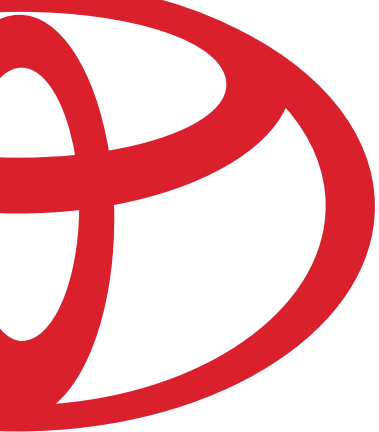




BIG. BOLD. ALL-TERRAIN KING.

sequoia 03



THE THINGS WE CARE ABOUT.

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. And it will perform with maximum respect for the environment. You see, when we build your Toyota, we strive not only to meet your expectations, but to exceed them. Our objective is to make your driving experience better, easier, safer, more convenient, more fun and more environmentally friendly than ever before.

OUR COUNTRY. 🌍 OUR WORLD.

Fuel Efficiency, Low Emissions and Recyclability. These are cornerstones of Toyota's global vision, and we are constantly looking for ways to improve. All of our current vehicle line-up complies with Canada's strict low emissions standards.

And the remarkable Toyota Prius the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)* designation. Prius combines gasoline and electric power plants to redefine standards in fuel economy and energy efficiency.

Toyota is developing and implementing engineering technologies using materials and processes which will contribute to a vehicle recovery rate of at least 95% by 2015. However, our concern for the environment does not stop with our vehicles.

Toyota Canada Inc. shares the environmental commitment demonstrated by all the Toyota production facilities and like them our Head Office has achieved the prestigious "ISO 14001 Certified" designation. 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 every facet of our business. All in all, it's more than you might expect from an automobile

manufacturer, but at Toyota it's the least we expect from ourselves!

*For more details visit www.toyota.ca *California Air Resources Board (CARB).*



EVERYTHING YOU'VE EVER WANTED

Sequoia 2003. The full-size SUV with everything you've ever wanted...

We designed Sequoia to be an all-environment vehicle – from the wilds of the great outdoors to the often treacherous byways of the city and we designed its front and rear suspension systems accordingly. The goal was to achieve peak performance in key areas: handling, comfort and quietness. A smooth and steady ride over rough roads, and sure cruising at highway speeds. Sequoia excels in all of these, taking to a new level the all-important balance between feeling in control and not feeling every bump and pothole. The ride is quiet and smooth, the driving sure and responsive. In today's world of SUV's, you've never felt anything like it.

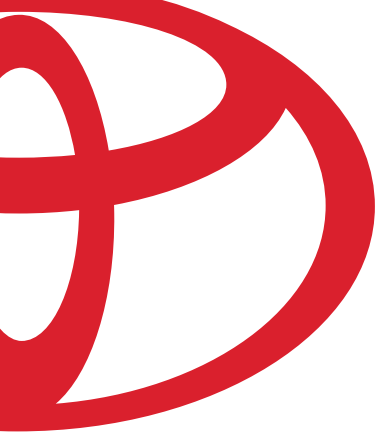
SEQUOIA SR5: (Above left) Sequoia SR5 is full-size and well-equipped with alloy wheels, running boards, 8-passenger seating, privacy glass, a rear liftgate with power window, colour-coordinated fender flares and bumpers, fabric captain chairs, front automatic climate control, cruise control, power windows/door locks, dual heated exterior mirrors and more.

SEQUOIA LIMITED: (Above right) Sequoia Limited is the ultimate Sequoia, fully appointed with all the SR5 standard features plus colour-keyed front and rear bumpers and fender flares, front and rear automatic climate control, heated front leather-trimmed captain chairs with driver's 8-way power adjustment, unique alloy wheels, and a Premium JBL 3-in-1 stereo with 10-speakers.

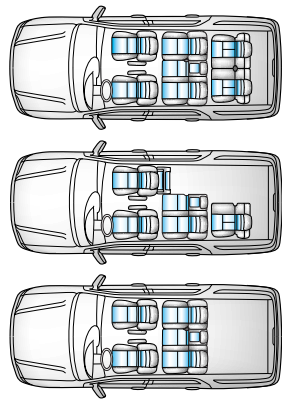
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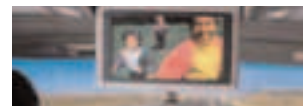
Right from top: With all the seats in place, Sequoia provides spacious, comfortable seating for eight, with plenty of cargo capacity. Remove a couple of seats to accommodate long cargo items like skis, fence posts, yard tools and the children's sports equipment. Remove the third-row rear seats completely to have a flat cargo area with 2.208 m³ capacity that you will probably find at least a thousand and one uses for.



FULL-SIZE ROOM AND COMFORT – SERENITY

You will find it all inside Sequoia. In town or out, you will appreciate the many things that make driving Sequoia such a pleasure. Its seats are accommodating, spacious and supportive. The Limited comes equipped with rich leather trim. Controls and instruments are logically and conveniently arrayed along the sweeping console. New for 2003 is the rear seat DVD entertainment system, perfect for long highway journeys. The centre panel carries the Premium JBL 3-in-1 6-disc in-dash audio system, providing concert-quality sound from 10-speakers in 8 locations placed throughout Sequoia. Stylish metallic trim highlights the Limited's interior, as do the numerous pockets and spaces for holding things and a large centre console that is the height of convenience. Everything speaks to quality, to luxurious understatement, from the fabrics and textures to the choice of colours. Time spent in any other SUV really can't prepare you for the sensory experience of Sequoia.

Preceding page: Sequoia Limited shown in Phantom Grey Pearl.

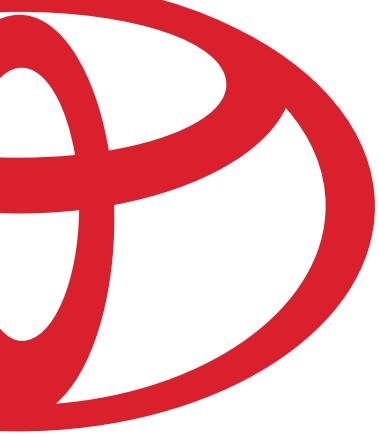


Above top: Sequoia's ergonomically logical cockpit. The A/C system is engineered to have less impact on the environment. Front and rear cabin temperatures can be adjusted in tandem or independently, and with amazing precision. Left: The rear seat DVD entertainment system (standard on Sequoia Limited).



Above top: Sequoia Limited's capacious leather trimmed interior. Above from left: The versatile centre console includes extra large dual cup holders, two 12-volt outlets in front and one in the back, two-level storage space and removable CD tray.

sequoia 03



FAMILY VEHICLE – FAMILY SAFETY THROUGH ENGINEERING

For the road well travelled and the not so well travelled, Sequoia SR5 for 2003 is extremely well equipped. Some of the many standard features included to make your journey more enjoyable are alloy wheels, running boards, 8-passenger seating for all your family and friends, privacy glass helps to protect your valuables, a rear liftgate with a power window, colour-coordinated fender flares and bumpers, comfortable and attractive fabric captain chairs, front automatic climate control for hot days, cruise control to ease a long journey, power windows, door locks and heated power exterior mirrors and much, much more (also available is an SR5 option package). You won't find a safer, better engineered active family vehicle than Sequoia.



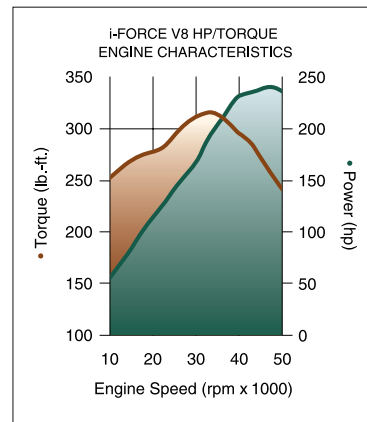
Above: Sequoia SR5 in Black shown with optional equipment.
Opposite page: Sequoia SR5 in Black shown with option package.



sequoia 03



MORE SEQUOIA SAFETY AND ENGINEERING



Above: The powerful 4.7 Litre i-Force V8, delivers 240 horses and plenty of torque. The i-Force V8 is remarkably smooth, quiet and efficient. Its acceleration most impressive. Sequoia Limited and Sequoia SR5 give you the confidence of knowing that you have the power where and when you need it.



Above: In Sequoia, you are in command of highly sophisticated and reliable drivetrain technologies and safety features. Among them is ABS (Antilock Braking System) with Electronic Brake force Distribution (EBD) and Brake Assist, standard on all Sequoias. Under sudden or hard braking conditions, the 4-wheel ABS (Antilock Braking System) uses its sophisticated ABS Actuator to modulate brake pressure to help avoid wheel lockup and maintain steering control. When engaged, the Multi-Mode 4WD provides torque to all four wheels. If traction is reduced at any wheel, Sequoia's advanced Active Traction Control (A-TRAC), a 4-wheel electronic traction control system steps in to transfer torque to the wheels with the most traction. The end result – Sequoia will keep you going on any surface (dry, slippery, wet), on-road or off.



VEHICLE SKID CONTROL (VSC): When situations arise that could present a loss of road traction, it is good to know your Sequoia has Vehicle Skid Control (VSC). This system's computer uses input from wheel-speed sensors, a yaw-rate sensor, a deceleration sensor, a steering wheel angle sensor and a throttle position sensor to regulate individual brake and throttle control to help counteract skidding (understeer) and spinning (oversteer) and help maintain your course.



Near left: Sequoia's standard towing capacity is 2812 kg (6200 lbs.),* providing you plenty of pull for your boat, travel trailer, jet skis, dirt bikes, ATV's – well, you fill in the blanks, Sequoia is ready. A Class III receiver hitch is standard for each model and a sway control device is either required or recommended additional equipment.

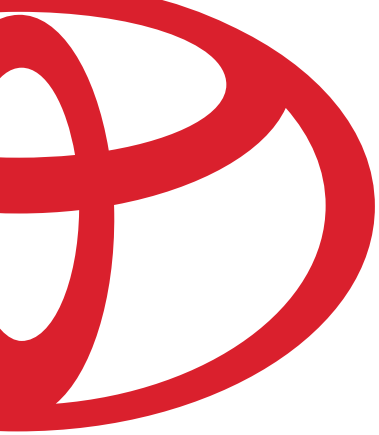
**Note: all figures reflect the weight of the occupants, equipment and cargo.*



Left: The 4.7 Litre 32-valve DOHC i-Force V8 is the driving force behind Sequoia. The i-Force V8 packs a powerful punch: 240 HP and 315 lb. ft. of ground grabbing, trailer pulling torque. An advanced intake system allows the engine to breathe deeper, producing commanding performance and imposing low-end torque. The i-Force V8 also features an Electronic Throttle Control System with intelligence (ETCS-i) which ensures smooth engine power application.

Above top: Sequoia Limited in Black shown with optional equipment.

sequoia 03



EXPECT THE UNEXPECTED

Forging ahead under various conditions the road throws at you means being prepared. Sequoia's structure contributes significantly to its safety. An extensively reinforced floor area is designed to help maintain the integrity of the passenger compartment. Sequoia features specially engineered crumple zones, reinforced A, B and C pillar structures and side-impact door beams. The rugged fully boxed ladder frame reduces vibration, for a quiet interior. Its barrier shield front bumper is carefully designed to avoid riding up over the bumper of a smaller vehicle should a collision occur. A top priority is child safety in every Toyota. Sequoia features floor mounted tether strap anchors and ISO-FIX attaching points for secure Child Restraint System (CRS) installation. For adults, Sequoia features 3-point seatbelts throughout, and headrests in all outboard seating positions as well as second row middle seat and the front seatbelts have pretensioners and force limiters.

SEQUOIA SAFETY FEATURES:

- Front and rear energy-absorbing crumple zones.
- Side-impact door beams.
- Barrier shield front bumper.
- Hood hold down hooks.
- Standard ABS (Antilock Braking System) with Brake Assist and Electronic Brake force Distribution (EBD).
- Standard Vehicle Skid Control (VSC) with Active Traction Control (A-TRAC).*
- Multi-Mode One Touch 4WD.
- Soft energy dispatching interior trim.
- Adjustable front, middle and rear outboard headrests.
- Driver and front passenger side curtain and seat mounted side-impact airbag Supplemental Restraint System (SRS).
- Driver and front passenger seatbelt warning sensor.
- Driver and front passenger airbag Supplemental Restraint System (SRS).
- 3-point seatbelts in all eight seating positions.
- Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractors (A/ELR) on passenger belt.
- Front seatbelt pretensioners with force limiters.
- Child Restraint System (CRS) tether anchors and ISO-FIX seat anchors in middle and rear-row seating positions.
- Child protector rear door locks.

*4-wheel traction control in 4WD only. Rear-wheel traction control in 2WD mode.



Above top: Specially engineered crumple zones, reinforced A, B and C pillar structures and side-impact door beams.



Above: Side curtain airbag system and front seat mounted side-impact airbags (SRS)* Head injuries are one of the most dangerous results of side-impact accidents. The Sequoia is among the very first SUVs to feature side-impact head protection, in the form of side curtain airbags. In the event of a severe side-impact collision, two airbags, located in the overhead roof rail and the side of the front seats, deploy instantaneously, helping protect the driver and front passenger.

*Please see Airbag Notice.

TOYOTA SEQUOIA ACCESSORIES 2003

From that first drive home in your new Sequoia 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 Sequoia in top shape. The location of your nearest Toyota



Left: Sequoia shown with available TOWING HITCH ACCESSORIES.

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
- Block heater
- Cargo liner
- Cargo mat
- Cargo net
- Glass breakage sensor
- Interior bike rack
- Licence plate cover
- Side window vent visors

sequoia 03

SEQUOIA FEATURES 2003

SEQUOIA	SR5 V8	LIMITED V6
INTERIOR:		
• Tachometer, One-Touch 4WD with Indicator	•	•
• Multi-Information Display	•	•
• Outside Temperature Gauge	•	•
• Metallic Instrument Panel Accents		•
• Illuminated Ignition Key	•	•
• Driver & Front Passenger Illuminated Vanity Mirrors		•
• Driver & Front Passenger Vanity Mirrors	•	
• Power Windows with Driver, Front Passenger Auto/Up Down	•	•
• Power Tailgate Window	•	•
• Power Door Locks & Power Tailgate Lock	•	•
• Power Driver & Front Passenger Heated Captain Seats		•
• Driver & Front Passenger Captain Seats	•	
• 60/40 Split Second Seat with Foldable Seatback & Tumble	•	•
• 50/50 Split Removable Third Seat with Foldable Seatback, Tumble & Slide	•	•
• Leather Seat Surfaces, Synthetic Leather Door Trim		•
• Full Fabric Seats, Fabric Door Trim	•	
• Carpeting, Carpet Mats	•	•
• Driver Footrest	•	•
• Leather Wrapped Steering Wheel		•
• AM/FM Cassette CD, 6-Speakers	•	
• JBL AM/FM Cassette CD Changer, 10-Speakers, Rear Audio Controls		•
• Rear Seat DVD Entertainment System		•
• Steering Wheel Audio Controls		•
• Tilt Steering Wheel	•	•
• Front & Rear Automatic Climate Control with Dual Air Conditioning & Clean Air Filter		•
• Front Automatic Climate Control with Air Conditioning & Clean Air Filter	•	
CONVENIENCE:		
• Front & Rear Door Map Pockets, Front Seatback Pockets	•	•
• Digital Clock, Overhead Sunglass Storage	•	•
• Centre & Overhead Console	•	•
• Front & Rear Cup Holders	•	•
• Retained Accessory Power	•	•

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

SEQUOIA	SR5 V8	LIMITED V6
CONVENIENCE: continued:		
• Accessory Power Outlets (12v)	•	•
• Accessory Power Outlet (115v)		•
• Map Lamps, Rear Reading Lamps, Cargo Lamps	•	•
• Keyless Entry	•	•
• Integrated Garage Door Opener	•	•
• Cruise Control	•	•
• Shopping Bag Hooks	•	•
• Cargo Area Tie-Down Rings	•	•
SAFETY:		
• Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	•	•
• Driver & Front Passenger Side & Curtain Airbags	•	•
• Front Seatbelt Pretensioners & Force Limiters	•	•
• Adjustable "B" Pillar Shoulder Belt Anchors	•	•
• All Position 3-Point Lap & Shoulder Belts	•	•
• Anchor Points for Child Restraint Seats	•	•
• Child Protector Rear Door Locks	•	•
• Vehicle Anti-Theft System with Engine Immobilizer	•	•
• Door Ajar, Low Washer Fluid & Low Fuel Warning Indicators	•	•
• Front Tow Hook	•	•
EXTERIOR:		
• Dual Power Remote, Heated, Foldable, Colour-Keyed Mirrors	•	
• Dual Power Remote, Power Folding, Heated, Colour-Keyed Mirrors		•
• Variable Intermittent Wipers	•	•
• Intermittent Rear Window Wiper	•	•
• Privacy Glass	•	•
• Colour-Keyed Fender Flares & Bumpers		•
• Colour-Coordinated Fender Flares & Bumpers	•	
• Colour-Keyed Door Handles	•	•
• Colour-Keyed Rear Spoiler		•
• Running Boards with Rear Splash Guards	•	•
• 16" Aluminum Alloy Wheels & Wheel Locks	•	
• 17" Aluminum Alloy Wheels & Wheel Locks		•
• Power Moonroof, Roof Rack		•
• Halogen Headlamps with Automatic Headlamp Cancel System	•	
• Halogen Headlamps with Automatic Headlamp Control System		•
• Fog Lamps	•	•
• Towing Hitch, 7-Pin Trailer Wire Harness	•	•

SEQUOIA	SR5 V8	LIMITED V6
SEQUOIA SR5 V8 PACKAGE:		
• Dual Air Conditioning, JBL AM/FM Cassette CD, Rear Audio Controls, 10-Speakers, Diversity Antenna, Power Driver & Front Passenger Seats, Power Moonroof, Roof Rack, Auto Dimming Rear View Mirror, Accessory Power Outlet (115v)	○	
Additional Accessories:		
• All-Weather Floor Mats	○	○
• Block Heater	○	○
• Cargo Liner, Cargo Mat, Cargo Net	○	○
• Glass Breakage Sensor	○	○
• Interior Bike Rack	○	○
• Licence Plate Cover	○	○
• Side Window Vent Visors	○	○
• Towing Hitch Accessories	○	○

SEQUOIA SPECIFICATIONS 2003

SEQUOIA	SR5 V8	LIMITED V6
MECHANICAL		
Engine 2UZ-FE	• 4.7 Litre (4664 cc), i-Force V8, DOHC, 32-Valve, Sequential Multiport Electronic Fuel Injection	
Compression Ratio	• 9.6:1	
Horsepower (kW)	• 240 (179) @ 4800 rpm	
Torque (N.m.)	• 315 (427) lb.ft. @ 3400 rpm	
Suspension	• Front: Independent, Double Wishbone, Coil Springs, Stabilizer Bar, Gas-Filled Shock Absorbers • Rear: 5-Link Live Axle with Coil Springs, Stabilizer Bar, Gas-Filled Shock Absorbers • Rear: 5-Link Live Axle with Coil Springs, Stabilizer Bar, Gas-Filled Shock Absorbers with Rear Load Leveling System	
Drivetrain	• Front Engine/Multi-Mode One Touch 4WD with A.D.D. (Automatic Disconnecting Differential)	
Transmission	• 4-Speed Electronically Controlled Overdrive Automatic with Overdrive Cancel Switch	
Brakes	• Power-Assisted 4-Wheel Ventilated Discs • Vehicle Skid Control (VSC) with Active Traction Control (A-TRAC) • ABS (Antilock Braking System) with EBD (Electronic Brake force Distribution) & Brake Assist	
Steering	• Rack & Pinion with Variable Power Assist	
Tires	• All-Season Radials P265/70R16, Full-Size Spare • All-Season Radials P265/65R17, Full-Size Spare	
DIMENSIONS	<i>mm (in.)</i>	
Length	5180 (203.9)	
Width	1980 (78.0)	
Height (Unloaded)	SR5 1870 (73.6) Limited 1925 (75.8) with Roof Rack	
Wheelbase	3000 (118.1)	
Tread	Front: 1675 (65.9)	Rear: 1680 (66.1)
Ground Clearance	270 (10.6)	
Seating Capacity	8	
Headroom	Front: 1045 (41.1)	Middle: 1031 (40.6) Rear: 936 (36.9)
	Front: 1025 (40.4)	Middle: 985 (38.8) Rear: 936 (36.9)
Legroom	Front: 1056 (41.6)	Middle: 984 (38.7) Rear: 758 (29.8)
Shoulder Room	Front: 1578 (62.1)	Middle: 1580 (62.2) Rear: 1547 (60.9)

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

**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.

SEQUOIA	SR5 V8	LIMITED V6
GROSS VEHICLE WEIGHT	<i>kg (lbs.)</i> 2994 (6600)	
CURB WEIGHT	<i>kg (lbs.)</i> 2390 (5270) 2402 (5295)	
TOWING CAPACITY	<i>kg (lbs.)</i> 2812 (6200)	
PAYLOAD	<i>kg (lbs.)</i> 600 (1323) 590 (1300)	
CARGO CAPACITY	<i>m³ (cu. ft.)</i> without rear seat 2.208 (73.6) with rear seat 0.834 (27.8)	
FUEL CAPACITY	<i>litres (gal.)</i> 100 (22.0)	
FUEL CONSUMPTION RATING**	<i>L / 100 km mpg</i> City/Highway 16.8/12.3 17/23	

TAKE NOTE:

***Airbag Notice:** The 2003 Sequoia feature 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 2003 Sequoia features a Side-Impact airbag 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.

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.

SEQUOIA COLOURS:



056 Natural White/
Charcoal^{1/2} Interior



1D6 Silver Sky/
Charcoal^{1/2} Interior



1E3 Phantom Grey Pearl/
Charcoal^{1/2} Interior



202 Black/
Charcoal^{1/2} Interior



6Q7 Imperial Jade Mica/
Charcoal^{1/2} Interior

¹ Charcoal Cloth fabric on SR5

² Charcoal Leather on Limited

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.



CAA® Pyramid Award
Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 16 times in the last 20 years.



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.



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- Flexible terms of up to 60 months
- Convenient, one stop shopping available at all Toyota Dealerships
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- Save time and get pre-approved on-line before you shop
- Check out our competitive rates on-line. *You won't be disappointed!*

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SIENNA



TACOMA



TUNDRA



RAV4



4RUNNER



HIGHLANDER



SEQUOIA



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