

2009 **MATRIX**



Get in touch with your dark side.

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Model Overview



XRS shown in Classic Silver Metallic










XRS interior shown in Dark Charcoal with available JBL® audio system [20].



S interior shown in Dark Charcoal with front passenger and rear seats folded flat S and XRS only.

	Matrix 1.8L 4-cyl 5-Speed Manual	Matrix 1.8L 4-cyl 4-Speed Auto	S 2.4L 4-cyl 5-Speed Manual	S 2.4L 4-cyl 5-Speed Auto	XRS 2.4L 4-cyl 5-Speed Manual	XRS 2.4L 4-cyl 5-Speed Auto	S AWD 2.4L 4-cyl 4-Speed Auto
MSRP**	\$16,290	\$17,100	\$18,360	\$19,550	\$20,760	\$21,950	\$20,500
MPG City/Highway***	26/32	25/31	21/28	21/29	21/28	21/29	20/26
Seating	5	5	5	5	5	5	5

EXTERIOR COLORS*

Super White		Black Sand Pearl	
Magnetic Gray Metallic		Sundance Metallic	
Radiant Red		Blue Streak Metallic	
Nautical Blue Metallic			
Classic Silver Metallic			

INTERIOR COLORS*

Ash Fabric	
Dark Charcoal Fabric	

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**Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2009 EPA-estimated mileage. Beginning with model year 2008, the EPA has revised the way the estimated fuel economy rating is determined. Actual mileage will vary.

Standard Features and Options*



- not available
- S** standard
- O** optional
- P** part of package

	Matrix 1.8L 4-cyl 5-Speed Manual	Matrix 1.8L 4-cyl 4-Speed Auto	S 2.4L 4-cyl 5-Speed Manual	S 2.4L 4-cyl 5-Speed Auto	XRS 2.4L 4-cyl 5-Speed Manual	XRS 2.4L 4-cyl 5-Speed Auto	S AWD 2.4L 4-cyl 4-Speed Auto
MSRP**	\$16,290	\$17,100	\$18,360	\$19,550	\$20,760	\$21,950	\$20,500
Model Number	1931	1932	1933	1934	1935	1936	1938
EXTERIOR							
Aerodynamic multi-reflector halogen headlamps with Daytime Running Lights (DRL)	S	S	S	S	S	S	S
Color-keyed door handles, side rocker panels and power outside mirrors [1]	S	S	S	S	S	S	S
Washer-linked intermittent wipers	S	S	-	-	-	-	-
Washer-linked variable intermittent windshield wipers with mist cycle	-	-	S	S	S	S	S
Washer-linked intermittent rear window wiper	P	P	S	S	S	S	S
Integrated front fog lamps	P	P	S	S	S	S	P
Color-keyed front and rear underbody spoilers	P	P	S	S	S	S	P
All-wheel-drive system with active torque control	-	-	-	-	-	-	O
Hatch-mounted roof end spoiler	-	-	-	-	S	S	-
16-in. steel wheels with full wheel covers and P205/55R16 tires	S	S	S	S	-	-	S
16-in. alloy wheels with P205/55R16 tires	O	O	-	-	-	-	-
17-in. alloy wheels with P215/45R17 tires	-	-	O	O	-	-	O
18-in. alloy wheels with P215/45R18 tires	-	-	-	-	S	S	-
Power tilt/slide moonroof with sunshade [2]	-	-	O	O	O	O	O
INTERIOR							
4-way adjustable front seats with fold-flat passenger seat [3]	S	S	S	S	S	S	S

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Fabric seats and front door trim with integrated armrests and dual front map pockets	S	S	S	S	-	-	S
Sport fabric seats and front door trim with integrated armrests and dual front map pockets	-	-	-	-	S	S	-
Center console with storage box	S	S	-	-	-	-	-
Center console with split-level storage box	-	-	S	S	S	S	S
60/40 split fold-down rear bench seat	S	S	S	S	S	S	S
Driver's seat vertical height adjuster	S	S	S	S	S	S	S
Heavy-duty rear window defogger	S	S	S	S	S	S	S
12V auxiliary power outlet	S	S	S	S	S	S	S
115V auxiliary power outlet	-	-	S	S	S	S	S
Cup holders (two front, two rear)	S	S	S	S	S	S	S
Cruise control	O	O	O	O	S	S	O
Power door locks (with shift-activated locking feature on auto trans. models)	P	P	S	S	S	S	S
Power windows with driver's auto-down and retained-power features	P	P	S	S	S	S	S
Remote keyless entry system with lock, unlock and panic features	P	P	S	S	S	S	S
Manual tilt/telescopic steering wheel	S	S	S	S	S	S	S
3-spoke urethane steering wheel	S	S	S	S	-	-	S
3-spoke leather-wrapped steering wheel with audio controls [4]	-	-	O	O	S	S	O
Optitron meters with speedometer, tachometer with LCD odometer, twin tripmeters and outside temperature gauge, coolant temperature and fuel level gauges	S	S	S	S	S	S	S

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Airbag, seatbelt, low fuel level, door-ajar, battery, check engine, oil pressure, brake and taillamp bulb failure, ABS warning light and Direct Tire Pressure Monitor System (TPMS) [5] warning lights	S	S	S	S	S	S	S
Oil (or scheduled maintenance) indicator light	S	S	S	S	S	S	S
Defroster-linked CFC-free air conditioning with air filter	S	S	S	S	S	S	S
AM/FM CD player with MP3/WMA playback capability, satellite radio capability [6], auxiliary audio jack, CD-text display function, automatic sound leveling and four speakers	S	S	-	-	-	-	-
AM/FM CD player with MP3/WMA playback capability, satellite radio capability [6], auxiliary audio jack, CD-text display function, automatic sound leveling and six speakers	-	-	S	S	S	S	S
AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio capability [6], auxiliary audio jack, CD-text display function, automatic sound leveling, six speakers and steering wheel-mounted audio controls	O [7]	O [7]	O	O	O	O	O
JBL® AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, XM Satellite Radio enabled [6], auxiliary audio jack, hands-free phone capability via Bluetooth® [8] wireless technology and nine speakers in seven locations (440 watts maximum output) with steering wheel-mounted audio and hands-free controls	-	-	O	O	O	O	O
Touch-screen DVD navigation system [9,10]	-	-	O	O	O	O	O
Auxiliary audio jack	S	S	S	S	S	S	S
Delour floor carpeting with driver-side footrest	S	S	S	S	S	S	S
Illuminated entry	-	-	S	S	S	S	S
Day/night rearview mirror	S	S	S	S	S	S	S

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Anti-slip rear cargo trim	S	S	S	S	S	S	S
Tonneau cover	S	S	S	S	S	S	S
SAFETY							
Driver front airbag and front passenger airbag with Advanced Airbag System [11]	S	S	S	S	S	S	S
Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [11]	S	S	S	S	S	S	S
Active front headrests [12]	S	S	S	S	S	S	S
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [13]	S	S	S	S	S	S	S
3-point rear seatbelts for all positions	S	S	S	S	S	S	S
Front seatbelt pretensioners with force limiters	S	S	S	S	S	S	S
Direct Tire Pressure Monitor System (TPMS) [5]	S	S	S	S	S	S	S
Front and rear energy-absorbing crumple zones	S	S	S	S	S	S	S
Vehicle Stability Control (VSC) [14] and Traction Control (TRAC) with off switch	O ^[15]	O ^[15]	O	O	S	S	O
Engine immobilizer	S	S	S	S	S	S	S
Driver and front passenger 3-point seatbelts with adjustable shoulder anchors	S	S	S	S	S	S	S
Automatic/Emergency Locking Retractors (ALR/ELR) for all front and rear passenger seatbelts, Emergency Locking Retractor (ELR) for driver's seatbelt	S	S	S	S	S	S	S
Child Restraint System (CRS) lower anchors and top tether anchors (LATCH)	S	S	S	S	S	S	S
Child-protector rear door locks	S	S	S	S	S	S	S
Side-impact door beams	S	S	S	S	S	S	S

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Energy-absorbing steering column	S	S	S	S	S	S	S
Head-impact protection structure	S	S	S	S	S	S	S
High-tensile-strength steel body panels	S	S	S	S	S	S	S

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Options*



Matrix Options and Packages

Vehicle Stability Control (VSC) [14][15] and Traction Control (TRAC) with off switch

16-in. alloy wheels with P205/55R16 tires

AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability [6]

Cruise control

Power Package

- Power windows with driver's auto-down and retained-power features
- Power door locks (with shift-activated locking feature on auto trans. models)
- Remote keyless entry system

All-Weather Guard Package

- Intermittent washer-linked rear window wiper
- Heated foldable power sideview mirrors
- Rear-seat heater ducts

Sport Package

- Front and rear underbody spoilers
- Integrated front fog lamps

S Options and Packages

Vehicle Stability Control (VSC) [14] and Traction Control (TRAC) with off switch

17-in. alloy wheels with P215/45R17 tires

JBL® AM/FM 6-disc in-dash CD changer with MP3/WMA capability, XM Satellite Radio enabled [6], Bluetooth® [8] wireless technology and nine speakers in seven locations and steering wheel-mounted audio and hands-free controls

AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability [6] with steering wheel-mounted audio controls

Touch-screen DVD navigation system [9,10] with AM/FM CD player with MP3/WMA capability and satellite radio capability [6] with six speakers

Power tilt/slide moonroof with sunshade [2]

Cruise control

All-Weather Guard Package

- Heated foldable power sideview mirrors
- Rear-seat heater ducts

Sport Package

- Front and rear underbody spoilers
- Integrated front fog lamps (AWD only)

XRS Options and Packages

JBL® AM/FM 6-disc in-dash CD changer with MP3/WMA capability, XM Satellite Radio enabled [6], Bluetooth® [8] wireless technology and nine speakers in seven locations and steering wheel-mounted audio and hands-free controls

AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability [6] with steering wheel-mounted audio controls

Touch-screen DVD navigation system [9,10] with AM/FM CD player with MP3/WMA capability and satellite radio capability [6] with six speakers

Power tilt/slide moonroof with sunshade [2]

All-Weather Guard Package

- Heated foldable power sideview mirrors
- Rear-seat heater ducts

Specifications



	Matrix 1.8L 4-cyl 5-Speed Manual	Matrix 1.8L 4-cyl 4-Speed Auto	S 2.4L 4-cyl 5- Speed Manual	S 2.4L 4-cyl 5- Speed Auto	XRS 2.4L 4-cyl 5- Speed Manual	XRS 2.4L 4-cyl 5- Speed Auto	S AWD 2.4L 4-cyl 4-Speed Auto
MSRP**	\$16,290	\$17,100	\$18,360	\$19,550	\$20,760	\$21,950	\$20,500
Model Number	1931	1932	1933	1934	1935	1936	1938
MECHANICAL/PERFORMANCE							
1.8-liter DOHC 16-valve VVT-i 4-cylinder; 132 hp @ 6000 rpm; 128 lb.-ft. @ 4200 rpm	Standard			NA			
2.4-liter DOHC 16-valve VVT-i 4-cylinder; 158 hp @ 6000 rpm; 162 lb.-ft. @ 4000 rpm	NA			Standard			
Ultra Low Emissions Vehicle II (ULEV-II)	Standard						
Transmission	5-speed manual	4-speed automatic	5-speed manual	5-speed automatic	5-speed manual	5-speed automatic	4-speed automatic
Body construction	Unitized body						
Drivetrain	Front engine, front-wheel drive						Front engine, All-Wheel Drive (AWD) with active torque control
Suspension	Independent MacPherson strut front, torsion beam rear suspension with front and rear stabilizer bars				Independent MacPherson strut front, independent double-wishbone rear suspension with front and rear stabilizer bars, and sport front strut tower brace [16]		Independent MacPherson strut front, independent double-wishbone rear suspension with front and rear stabilizer bars, and sport front strut tower brace
Steering	Electric Power Steering (EPS): power-assisted rack-and-pinion with electronic power-assist						
Turning circle diameter, curb to curb (ft.)	36.0				38.1		36.7
Brakes	Power-assisted ventilated front disc/solid rear disc						
Brake rotor diameter front/rear (in.)	10.8/10.2		11.7/11.0		11.7/11.1		
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [13]	Standard						
Vehicle Stability Control (VSC) [14] and Traction Control (TRAC) with off switch	Available [15]		Available		Standard		Available

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	Matrix 1.8L 4-cyl 5-Speed Manual	Matrix 1.8L 4-cyl 4-Speed Auto	S 2.4L 4-cyl 5- Speed Manual	S 2.4L 4-cyl 5- Speed Auto	XRS 2.4L 4-cyl 5- Speed Manual	XRS 2.4L 4-cyl 5- Speed Auto	S AWD 2.4L 4-cyl 4-Speed Auto
EXTERIOR DIMENSIONS (IN.)							
Overall height	61.0			61.6		61.4	
Overall width	69.5						
Overall length	171.9		173.0			171.9	
Wheelbase	102.4						
Minimum running ground clearance	5.8		5.3				
Track (front/rear)	59.8/59.9						
INTERIOR DIMENSIONS, FRONT/REAR (IN.)							
Head room (with moonroof)	40.5/39.3		40.5/39.3 (38.9/38.7)				
Shoulder room	53.3/52.6						
Hip room	52.3/43.7						
Leg room	41.6/36.2						
Seating capacity	5						
WEIGHTS AND CAPACITIES							
Curb weight (lb.)	2865	2965	3065	3140		3220	3360
EPA passenger volume (with moonroof) (cu. ft.) [17]	94(91)						
Luggage capacity, rear seats up/down (cu. ft.) [17,18]	19.8/48.9						
Fuel tank (gal.)	13.2						
TIRES							
Size - Standard	P205/55R16			P215/45R18		P205/55R16	
Size - Available	N/A		P215/45R17		N/A		P215/45R17
Type	All-season						
Spare	Temporary						
MPG							
Mileage Estimates (mpg city/highway) [19]	26/32	25/31	21/28	21/29	21/28	21/29	20/26

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Accessories

EXTERIOR ACCESSORIES



Alloy Wheel Locks
\$41.00 Parts Only MSRP**



Rear Bumper Protector
\$80.00 Installed MSRP*



Bike Attachment with Mounts
\$244.00 Parts Only MSRP**



Roof Rack
\$300.00 Installed MSRP*



Mudguards
Front (2pc set)
\$36.00 Parts Only MSRP**
Rear (2pc set)
\$36.00 Parts Only MSRP**



Ski/Snowboard Attachment with Mounts
\$194.00 Parts Only MSRP**

INTERIOR ACCESSORIES



All Weather Mats
\$99.00 Parts Only MSRP**



Ashtray Cup
\$17.00 Parts Only MSRP**



Auto Dimming Mirror
\$229.00 Installed MSRP*



Cargo Net
\$49.00 Installed MSRP*



Cargo Tote
\$35.00 Parts Only MSRP**



Carpet Floor Mats (5pc. set)
\$199.00 Installed MSRP*



Door Sill Enhancements
\$197.00 Installed MSRP*



Emergency Assistance Kit
\$70.00 Parts Only MSRP**



First Aid Kit
\$29.00 Installed MSRP*

* Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.
 ** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.
 *** Please see the TRD Catalog, visit www.trdusa.com or call 800-688-5912 for complete warranty information.

Accessories

INTERIOR ACCESSORIES



Interface Kit for iPod
\$299.00 Installed MSRP*



VIP Security System
RS3200 Plus
\$325.00 Parts Only MSRP**



Preferred Accessory Package
\$328.00.00 Installed MSRP*



XM Satellite
\$229.00 Parts Only MSRP**



Remote Engine Start
\$399.00 Parts Only MSRP**

PERFORMANCE ACCESSORIES

These performance accessories are also available:

- TRD 18" Alloy Wheel***
- TRD Rear Sway Bar***

These interior accessories are also available:

- Exhaust Tip

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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 time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, 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.

For customer (non-dealer)-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first), from the purchase date of the accessory.

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 refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A. vehicles only.

[1] Heated mirrors on S AWD.

[2] On models equipped with available moonroof, maplights are located in the overhead console.

[3] Fold-flat front passenger seat only on S and XRS.

[4] Features included based on vehicle equipment.

[5] 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.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service 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 www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States. Available JBL® audio system includes a free 90-day XM Satellite Radio trial.

[7] Steering wheel-mounted audio controls not available on Matrix model.

[8] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[9] The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly service fee and is designed to provide real-time traffic 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 navigation updates available at an additional cost. See your Navigation System Owner's Manual for further details.

[10] Navigation system and JBL® audio system cannot be combined.

[11] 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.

[12] Active headrests can help prevent or limit the extent of whiplash in certain types of rear-end collisions.

[13] 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.

[14] 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.

[15] Matrix requires Power Package.

[16] Fluid front strut tower damper only on XRS.

[17] Based on manufacturer's data for small wagon classification.

[18] Cargo and load capacity limited by weight and distribution.

[19] 2009 EPA-estimated mileage. Actual mileage will vary.

[20] S and XRS only.

Helpful Links

BUYER TOOLS:

Find Local Specials

www.buyatoyota.com

Request a Quote

www.buyatoyota.com

Locate a Dealer

<http://www.toyota.com/dealers>

Competitive Comparison

<http://www.toyota.com/compare>

Toyota Financial Services

www.toyotafinancial.com

Payment Estimator

<http://www.toyotafinancial.com/estimator>

Apply for Credit

<http://www.toyotafinancial.com/apply>

Certified Used Vehicles

<http://www.toyota.com/tcuv>

Warranty Info.

www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources

www.toyotaownersonline.com

Vehicle Reference Guides

<http://prg.toyotapartsandservice.com/>

Maintenance Guides

<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service

<http://www.toyotaownersonline.com/service>

Car Care Tips

<http://www.toyotaownersonline.com/carcare>

Driver Tips

<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts

<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help

<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News

<http://www.toyota.com/news>

Toyota Motorsports

<http://www.toyota.com/motorsports>

Toyota NASCAR Racing

<http://www.toyota.com/pitpass>

Future Concept Vehicles

<http://www.toyota.com/upcoming-vehicles>

Community Care

<http://www.toyota.com/community>

QUESTIONS:

FAQs

<http://www.toyota.com/FAQ>

Contact Toyota

<http://www.toyota.com/contact>