three-row Roll-sensing Side Curtain Airbags (RSCA) with cut-off switch^[12]

Driver and front passenger knee airbags^[12]

Driver and front passenger active headrests^[13]

Energy-absorbing soft upper trim

3-point Automatic/Emergency Locking Retractor (ALR/ELR) seatbelts in all seating positions

Driver and front passenger seat belt pretensioners with force limiters

Adjustable front- and second-row outboard seat belt anchors

Driver and front passenger seat belt warning with buzzer

Child Restraint System (CRS) top tether anchors and

ISO-FIX lower anchor points

Child-protector rear door locks

Side-impact door beams

Anti-theft system with engine immobilizer

Front and rear parking sonar

Daytime Running Lights (DRL) with auto on/off system

Center High-Mount Stop Lamp (CHMSL)



XM NAVTRAFFIC®^[21]

XM NavTraffic helps drivers reach their destinations on time by providing real-time traffic information for major roads. NavTraffic enables your vehicle's navigation system to display constantly refreshing traffic conditions, including accidents, congestion and construction, along a programmed route. The service is currently available in 80 major metropolitan areas.



XM SATELLITE RADIO^[21]

XM lets you hear more of what you love. Get over 170 channels, including commercial-free music, plus sports, news talk and entertainment.

BLUETOOTH® WIRELESS TECHNOLOGY

For many Bluetooth®-enabled cell phones, Land Cruiser includes hands-free operation. Bluetooth® allows for wireless connections between your Land Cruiser and many Bluetooth®-enabled cell phones. Built into the Electro Multi Vision system, with touch-screen controls, it provides convenient hands-free phone capabilities. Bluetooth® is a global standard and can be used almost anywhere in the world.

*Safety Connect requires an active subscription. The first year of service is included in the new-vehicle purchase price.

Vehicle shown with optional equipment.
Production model may vary.



SPECIFICATIONS

Engine	5.7-liter DOHC 32-valve EFI V8 with dual independent VVT-i, 381hp @ 5600rpm; 401lb.-ft. @ 3600rpm
Ignition	Electronic, with Toyota Direct Ignition (TDI)
Transmission	6-speed electronically controlled automatic overdrive with intelligence (ECT-i), sequential shift mode and uphill/downhill logic
Body construction	Unitized steel body on 10-member high tensile steel ladder frame
Drivetrain	Full-time 4-wheel-drive system with Torsen® ^[1] center differential
Suspension	Independent double-wishbone front suspension with coil springs and stabilizer bar; 4-link rear suspension with coil springs, stabilizer bar and semi-floating axle
Steering	Engine speed-sensing power-assisted rack-and-pinion
Turning circle diameter – curb to curb (ft.)	38.7
Brakes	Power-assisted 4-piston front/2-piston rear ventilated disc brakes with hydraulic brake booster with Multi-Terrain Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist; ^[10] ABS operates in high and low ranges
Active Traction Control	Standard
Vehicle Stability Control (VSC)^[9]	Standard
Kinetic Dynamic Suspension System	Standard
Crawl Control	Standard

EXTERIOR DIMENSIONS (IN.)

Overall height/Overall width	74.0/77.6
Overall length/Wheelbase	194.9/112.2
Track (front/rear)	64.6/64.4

INTERIOR DIMENSIONS FRONT/MIDDLE/REAR (IN.)

Head room	38.3/38.9/35.8
Shoulder room	61.0/61.1/62.3
Hip room	59.8/58.5/58.6
Leg room	42.9/34.4/28.3
Seating capacity	8

OFF-HIGHWAY

Skid plates	On front suspension, fuel tank and transfer case
Angle of approach/departure/breakover (degrees)	30/20/21
Minimum running ground clearance (in.)	8.9
Transfer case ratios – 2-speed (high/low)	1.0:1/2.618:1

WEIGHTS AND CAPACITIES

Curb weight (lb.)	5688
Gross Vehicle Weight Rating – GVWR (lb.)	7275
Cargo volume (cu. ft.)^[14] behind front/middle/rear seats	81.7/43.0/16.1
Towing capacity (lb.)^[15]	8500
Fuel tank (gal.)	24.6

TIRES

Size	P285/60R18
Type	Mud-and-snow-rated steel-belted radial blackwall
Spare	Full-size with alloy wheel

MILEAGE ESTIMATES (mpg city/highway)^[16]	13/18
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EXTERIOR COLORS

See your Toyota Dealer for exact vehicle colors.



CLASSIC SILVER METALLIC
With Dark Grey Interior



PACIFIC BLUE METALLIC
With Dark Grey or Sand Beige Interior



SALSA RED PEARL
With Dark Grey or Sand Beige Interior



MAGNETIC GREY METALLIC
With Dark Grey or Sand Beige Interior



SONORA GOLD PEARL
With Sand Beige Interior



AMAZON GREEN METALLIC
With Dark Grey or Sand Beige Interior

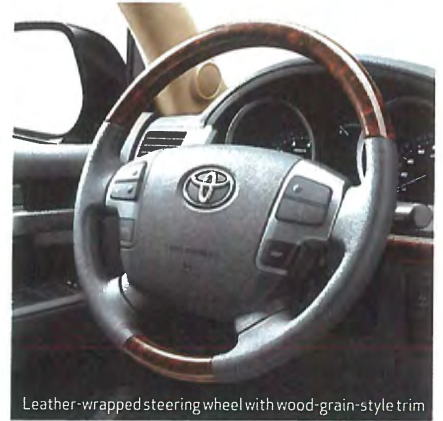


SUPER WHITE
With Dark Grey or Sand Beige Interior



BLACK
With Dark Grey or Sand Beige Interior

All vehicle interiors shown with available Upgrade Package.



Leather-wrapped steering wheel with wood-grain-style trim

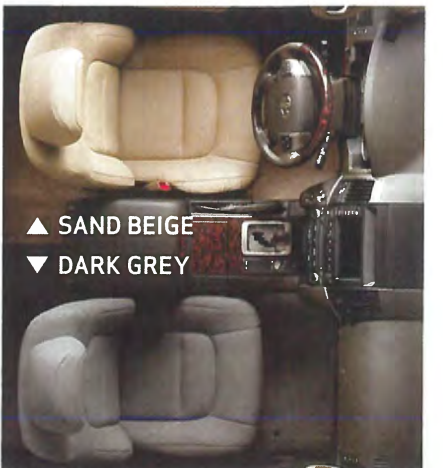


Leather-wrapped shift lever with wood-grain-style insert



Center-console cooler box

INTERIOR TRIM



TOYOTA WARRANTIES

Every Toyota car, truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

BASIC: 36 months/36,000 miles (all components other than normal wear and maintenance items).

POWERTRAIN: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

RUST-THROUGH: 60 months/unlimited miles (corrosion perforation of sheet metal).

EMISSIONS: Coverages vary under Federal and California regulations. Refer to applicable *Owner's Warranty Information* booklet for details.

ACCESSORIES: For accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For accessories purchased after the new vehicle purchase, the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

● You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

● For complete details about Toyota's warranties, please visit toyota.com, refer to the applicable *Owner's Warranty Information* booklet or see your Toyota dealer.

● Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all areas of the country.

See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle with no or different options, contact your dealer to check for current availability or the possibility of placing a special order.

● Toyota Land Cruisers are designed to meet most off-road driving requirements. Abusive use may result in bodily harm or damage. Toyota encourages responsible operation to protect you, your vehicle and the environment.

● Some vehicles are shown with available equipment. Seat belts should be worn at all times. Please do not allow passengers to ride in the cargo area. Towing hitch receivers/ball mount kits are not intended to provide crash protection.

[1] Torsen® is a registered trademark of Zexel Torsen Inc. [2] The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly subscription fee and is designed to provide real-time traffic information or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic updates available at an additional cost. See your *Navigation System Owner's Manual* for further details. [3] Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. [4] HomeLink® is a registered trademark of Johnson Controls, Inc. [5] The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. [6] The backup camera, available only with the navigation system, does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. [7] The cooler box replaces the center-console storage box on vehicles so equipped. [8] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details. [9] 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. Please see your *Owner's Manual* for further details. [10] 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. [11] Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. [12] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. [13] Active headrests can help prevent or limit the extent of whiplash in certain types of rear-end collisions. [14] Cargo and load capacity limited by weight and distribution. [15] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly, and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your *Owner's Manual*. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment. [16] 2010 EPA-estimated mileage. Actual mileage will vary. [17] Satellite radio requires monthly subscription fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at xmradio.com. Available only in the 48 contiguous United States. [18] iPod® is a registered trademark of Apple, Inc. All rights reserved. [19] Comes with 1-year trial subscription. Longer term service requires a separate subscription. Contact with the Safety Connect Call Center is limited by cellular connection availability and reception of GPS satellite signals, so sometimes you may be unable to contact the Call Center or receive emergency service support. Enrollment and Subscription Service agreement required. Additional service packages are available for additional charges.



For Toyota Mobility program details, go to toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331



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Our eyes are always on the road ahead. Striving to find ways to help you be safe. Go farther on a tank of gas. To help the earth go further on its limited resources. Moving Forward is embedded in our DNA. It's shared by our dealers, and ultimately inspired by our customers. toyota.com 1-800-GO-TOYOTA

FOCUS ON SUSTAINABILITY

Toyota encourages its printing partners to embrace environmentally responsible business practices, including compliance with nationally recognized certification requirements. These partners adhere to either FSC (Forest Stewardship Council) or SFI (Sustainable Forestry Initiative) guidelines that ensure Toyota brochures use paper from well-managed forests through a chain of custody - from the tree to the paper mill, from the paper mill to the printer, and from the printer to Toyota.

100% of the electricity purchased by one of Toyota's print partners is generated by renewable wind energy. Another print partner installed solar panels and expects its company energy demands to decrease by 30% and its carbon emissions to reduce by 630 tons per year.

This brochure is printed on Suppi's McCoy Silk paper. 100% of the electricity used to manufacture it was generated by Green-e® certified renewable energy sources. McCoy Silk uses 10% post-consumer recovered fiber and is FSC certified, sourcing fiber from sustainably managed forests.



COROLLA



AVALON



CAMRY



CAMRY SOLARA



PRIUS



YARIS



CAMRY HYBRID



MATRIX



TUNDRA



VENZA



TACOMA



LAND CRUISER



4RUNNER



RAV4



HIGHLANDER HYBRID



FJ CRUISER



SEQUOIA



HIGHLANDER



SIENNA



Hybrid Synergy Drive, powering the Prius, Camry Hybrid and Highlander Hybrid, combines a clean-burning gas engine with an efficient electric motor to deliver excellent fuel economy, low emissions and performance.

The Essential *Land Cruiser*

