

"THAT IN WHICH ANYTHING ORIGINATES, DEVELOPS, TAKES SHAPE, OR IS CONTAINED."



MATRIX

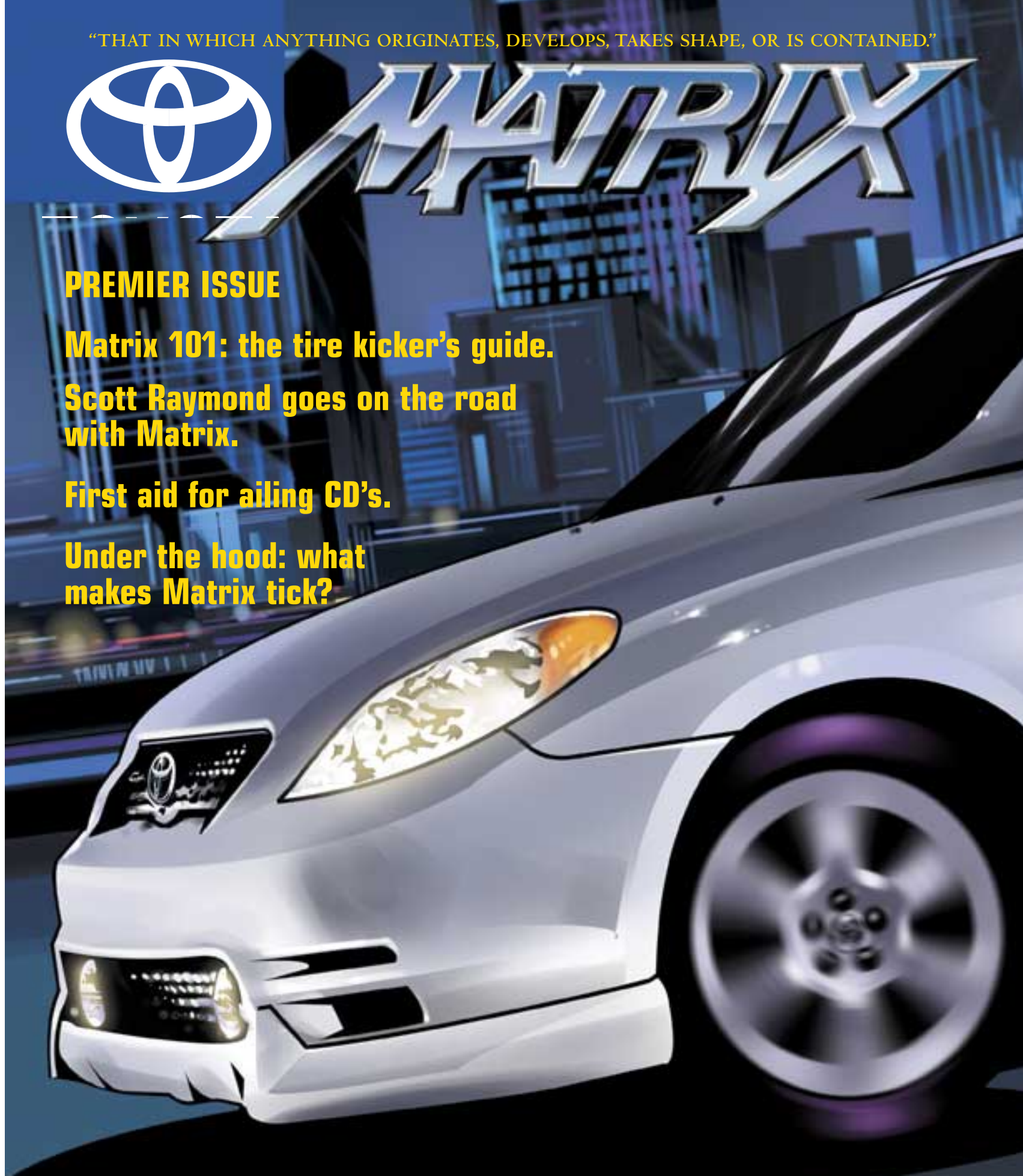
PREMIER ISSUE

Matrix 101: the tire kicker's guide.

Scott Raymond goes on the road with Matrix.

First aid for ailing CD's.

Under the hood: what makes Matrix tick?



MATRIX UNVEILED

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Matrix - An Overview

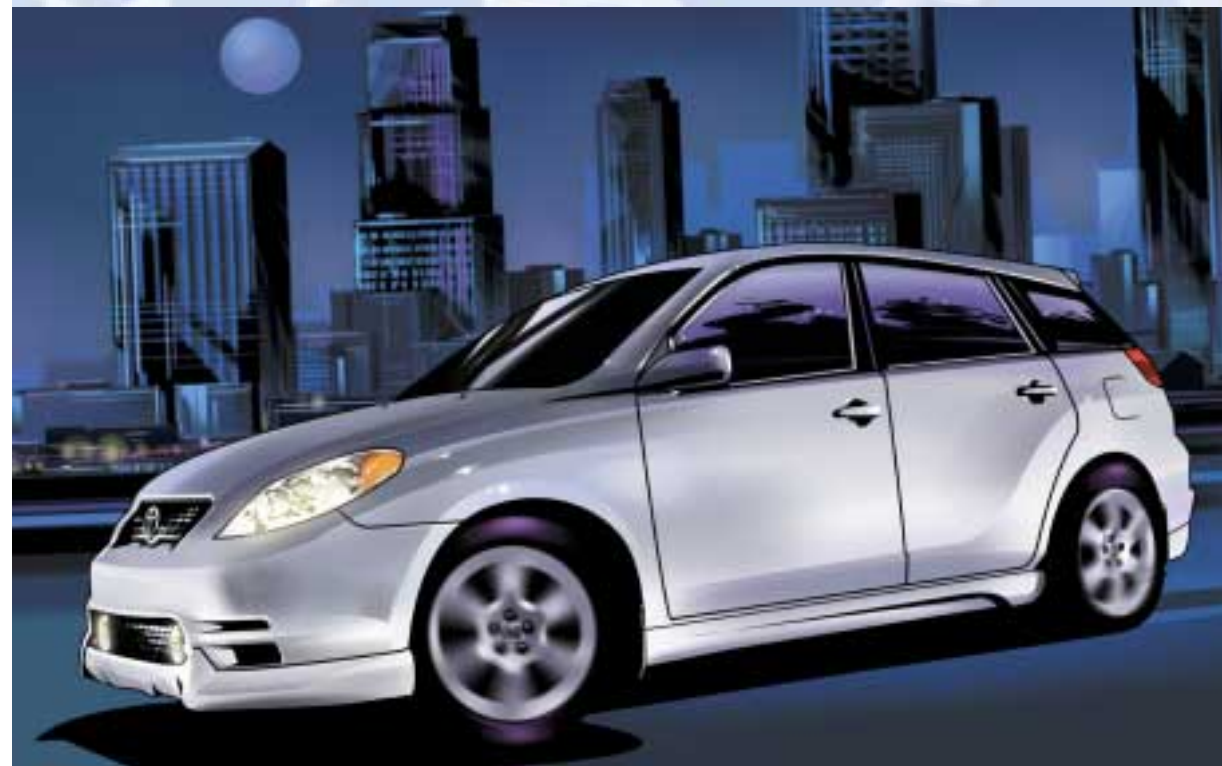
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Feature Attractions

FASTEN YOUR SEATBELT, YOU'RE IN FOR QUITE A RIDE



Matrix (may/triks) n.

That in which anything originates, develops, takes shape, or is contained.

It's a very appropriate definition for the newest member of Toyota's esteemed family.

Yet at first glance, the new 2003 Matrix seems to need more than one name to characterize it. That's largely due to the fact that Matrix was designed to be many different things for many different Canadians.

There are enough seating and cargo configurations to handle just about any transporting assignment you care to throw at it. There's a choice of engines, three different transmissions and a revolutionary new 4-wheel drive system.

Versatility, you see, could well be another word for Matrix. But regardless of how you define it, the unveiling of Matrix represents yet another Toyota triumph. So fasten your seatbelt. The 2003 Matrix will take you for quite a ride.

MATRIX 101

A TIRE KICKER'S GUIDE TO THE MATRIX ADVENTURE

Before the Matrix experience kicks off, it helps to know that there are three Matrix models. Each, in its own very special way, is quite unique. Yet they also share many qualities that are the defining features of Matrix. So whether you're contemplating Matrix XRS, Matrix XR or Matrix, you can look forward to radical lines, unprecedented roominess and comfort, aggressive power and superior road handling. Matrix 2003: the adventure begins.

MATRIX XRS

It comes with one very responsive 180 hp engine, your choice of two transmissions and an extensive list of standard equipment. Think of the XRS as the ultimate Matrix.

MATRIX XR

There is a definite cool factor to the hot new XR. With standard equipment that includes A/C, height-adjustable driver's seat, cruise control, power windows – to name but a few – and it's available in both FWD and 4WD.

MATRIX

Comfortable, roomy and as easy on the gas consumption as it is on the eye. This very authoritative Matrix comes fully-equipped with versatility and is available in both FWD and 4WD.

MATRIX XRS



MATRIX XR



MATRIX



MATRIX : SHIFT REALITY



MATRIX MANIA

IN WHICH YOUR INTREPID REVIEWER GOES MATRIX TIMES 3 / by Scott Raymond

I have to admit, it was rather difficult to avoid the buzz that was surrounding Matrix 2003, Toyota's hip new, made in Canada "crossover utility vehicle". But what I was hearing were adjectives that you normally don't associate with a Toyota vehicle, such as "irreverent", "edgy" and "aggressive". My curiosity was getting the better of me. So on a gloriously sunny day in late fall of last year, I found myself in Cambridge, Ontario at Toyota's Canadian plant feasting my eyes on the three models that make up the Matrix line. My initial reaction: highly favourable. However, looks can be deceiving. The true test would be to put each Matrix through its paces – and that's exactly what I did. SR



Above: An array of impressive XRS creature comforts that are all standard equipment.

THE ART OF BEING SEEN AND NOTED

The new MATRIX XRS.
Turning heads is what it's all about

The XRS lets you know right from the get-go that it means business.

With its high performance 1.8 litre, 4-cylinder, 180 hp engine, it doesn't waste any time asserting itself. But equally impressive were the creature comforts that are all standard equipment. Like a very impressive 6-speaker, AM/FM/CD/

cassette stereo system; a leather-wrapped steering wheel and shift knob, interior chrome trim, A/C and keyless entry. It's also worth noting that the XRS has ABS (antilock braking system) and offers you the choice of 6-speed manual or 4-speed automatic transmissions. Handling was a dream. Tight, quiet and very responsive. Overall impression: one great looking, beautifully-appointed 5-door that drives as good as it looks.



Top: Think of the XRS as the ultimate Matrix – shown above in Titanium Metallic.
Bottom: The aggressively stylish XRS front grille with integrated fog lamps.

Previous page: Matrix XRS in Titanium Metallic.
Facing page: Matrix XRS in Radiant Red.

MATRIX FYI

THE AUDIOFILE: How to repair a scratched CD

Just because your favourite CD starts to sound like a broken record doesn't mean it's time to turn it into a coaster. Our audio experts tell us that what causes most CD's to skip are dust, fingerprints or minor scratches that can sometimes be repaired or smoothed over. We're not guaranteeing it's going to work, but it's worth a try:

1. Holding the CD by the edge, wipe it with a lint-free cloth or tissue that has been dampened with a 50/50 solution of isopropyl alcohol and distilled water, then dry it. (Important: wipe gently from the centre of the disc straight out to the edge. Do not wipe in a circular motion and never buff the disc.)
2. Check to see if your disc still skips. If so, examine it carefully for scratches.
3. Dampen your cloth with water and apply a small amount of abrasive to it - toothpaste works well. Gently rub the abrasive on the scratch, again working from the centre out in a straight line. If the scratch doesn't disappear don't worry. All you need to do is smooth it out so the scratch won't affect your CD's play.
4. Rinse off the abrasive with isopropyl alcohol and distilled water solution and wipe dry. If your CD still skips, return to step 3 and rub a little harder. If that doesn't work, the bad news is that your CD is toast, the good news: you just got a new coaster.



MATRIX MANIA

MATRIX TIMES 3/CONTINUED by Scott Raymond



Above: XR features abound: like the height-adjustable driver's seat, A/C, cruise control and keyless entry.

HOW DO YOU SPELL "VERSATILE"?

The sporty new MATRIX XR has been designed to meet many needs



Above: The XR's futuristic, beautifully thought-out, metallic dash.

Sliding behind the wheel of a new Matrix XR, my first reaction is that it certainly has a personality all its own. Overall space and comfort are obviously high priorities in the XR. Another pleasant surprise was the all new, very responsive 1.8 litre, 4-cylinder, In-line engine that nets out at 130 hp. Definitely worth mentioning is that the XR is available in front or four-wheel drive. Features abound: like the height-adjustable driver's seat, A/C, cruise control and keyless entry, but the one that was instantly noted was the futuristic, beautifully thought-out dash with metallic accents. Very much in keeping with XR's lines. Overall impression: if you're looking for versatility, look no further.

Facing page: Matrix XR in Indigo Ink Pearl.

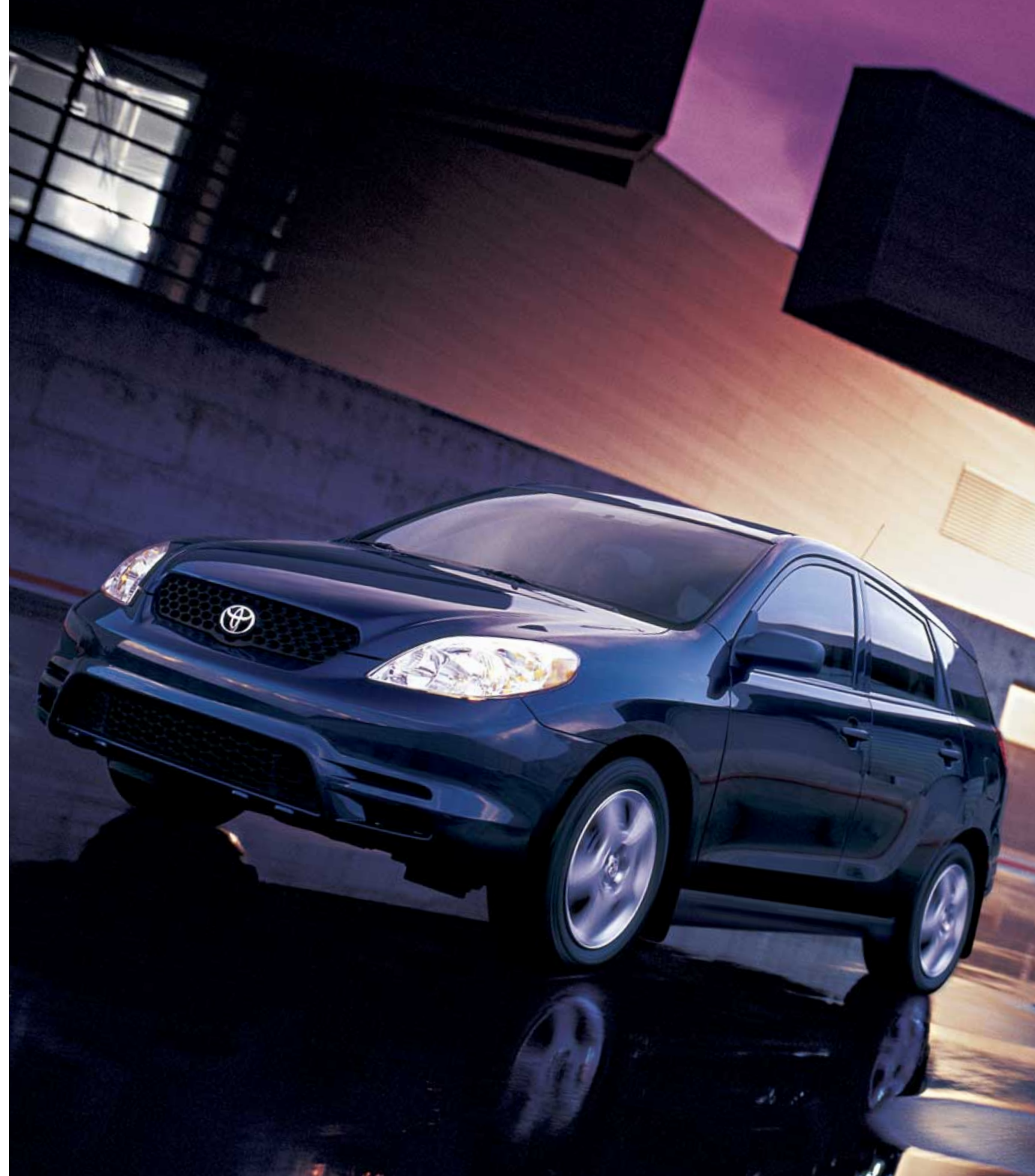
MATRIX FYI

PACK UP ALL YOUR CARES: 3 timely tips for travellers

1. For short trips, decant toiletries such as shampoo and shower gel into plastic film roll canisters. They're waterproof, don't open easily and can be disposed of when empty.
2. When travelling with valuables such as camera gear or jewellery, pack them in a diaper bag.

There's less chance of theft and the compartments and bottle holders are great for storing other items.

3. To eliminate or minimize wrinkles, put individual clothing items in plastic dry-cleaners bags, then gently roll them up before packing.



MATRIX MANIA

MATRIX TIMES 3/CONTINUED by Scott Raymond

FUNCTIONALITY HAS NEVER LOOKED BETTER

The new MATRIX is anything but basic

I have to admit, I wasn't ready for all that the new Matrix had in store for me. As you might expect, all the defining qualities of the Matrix line are there, front and centre: comfort, ease of handling, loads of space and of course, Matrix's trademark functionality. But what truly surprised me were the number of features that are all standard equipment: rear window defroster, coloured bumpers, metallic dash accents, accessory power outlets and a flip-up rear hatch window – to name only a few. On the road, it's impossible to find anything wrong with the new 1.8 litre, 4-cylinder, In-line engine that puts out 130 hp at 6,000 rpm and can be matched with either a 4-speed automatic or 5-speed manual transmission. To cut to the chase, the Matrix is a blast to drive. Overall impression: finally, the "fun" is back in "functional".



Above: Detail of the Matrix centre console and gear shift – putting "fun" back in "functional".

Facing page: Matrix in Cosmic Blue Metallic.

ACCESSORIES

TAKE ONE 2003 MATRIX AND ADD...

Want to enhance your new MATRIX? Accessorize.

From that first drive home in your new Matrix until the day you part with it, we want your entire ownership experience to be enjoyable and satisfying.

That's why at every Toyota Dealership you'll find answers

to your questions, help with selecting Genuine Toyota Parts and Accessories and quality service

to keep your Matrix in top shape. The location of your nearest Toyota Dealer can be found on our website at www.toyota.ca or by calling 1-888-TOYOTA-8.

ADDITIONAL ACCESSORIES NOT SHOWN:

- All-Weather Floor Mats
- Brushed Aluminum Dash Kit
- Block Heater
- Cargo Liner*
- Cargo Mat
- First Aid Kit
- Hood Deflector
- Mini Receiver Hitch
- Licence Plate Cover
- Rear Bumper Protector
- Rear Spoiler
- Seat Back Storage
- Seat Covers
- Side Vent Visors
- Security System
- Wheel Locks

*Availability to be determined. See your Toyota Dealer for details.



AN OVERVIEW

How MATRIX HAS CONQUERED INNER SPACE

Your front seat passengers can stretch out and enjoy over 1,062 mm (41.8") of legroom.

For a change, back seat passengers are being treated like passengers instead of collapsible lawn furniture - 1,011 mm (39.8") of headroom and 922 mm (36.3") of legroom.

With an overall height of over 1,540 mm (5'), Matrix has room to spare up front - 1,030 mm (40.6") of head room.

Flip up the rear hatch and you'll discover cargo area tie-downs, shopping bag hooks, cargo area side storage compartments and under cargo area storage. Think of the possibilities.



AN INNERVIEW

4 DIFFERENT WAYS TO LOOK AT MATRIX

With 4 seating configurations, Matrix 2003 holds a lot more than just promise

4 up: With 3.152 cu. m (111.3 cu. ft.) of passenger volume, Matrix can comfortably hold a driver and four passengers.

3 up/1 down: The ideal set-up for driving two passengers who don't travel lightly.

2 up/2 down: When you fold both rear seats down it opens up about 1.506 cu. m (53 cu. ft.) of possibilities.

1 up/3 down: Fold down the front passenger seat and suddenly you can haul things over 2.438 m (8 ft.) long with the tailgate closed.



Rear seat storage bags, not exactly as shown.





YOUR DVD:
how to cut to
the chase and
get to your movie

Where is it written that you have to watch all those time-consuming previews at the beginning of a DVD movie? Until now you didn't have any choice, but here's a 3-step procedure to get right to your movie that works on most DVD players:

1. Open the disc tray and insert your DVD.
2. With your DVD remote in hand, close the tray and continuously push the "stop" button.
3. Once the disc stops spinning and your TV tells you the disc has stopped loading, press the "menu" or "title" button to go straight to the main menu. In so doing you by-pass all the other stuff you don't want to see.

IN A PERFECT WORLD

EVERY TOYOTA COMES WITH TWO PLEDGES...

and they're both standard equipment

No matter which Toyota you choose, you can be sure of two things. It will deliver the utmost in quality, durability and reliability, the foundation of Toyota's reputation for excellence.

You can also rest assured that it will perform with maximum respect for the environment. You see, with every Toyota, we strive not only to meet your expectations, but to exceed them.

Toyota's objective is to make your driving experience better, easier, safer, more convenient, more fun and more environmentally friendly than ever before.

OUR ENVIRONMENT AND TOYOTA'S COMMITMENT:

85% recyclable content and a smog-eating forest

Our sensitive environment is something that none of us can afford to take for granted. That's why every Toyota built in Canada has a recyclable content of at least 85% and meets or exceeds today's most stringent emission standards. All Toyota plants are ISO 14001 certified in order to lessen their environmental impact. Yet we still constantly look for ways to improve. As a result, most of our current lineup including the Echo, Corolla, Avalon and others comply with California's strict low emission standards. And the remarkable Toyota Prius, rated as a Super Ultra Low Emission Vehicle (SULEV),



combines fuel and electrical power plants to redefine standards in fuel economy and energy efficiency. However, our concern for the environment is not limited to our vehicles. Here in Canada, for example, Toyota has partnered with Evergreen to launch the Toyota Evergreen Learning Grounds Program. Worldwide, the results of our commitment to the Toyota Earth Charter can be seen in innovations like Toyota's unique "smog-eating forest". All in all, it's more than you might expect from an automobile manufacturer. It's the least we expect from ourselves.



INNER MATRIX

THE INNER MATRIX / 1

Safety is an integral factor

Besides the emblem on the hood, the style, the versatility and the devotion to detail, there is one other element that makes Matrix a true Toyota: the respect for your safety. That's why every Matrix has dual stage airbags, anchor points for child restraint seats and child protector rear door locks.

Also available as an option is an anti-theft system (standard equipment on XRS). The point is, even when Matrix was only a dream, the most important consideration, your safety, had already been factored in.

At right is a more extensive list of some of the Matrix safety related features:

Safety features:

- Front & rear energy absorbing crumple zones.
- Side-impact door beams.
- Trunk entrapment release.
- ABS (Antilock Braking System) available on FWD XRS & all 4WD.
- Driver & front passenger airbag Supplemental Restraint System (SRS).
- Energy absorbing steering column.
- Front seatbelt pre-tensioners and force-limiters
- 3-point front seatbelts with adjustable seatbelt anchors, driver's Emergency Locking Retractor (ELR) & passenger side Automatic/Emergency Locking Retractor (ALR/ELR).

THE INNER MATRIX / 2

You don't have to be an engineer to be impressed with what makes a Matrix tick

No self-respecting car magazine would be complete without acknowledging the "tour de force", otherwise known as the engine. A lift of the hood reveals yet another Matrix revelation: a newly developed 1.8 litre,



4-cylinder, 130 hp engine that accounts for Matrix's noteworthy responsiveness. XRS owners can look

forward to an imposing 180 hp Matrix adventure. And in keeping with Toyota's long and impressive environmental record, the FWD Base and XR models have earned California ULEV certification (Ultra Low Emission Vehicle).

FWD FEATURE

MATRIX FWD FEATURES 2003

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.

MATRIX FWD	BASE FWD	XR FWD	XRS FWD
INTERIOR:			
• Audio: AM/FM Stereo Compact Disc, 4-Speakers, Roof Mounted Antenna	•	•	•
• Audio: AM/FM CD Cassette, 6-Speakers, Roof Mounted Antenna			•
• Climate Control: Rear Seat Heater Ducts	•		
• Climate Control: Air Conditioning, Clean Air Filter, Rear Seat Heater Ducts		•	•
• Front Seat Type: Bucket Seats	•	•	•
• Driver Seat Adjustments: Recline, Headrest-Vertical	•		
• Driver Seat Adjustments: Recline, Cushion Height, Headrest-Vertical		•	•
• Passenger Seat Adjustments: Fold-Down Seat Back, Recline, Headrest-Vertical	•	•	•
• Rear Seat Type: Rear Bench Seat	•	•	•
• Rear Seat Adjustments: Fold Down Rear Seat (60/40), Headrest-Vertical, Fold-Down Seat Back	•	•	•
• Seats: Fabric Covered Headrests, Fabric Seat Material	•	•	•
• Power Windows w/Driver Side Auto Down	•	•	•
• Power Door Locks		•	•
• Instrumentation: Optitron Electronic Gauges, Tachometer, Water Temperature Gauge, Outside Temperature Gauge, Dual Trip Odometer	•	•	•
• Dual Vanity Mirrors	•	•	•
• Leather Wrapped Steering Wheel		•	•
• Leather Wrapped Shift Knob			•
• Leather Wrapped Shift Knob (Auto Transmission Only)		•	
• Fabric Door Trim	•	•	•
• Driver Footrest	•	•	•
• Fabric Headliner	•	•	•
• Metallic Dash Accents	•	•	•
• Interior Chrome Trim	•	•	•
• 3-Spoke Steering Wheel, Tilt Steering	•	•	•
• Tonneau Cover	•	•	•
• Illuminated Entry		•	•
• Cargo Lamp	•	•	•
• Driver's Seat Rear Seat Back Pocket, Centre Console Box with Armrest	•	•	•
• Carpeting, Carpet Floor Mats	•	•	•
CONVENIENCE:			
• Digital Clock, Front & Rear Cup Holders, Accessory Power Outlets, Cigarette Lighter	•		
• Cruise Control, Digital Clock, Front & Rear Cup Holders, Accessory Power Outlets, Cigarette Lighter		•	•
• Door Map Pockets	•	•	•
• Coat Hooks	•	•	•
• Cargo Area Tie-Down Rings, Shopping Bag Hooks, Cargo Area Side Storage Compartments, Under Cargo Area Storage Compartments	•	•	•
• Keyless Entry		•	•
• Map Lamps		•	•
• 115-Volt Accessory Outlet			•

• - Standard ○ - Optional * See Airbag Notice
Information correct at time of printing. Subject to change without notice.

MATRIX FWD	BASE FWD	XR FWD	XRS FWD
SAFETY:			
• Dual Stage Driver & Passenger Airbag Supplemental Restraint System (SRS)*	•	•	•
• Front Seatbelt Pre-Tensioners & Force Limiters	•	•	•
• All-Position 3-Point Lap & Shoulder Belts	•	•	•
• Adjustable "B" Pillar Shoulder Belt Anchors	•	•	•
• Anchor Points for Child Restraint Seats	•	•	•
• Child Protector Rear Door Locks	•	•	•
• Assist Grips	•	•	•
• Anti-theft System			•
• Remote Fuel Lid Release	•	•	•
• Warnings: Low Engine Oil Level, Low Fuel, Low Washer Fluid, Front Passenger Seatbelt, Door Ajar, Headlamps On	•	•	•
EXTERIOR:			
• 5-Door	•	•	•
• Unique Wheel Covers, Steel Wheels	•		
• 16" Alloy Wheels			•
• 17" Alloy Wheels			•
• Flip-Up Rear Hatch Glass	•	•	•
• Side Window Defoggers	•	•	•
• Electric Rear Window Defroster w/Timer	•	•	•
• Tinted Glass	•	•	•
• Fuel Cap Hanger	•	•	•
• Coloured Bumpers, Chrome Tail Pipe, Front Splash Guards, Rear Splash Guards	•		
• Coloured Bumpers, Chrome Tail Pipe, Coloured Mirrors, Coloured Door Handles, Coloured Side Skirts, Front Splash Guards, Rear Splash Guards			•
• Coloured Bumpers, Chrome Tail Pipe, Coloured Mirrors, Coloured Door Handles, Coloured Full Skirt Package, Front Splash Guards, Rear Splash Guards			•
• Remote Control Mirrors, Dual Exterior Mirrors	•		
• Power Remote Mirrors, Dual Exterior Mirrors		•	•
• Intermittent Wipers, Rear Window Wiper/Washer - Intermittent	•		
• Variable Intermittent Wipers, Rear Window Wiper/Washer - Intermittent		•	•
• Reflector Style, Halogen Headlamps	•	•	•
• Fog Lamps			•
Packages:			
B PACKAGE:			
• 16" Alloy Wheels, Air Conditioning, Clean Air Filter, Power Door Locks, Keyless Entry, Illuminated Entry	○		
Additional Accessories:			
• All-Weather Floor Mats	○	○	○
• Brushed Aluminum Dash Kit	○	○	○
• Block Heater	○	○	○
• Cargo Liner†, Cargo Mat	○	○	○
• Cargo Net	○	○	○
• First Aid Kit	○	○	○
• Hood Deflector	○	○	○
• Mini Receiver Hitch	○	○	○
• Licence Plate Cover	○	○	○
• Rear Bumper Protector	○	○	○
• Rear Spoiler	○	○	○
• Seat Back Storage	○	○	○
• Seat Covers	○	○	○
• Side Vent Visors	○	○	○
• Security System	○	○	○
• Wheel Locks	○	○	○

† Availability to be determined. See your Toyota Dealer for details.

ATTRACTION

MATRIX FWD SPECIFICATIONS 2003

MATRIX FWD	BASE FWD	XR FWD	XRS FWD
MECHANICAL			
Engine	• 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, ULEV ¹ , Heavy Duty Battery, Starter, Alternator & Heater, Stainless Steel Exhaust System	•	•
Compression Ratio	• 10.0:1 • 11.5:1	•	•
Horsepower hp (kW)	• 130 (96.9) @ 6,000 rpm • 180 (134) @ 7,600 rpm	•	•
Torque lb. ft. (N.m)	• 125 (170) @ 4,200 rpm • 130 (176) @ 6,800 rpm	•	•
Suspension	• Front: Independent, MacPherson Gas Struts, Coil Springs, Stabilizer Bar • Rear: Torsion Beam Type, Gas Shock Absorbers, Coil Springs, Stabilizer Bar	•	•
Drivetrain	• Front-Wheel Drive	•	•
Transmission	• 5-Speed, Manual, Overdrive • 4-Speed, Automatic, Overdrive, Lock Up Torque Converter, ECT • 6-Speed, Manual, Close Ratio, Overdrive	○	○
Brakes	• Power Assisted, Front Ventilated Discs, Rear Drums • Power Assisted, ABS (Antilock Braking System), Front Ventilated Discs, Rear Discs	•	•
Steering	• Power Steering, Rack & Pinion	•	•
Tires	• All Season Radials P205/55R16, Compact Spare Tire • Performance Summer Radials P215/50R17, Compact Spare Tire	•	•
DIMENSIONS mm (in.)			
Length	4,350 (171.3)	•	•
Width	1,775 (69.9)	•	•
Height (Unloaded)	1,540 (60.6) 1,550 (61.0)	•	•
Wheelbase	2,600 (102.4)	•	•
Tread	Front: 1,515 (59.6) Rear: 1,495 (58.9) Front: 1,505 (59.3) Rear: 1,485 (58.5)	•	•
Seating Capacity	5	•	•
Ground Clearance	150.5 (5.9) 157.6 (6.2)	•	•
Headroom	Front: 1,030 (40.6) Rear: 1,011 (39.8)	•	•
Legroom	Front: 1,062 (41.8) Rear: 922 (36.3)	•	•
Shoulder Room	Front: 1,352 (53.2) Rear: 1,336 (52.6)	•	•
GROSS VEHICLE WEIGHT kg (lbs.)	1,745 (3,847)	•	•
CURB WEIGHT kg (lbs.)	Manual Base: 1,211 (2,670) XR: 1,220 (2,690) XRS: 1,254 (2,765) Automatic Base: 1,245 (2,745) XR: 1,254 (2,765) XRS: 1,290 (2,845)	•	•
TOWING CAPACITY kg (lbs.)	680 (1,500)	•	•
CARGO CAPACITY m³ (cu. ft.)	0.428 (15.1) Behind Front Seats – Max. Cap. 1.506 (53.2)	•	•
COEFFICIENT OF DRAG cd.	0.321	•	•
TURNING CIRCLE m (ft.)	10.8 (35.4)	•	•
FUEL CAPACITY litres (gal.)	50 (11)	•	•
FUEL CONSUMPTION RATING**	<i>L / 100 km</i> <i>mpg</i>		
City/Highway	Manual 7.7/6.0 37/47 Automatic 8.3/6.5 34/43 Manual 9.3/7.1 30/40 Automatic 9.1/7.2 31/39	•	•

• - Standard ○ - Optional ¹Meets 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. Information correct at time of printing. Subject to change without notice.

ECP™ EXTRA CARE PROTECTION
With Extra Care Protection, your new Toyota has inflation protected coverage from mechanical failures, to road emergencies, and much more. It is the affordable and cost effective way to guarantee your peace of mind and to protect your investment whether you buy or lease. ECP is not a warranty... it's much more! It can provide you and your new Toyota with coverage such as Towing, Emergency Road Service, Rental Assistance, Tire Road Hazard Protection and also includes the 3 first factory recommended lubrication intervals. ECP Plans can cover you on up to 17 major mechanical component groups after the manufacturer's warranty expires. Please consult your Toyota Dealer for further details on this very valuable and affordable option.

TOYOTA EXPERIENCE

The part you can't replace

Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. The satisfaction comes from knowing that highly skilled, Toyota-trained technicians using Toyota Genuine Parts are maintaining your vehicle at truly fair and competitive prices. The reward comes in the form of years of trouble-free driving in a vehicle that will hold its value remarkably well.

TOYOTA FINANCIAL SERVICES TOYOTA CREDIT CANADA INC.

Take advantage of Toyota Credit Lease and Finance Plans. All arrangements can easily be made at your participating Toyota Dealership! Simply ask your salesperson about the complete convenience of Toyota Credit.

TOYOTA GRADUATE PROGRAM

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

 Toyota Canada and its Dealers are proud sponsors of Canadian Special Olympics



4WD FEATURE

MATRIX 4WD FEATURES 2003

Take note:

Airbag Notice – The 2003 Matrix features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a front-end 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.

Seatbelts must be worn at all times by all occupants.

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 Dealer is your best source for up-to-date information.

Canadian vehicles equipped with daytime running lights.

CAA® Pyramid Award – Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 15 times in the last 19 years.

MATRIX 4WD	BASE 4WD	XR 4WD
INTERIOR:		
• Audio: AM/FM Stereo Compact Disc, 4-Speakers, Roof Mounted Antenna	•	•
• Climate Control: Rear Seat Heater Ducts	•	
• Climate Control: Air Conditioning, Clean Air Filter, Rear Seat Heater Ducts		•
• Front Seat Type: Bucket Seats	•	•
• Driver Seat Adjustments: Recline, Headrest-Vertical	•	
• Driver Seat Adjustments: Recline, Cushion Height, Headrest-Vertical		•
• Passenger Seat Adjustments: Fold-Down Seat Back, Recline, Headrest-Vertical	•	•
• Rear Seat Type: Rear Bench Seat	•	•
• Rear Seat Adjustments: Fold Down Rear Seat (60/40), Headrest-Vertical, Fold-Down Seat Back	•	•
• Seats: Fabric Covered Headrests, Fabric Seat Material	•	•
• Power Windows w/Driver Side Auto Down	•	•
• Power Door Locks	•	•
• Instrumentation: Optitron Electronic Gauges, Tachometer, Water Temperature Gauge, Outside Temperature Gauge, Dual Trip Odometer	•	•
• Dual Vanity Mirrors	•	•
• Leather Wrapped Steering Wheel		•
• Leather Wrapped Shift Knob		•
• Fabric Door Trim	•	•
• Driver Footrest	•	•
• Fabric Headliner	•	•
• Metallic Dash Accents	•	•
• Interior Chrome Trim	•	•
• 3-Spoke Steering Wheel, Tilt Steering	•	•
• Tonneau Cover	•	•
• Illuminated Entry	•	•
• Cargo Lamp	•	•
• Driver's Seat Rear Seat Back Pocket, Centre Console Box with Armrest	•	•
• Carpeting, Carpet Floor Mats	•	•
CONVENIENCE:		
• Digital Clock, Front & Rear Cup Holders, Accessory Power Outlets, Cigarette Lighter	•	
• Cruise Control, Digital Clock, Front & Rear Cup Holders, Accessory Power Outlets, Cigarette Lighter		•
• Door Map Pockets	•	•
• Coat Hooks	•	•
• Cargo Area Tie-Down Rings, Shopping Bag Hooks, Cargo Area Side Storage Compartments, Under Cargo Area Storage Compartments	•	•
• Keyless Entry		•
• Map Lamps		•

• - Standard ○ - Optional * See Airbag Notice

Information correct at time of printing. Subject to change without notice.

MATRIX 4WD	BASE 4WD	XR 4WD
SAFETY:		
• Dual Stage Driver & Passenger Airbag Supplemental Restraint System (SRS)*	•	•
• Front Seatbelt Pre-Tensioners & Force Limiters	•	•
• All-Position 3-Point Lap & Shoulder Belts	•	•
• Adjustable "B" Pillar Shoulder Belt Anchors	•	•
• Anchor Points for Child Restraint Seats	•	•
• Child Protector Rear Door Locks	•	•
• Assist Grips	•	•
• Remote Fuel Lid Release	•	•
• Warnings: Low Engine Oil Level, Low Fuel, Low Washer Fluid, Front Passenger Seatbelt, Door Ajar, Headlamps On	•	•
EXTERIOR:		
• 5-Door	•	•
• Unique Wheel Covers, Steel Wheels	•	
• 16" Alloy Wheels		•
• Flip-Up Rear Hatch Glass	•	•
• Side Window Defoggers	•	•
• Electric Rear Window Defroster w/Timer	•	•
• Tinted Glass	•	•
• Fuel Cap Hanger	•	•
• Coloured Bumpers, Chrome Tail Pipe, Front Splash Guards, Rear Splash Guards	•	
• Coloured Bumpers, Chrome Tail Pipe, Coloured Mirrors, Coloured Door Handles, Coloured Side Skirts, Front Splash Guards, Rear Splash Guards		•
• Remote Control Mirrors, Dual Exterior Mirrors	•	
• Power Remote Mirrors, Dual Exterior Mirrors		•
• Intermittent Wipers, Rear Window Wiper/Washer - Intermittent	•	
• Variable Intermittent Wipers, Rear Window Wiper/Washer - Intermittent		•
• Reflector Style, Halogen Headlamps	•	•
Packages:		
B PACKAGE:		
• 16" Alloy Wheels, Air Conditioning, Clean Air Filter, Cruise Control, Colour Mirrors, Power Remote Mirrors, Keyless Entry	○	
Additional Accessories:		
• All-Weather Floor Mats	○	○
• Brushed Aluminum Dash Kit	○	○
• Block Heater	○	○
• Cargo Liner [†] , Cargo Mat	○	○
• Cargo Net	○	○
• First Aid Kit	○	○
• Hood Deflector	○	○
• Mini Receiver Hitch	○	○
• Licence Plate Cover	○	○
• Rear Bumper Protector	○	○
• Rear Spoiler	○	○
• Seat Back Storage	○	○
• Seat Covers	○	○
• Side Vent Visors	○	○
• Security System	○	○
• Wheel Locks	○	○

[†] Availability to be determined. See your Toyota Dealer for details.

ATTRACTION

MATRIX 4WD SPECIFICATIONS 2003

MATRIX 4WD	BASE 4WD	XR 4WD
MECHANICAL		
Engine	• 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, LEV ¹ , Heavy Duty Battery, Starter, Alternator & Heater, Stainless Steel Exhaust System	•
Compression Ratio	• 10.0 : 1	•
Horsepower hp (kW)	• 123 (90) @ 6,000 rpm	•
Torque lb. ft. (N.m)	• 118 (160) @ 4,200 rpm	•
Suspension	• Front: Independent, MacPherson Gas Struts, Coil Springs, Stabilizer Bar • Rear: Independent, Double Wishbone Type, Gas Shock Absorbers, Coil Springs, Stabilizer Bar	•
Drivetrain	• Fully Automatic V-Flex 4WD	•
Transmission	• 4-Speed, Automatic, Overdrive, Lock Up Torque Converter, ECT	•
Brakes	• Power Assisted, ABS (Antilock Braking System), Front Ventilated Discs, Rear Drums	•
Steering	• Power Steering, Rack & Pinion	•
Tires	• All Season Radials P205/55R16, Compact Spare Tire	•
DIMENSIONS		
Length	4,350 (171.3)	•
Width	1,775 (69.9)	•
Height (Unloaded)	1,550 (61.0)	•
Wheelbase	2,600 (102.4)	•
Tread	Front: 1,515 (59.6) Rear: 1,500 (59.1)	•
Seating Capacity	5	•
Ground Clearance	150.5 (5.9)	•
Headroom	Front: 1,030 (40.6) Rear: 1,011 (39.8)	•
Legroom	Front: 1,062 (41.8) Rear: 922 (36.3)	•
Shoulder Room	Front: 1,352 (53.2) Rear: 1,336 (52.6)	•
GROSS VEHICLE WEIGHT	<i>kg (lbs.)</i> 1,785 (3,935)	•
CURB WEIGHT	<i>kg (lbs.)</i> Automatic 1,329 (2,930) 1,340 (2,955)	•
TOWING CAPACITY	<i>kg (lbs.)</i> 680 (1,500)	•
CARGO CAPACITY	<i>m³ (cu. ft.)</i> 0.428 (15.1) Behind Front Seats – Max. Cap. 1,506 (53.2)	•
COEFFICIENT OF DRAG	<i>cd.</i> 0.321	•
TURNING CIRCLE	<i>m (ft.)</i> 10.8 (35.4)	•
FUEL CAPACITY	<i>litres (gal.)</i> 45 (9.9)	•
FUEL CONSUMPTION RATING**	<i>L / 100 km</i> <i>mpg</i>	•
City/Highway	Automatic 9.1/6.9 31/41	•

• - Standard ○ - Optional ¹Meets U.S. Environmental Protection Agency (EPA) and California Air Resources Board (CARB) Low Emission Vehicle (LEV) 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. Information correct at time of printing. Subject to change without notice.

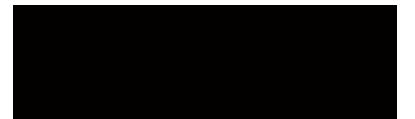
COLOURS 2003



040 Alpine White / Dark Grey Interior



1C8 Titanium Metallic / Dark Grey Interior



209 Black Sand Pearl / Dark Grey Interior



3L5 Radiant Red / Dark Grey Interior



8P4 Indigo Ink Pearl / Dark Grey Interior



8Q5 Cosmic Blue Metallic / Dark Grey Interior



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