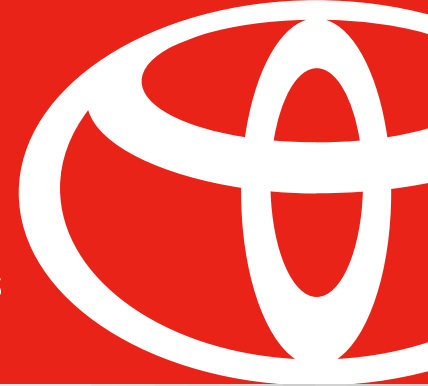
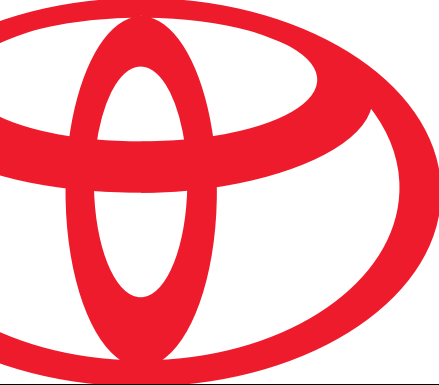


**TOYOTA
TRUCK**
the feeling never ends



2004 Highlander



**TOYOTA
TRUCK**
the feeling never ends

2004 Highlander

What if you could build
a feeling?

You know, like a standard
feature on a vehicle.

Power steering.

ABS brakes.

Love.

And not just build it once,
but mass produce it.

So this feeling could live
inside every car and truck
that was built.

Anyone could have it.

You could have it.

And every time you got
inside your car,

bracing your hands around
the steering wheel,

your mouth curled up.

Your eyes widened.

Your heart skipped a beat.

You felt alive.

That's the Toyota feeling.

Along with the quality,

durability and reliability

you've come to expect.

Because feeling alive isn't

just about love.

It's about having the

freedom to go anywhere

and do anything,

knowing that you're driving

a vehicle you can trust.

So step inside and find

your feeling.

We've built it into our entire

line of cars and trucks.

But be forewarned.

The feeling of driving

a Toyota stays with you

long after you step out

of the driver's seat.

The feeling never ends.

Strong. Refined. Civilized. Newly redesigned with your world in mind, the 2004 Highlander is truly an off-roader, but recognizes that you likely do more on-road, family oriented driving. That's why it's one of the smoothest-riding, easiest-handling SUV's anywhere. The numerous standard and optional Highlander attributes are the latest in comfort and technology. For instance, the MacPherson strut-type front and rear suspension systems feature tuned shock absorbers that contribute to smooth riding, as well as enhanced stability. Highlander's body design incorporates several levels of advanced engineering to help protect you in the event of a collision. The rigid unibody construction and high-strength cabin, combined with side-impact door beams mean that the very structure of the Highlander is a strong first line of defence. All in all, we know you'll find the new 2004 Highlander an experience beyond your expectations.



From left: Highlander 4WD V6 shown in Millennium Silver Metallic, Highlander FWD shown in Bluestone Metallic, and Highlander Limited shown in Sonora Gold Pearl.

Highlander Limited
shown in Sonora Gold
Pearl.

Page 4



True comfort begins within.



There's a thoughtful touch pretty much everywhere in the new 2004 Highlander.

A welcoming place to make yourself at home with two auxiliary power outlets, multiple storage compartments, and cup holders for all. No matter what your vantage point, Highlander just seems to be the right size. Inside, ample passenger and cargo room make for comfortable riding on trips to the wilderness store or to the wilderness itself – with plenty of space to bring the toys along. Highlander's spacious interior allows for easy entry and exit. You wouldn't expect an SUV to be this functional and comfortable.

Settle in. Get cozy.

Options for the new 2004 Highlander*:

- Treat yourself to the unmatched sound quality of the available JBL AM/FM cassette/in-dash, 6-disc CD changer with 8-speakers in 6 locations.
- An optional 3rd row 50/50 split fold-down bench seat, providing 7 passenger seating for all your family and friends.
- Multi-power adjustments are available on the driver's seat.
- Driver and front passenger seats can be purchased with a heating feature for more comfort in cold climates.
- Bring the sun and the stars a little closer with the available moonroof.
- The optional integrated garage door opener provides convenience and that extra feeling of security.

*Not available on all models.



Above: The new 2004 Highlander's optional leather-trimmed interior is accommodating, comfortable and supportive, and is now available with the new 3rd row 50/50 split fold-down bench seat.

Left: Highlander is equipped with safety features such as driver and front passenger airbags (SRS), optional front seat mounted side airbags (SRS) and front and rear head/side curtain airbags (SRS), as well as providing ample cargo room.

Above: 2004 Highlander Limited's sweeping dash and centre panel allow easy operation of controls and let you see vital information at a glance. The super efficient air conditioning system lets you ride in comfort in every kind of weather. Highlander's available automatic climate control system features a special outside temperature sensor. The interior climate subtly adjusts to maintain your preferred setting.

Sophisticated and practical – advanced technology at its most comfortable.

Sophisticated and practical, the new 2004 Highlander has an incredibly smooth-running 2.4 Litre, 4-cylinder, DOHC, 16-valve, VVT-i engine with Sequential Multiport Electronic Fuel Injection.

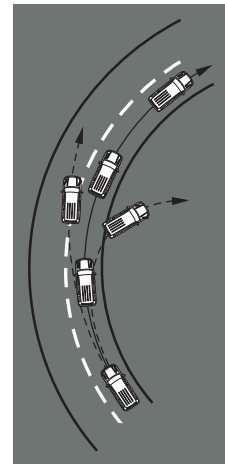


The 4-speed, electronically controlled overdrive automatic transmission maximizes performance and fuel economy. Highlander's front and rear suspension systems are MacPherson strut-type that feature tuned shock absorbers. The front shocks have built-in linear control valves and rebound springs that contribute to smooth riding over all kinds of road surfaces, as well as enhanced stability in cornering. The front struts, along with Highlander's rack and pinion steering, help provide excellent maneuverability and handling. The dual-link MacPherson rear suspension helps optimize stability and ride control. Other standard Highlander attributes include air conditioning, cruise control, keyless entry with

an engine immobilizer, an automatic headlamp cancel system, front and rear splash guards, privacy glass and a roof rack. *Highlander is a great fit. Try one on.*

VEHICLE STABILITY CONTROL:

When situations arise that could present a loss of control, it's good to know your Highlander has Vehicle Stability Control (VSC) plus Traction Control (TRAC). This advanced safety system uses the vehicle's computer and several sensors to regulate individual brake and throttle control to help counteract skidding (understeer) and spinning (oversteer) and help you maintain your course. In addition, Antilock Braking System (ABS) with Electronic Brake force Distribution (EBD) and Brake Assist is also standard equipment. EBD ensures that the distribution of brake force between the front and rear wheels is electronically regulated for optimum performance under various driving conditions.



VSC COMPONENTS: On-Board Computer, Wheel Speed Sensors, Yaw-Rate Sensors, Deceleration Sensor, Steering Wheel Angle Sensor and Throttle Position Sensor.



Left: Highlander's MacPherson strut-type front and rear suspension system.



Quiet strength. The sure, smooth power of the advanced VVT-i engine whenever and wherever you need it (the 160 hp, 4-cylinder,

or the available 230 hp, V6) – ideal for passing on the highway or negotiating a semi-paved road in the country. Engineered to be lightweight yet potent, quiet and efficient, this remarkable engine also produces very low exhaust emissions thanks to its sophisticated emission control system. Highlander 4WD V6 features a full-time 4WD system that provides driving force to all four wheels at all times in normal driving conditions. Over rough, sandy or wet roads, where traction is variable or unsure, the system works to transfer power efficiently and effortlessly when one wheel starts to slip; pumping power to the other wheels, the full-time 4WD helps achieve optimum control over a variety of road conditions.



HIGHLANDER SAFETY FEATURES:

- Driver and front passenger airbag Supplemental Restraint System (SRS).
- Front seat mounted side airbag Supplemental Restraint System (SRS) (Limited model only).
- Front and rear head/side curtain airbag Supplemental Restraint System (SRS) (Limited model only).
- Standard Antilock Braking System (ABS) with Brake Assist and Electronic Brake force Distribution (EBD).
- Vehicle Stability Control (VSC) with Traction Control (TRAC).
- Full-Time 4WD (4WD models only).
- Driver and front passenger seatbelt warning system.
- 3-point seatbelts in all seating positions.
- Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractors (A/ELR) on passenger belts.
- Front seatbelt pretensioners with force limiters.
- Child Restraint System (CRS) ISO-FIX anchor brackets and four lower anchor points, located behind the seat cushion of the rear seat. (2nd row bench seat on the 4WD V6 7 passenger).
- Child protector rear door locks.
- Front and rear energy-absorbing crumple zones.
- Soft energy-absorbing interior trim.
- Side-impact door beams.
- Tire pressure monitoring system.



ADVANCED TECHNOLOGY: Advanced technology gets a very human face in the systems designed to help protect you and those you care for. Driver and front passenger airbags and driver and front passenger pretensioners and force limiters are standard equipment, as are 3-point seatbelts in all seating positions. We also make child safety a top priority. Two Child Restraint System (CRS) ISO-FIX anchor brackets and four lower anchor points, located behind the seat cushion of the rear seat, (2nd row bench seat on 4WD V6 7 passenger) provide secure CRS installation.

Dress it up. Drive it out.

Side window visors



Hood deflector



Side-step bars



Explore your options. If you really want to make a new Toyota Highlander into “your new Toyota Highlander” then check out the Toyota Accessories available for your model that will personalize it for you. And whether you choose to enhance the look, the functionality or both, your Toyota Dealer will be happy to help you select the accessories that are right for you. To find the Toyota Dealer nearest you go to www.toyota.ca or call 1-888-TOYOTA-8.

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

- All-season floor mats • Block heater • Cargo liner • Cargo mat • Cargo net • Dash accent kit • Exhaust system
- Fender flares • Front-end hood mask • Glass breakage sensor • Interior bike rack • Licence plate cover • Rear spoiler
- Rear obstacle sensing system • Running boards • Security system • Truck tent • Towing accessories

* See your Toyota Dealer for availability



Highlander all dressed up with a hood deflector, side-step bars and side window visors.

Highlander colours:



1C0
Millennium Silver Metallic
Charcoal^{1/2} Interior



202
Black
Charcoal^{1/2} Interior



3Q3
Salsa Red Pearl
Ivory^{3/4} Interior



4R3
Sonora Gold Pearl
Ivory^{3/4} Interior



8N6
Bluestone Metallic
Charcoal^{1/2} Interior



8P4
Indigo Ink
Charcoal^{1/2} Interior

¹ Charcoal Fabric

² Charcoal Leather available on 4WD V6 models

³ Ivory Fabric

⁴ Ivory Leather available on 4WD V6 models

2004 Highlander Features and Specifications ☆

HIGHLANDER	FWD	4WD V6	4WD V6 (7-SEATS)
INTERIOR:			
• Tachometer, Dual Trip Odometer	●	●	●
• Map Lamps, Glove Box Lamp & Cargo Lamp	●	●	●
• Door Courtesy Lamps	●	●	●
• Metallic Instrument Panel Accents, Front Centre Console Box	●	●	●
• Illuminated Entry/Illuminated Ignition Key	●	●	●
• Driver & Front Passenger Vanity Mirrors	●	●	●
• Driver & Front Passenger Captain Chairs	●	●	●
• Driver & Front Passenger Seat Adjustments: Recline, Slide, Headrest-Vertical, Foldable Armrests	●	●	●
• Full Fabric Seats, Fabric Door Trim, Fabric Head Liner	●	●	●
• 60/40 Split Rear Seat w/Recline & Slide, Foldable Seat Back, Fold-Down Centre Armrest	●	●	
• 60/40 Split 2nd Row Bench Seat w/Recline & Slide, Foldable Seat Back, Fold-Down Centre Armrest			●
• 50/50 Split 3rd Row Bench Seat w/Fold-Down Seat Back			●
• Power Door Locks & Windows	●	●	●
• Power Rear Liftgate Lock	●	●	●
• Carpeting, Carpet Mats	●	●	●
• Tonneau Cover	●	●	●
• Tilt Steering Wheel	●	●	●
• AM/FM Cassette CD, 6-Speakers	●	●	●
• Air Conditioning, Clean Air Filter, Rear Seat Heater Ducts	●	●	●
• Cargo Area Tie-Down Rings	●	●	●

● - Standard ○ - Optional

*Airbag Notice: The 2004 Highlander 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. The 2004 Highlander Limited also features a front seat mounted side airbag Supplemental Restraint System (SRS) and a front and rear head/side curtain airbag Supplemental Restraint System (SRS) which activate only in a side-impact collision of sufficient magnitude to inflate the bags. Seatbelts must be worn at all times by all occupants.

HIGHLANDER	FWD	4WD V6	4WD V6 (7-SEATS)
CONVENIENCE:			
• Door & Seat Back Map Pockets	●	●	●
• Overhead Sunglass Storage	●	●	●
• Front & Rear Cup Holders	●	●	●
• Accessory Power Outlets	●	●	●
• Keyless Entry	●	●	●
• Cruise Control	●	●	●
• Digital Clock	●	●	●
• Assist Grips	●	●	●
SAFETY:			
• Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	●	●	●
• Driver & Front Passenger Seatbelt Pretensioners/Force Limiters	●	●	●
• Adjustable "B" Pillar Shoulder Belt Anchors	●	●	●
• 3-Point Lap & Shoulder Belts	●	●	●
• Engine Immobilizer	●	●	●
• Front Tow Hooks	●	●	●
• Anchor Points for Child Restraint Seats	●	●	●
• Child Protector Rear Door Locks	●	●	●
• Door Ajar, Low Fuel & Washer Fluid Warnings	●	●	●
• Tire Pressure Monitoring System	●	●	●
EXTERIOR:			
• Automatic Headlamp Cancel System	●	●	●
• Front & Rear Splash Guards	●	●	●
• Variable Intermittent Wipers	●	●	●
• Rear Window Wiper & Washer	●	●	●
• Privacy Glass	●	●	●
• Colour-Keyed Power Heated Mirrors, Windshield Wiper De-Icer	●	●	●
• Colour-Keyed Bodyside Moulding, Door Handles & Bumpers	●	●	●
• Colour-Keyed Front Grille & Valance	●	●	●
• Styled Steel Wheels	●	●	●
• Roof Rack	●	●	●

HIGHLANDER	FWD	4WD V6	4WD V6 (7-SEATS)
PACKAGES:			
"B" PACKAGE:			
• Leather Seating Surfaces, Synthetic Leather Door Trim, Leather-Wrapped Steering Wheel, Leather-Wrapped Shifter, Power Driver Seat, Driver & Front Passenger Heated Seats, Driver & Front Passenger Headrest Tilt Adjustment, Alloy Wheels, Wheel Locks		○	○
LIMITED PACKAGE:			
• P225/65R17 All-Season Radials, 17" Alloy Wheels, Wheel Locks, Rear Spoiler, Fog Lamps, Leather Seating Surfaces, Synthetic Leather Door Trim, Driver & Front Passenger Heated Power Seats, Driver & Front Passenger Headrest Tilt Adjustment, Simulated Woodgrain Interior Trim, Illuminated Vanity Mirrors, Electrochromic Rear View Mirror, Integrated Garage Door Opener, Automatic Climate Control, Rear Auxiliary Heater, Outside Temperature Gauge, Leather-Wrapped Steering Wheel, Leather-Wrapped Shifter, Multi-Information Display, Theft Deterrent System with Alarm, JBL AM/FM Cassette CD Changer, 8-Speakers, Diversity Antenna, Steering Wheel Audio Controls, Power Moonroof, Automatic Headlamp Control System, Front Seat Mounted Side Airbags, Front & Rear Head/Side Curtain Airbags			○
ACCESSORIES:			
• All-Season Floor Mats			
• Block Heater			
• Cargo Liner			
• Cargo Mat, Cargo Net			
• Dash Accent Kit			
• Exhaust System			
• Fender Flares			
• Front-End Hood Mask			
• Glass Breakage Sensor			
• Hood Deflector			
• Interior Bike Rack			
• Licence Plate Cover			
• Rear Spoiler			
• Rear Obstacle Sensing System			
• Running Boards			
• Security System			
• Side-Step Bars			
• Side Window Visors			
• Truck Tent			
• Towing Accessories			

Accessories: See your Toyota Dealer for availability.

HIGHLANDER	FWD	4WD V6	4WD V6 (7-SEATS)
MECHANICAL			
Engine 2AZ-FE	●		
3MZ-FE		●	●
• 2.4 Litre, 4-Cylinder, DOHC, 16-Valve, VVT-i, Sequential Multiport Electronic Fuel Injection, ULEV ¹			
• 3.3 Litre, V6, DOHC, 24-Valve, VVT-i, Sequential Multiport Electronic Fuel Injection, ULEV ¹			
Compression Ratio	●		
• 9.6:1		●	●
• 10.8:1			
Horsepower (kW)	●		
• 160 (115) @ 5700 rpm		●	●
• 230 (172) @ 5600 rpm			
Torque (N.m.)	●		
• 163 (221) @ 4000 rpm		●	●
• 242 (328) @ 3600 rpm			
Suspension	●	●	●
• MacPherson Strut with Anti-Vibration Subframe, Coil Springs with Gas-Filled Shock Absorbers & Stabilizer Bar			
Drivetrain	●		
• Front Engine/Front Wheel Drive		●	●
• Front Engine/Full-Time 4WD			
Transmission	●		
• 4-Speed Automatic, Overdrive Cancel Switch. Lock-Up Torque Converter, Transmission Cooler, ECT		●	●
• 5-Speed Automatic, Overdrive Cancel Switch. Lock-Up Torque Converter, Transmission Cooler, ECT			
Brakes	●	●	●
• Power-Assisted 4-Wheel Discs		●	●
• Vehicle Stability Control (VSC) w/Traction Control (TRAC)		●	●
• Antilock Braking System (ABS) w/Electronic Brake force Distribution (EBD) & Brake Assist		●	●
Steering	●	●	●
• Rack & Pinion with Variable Power Assist			
Tires	●	●	○
• All-Season Radials P225/70R16, Full-Size Spare			
• All-Season Radials P225/65R17, Full-Size Spare			
DIMENSIONS			
Length	4685 (184.4)	●	●
Width	1825 (71.8)	●	●
Height (Unloaded)	1735 (68.3) w/Roof Rack	●	
	1745 (68.7) w/Roof Rack		●
Wheelbase	2715 (106.8)	●	●
Tread	Front: 1580 (62.2)		
	Rear: 1565 (61.6)	●	
	Front: 1575 (62.0)		●
	Rear: 1555 (61.2)		●
Seating Capacity	5	●	●
	7		●
Ground Clearance	175 (6.9)	●	
	185 (7.3)		●
Headroom	Front: 1017 (40.0)	●	
	Rear: 1012 (39.8)	●	
	Front: 1017 (40.0)		●
	2nd: 1012 (39.8)		●
	Front: 980 (38.5)		○
	2nd: 988 (38.9)		○
	3rd: 820 (32.3)		○
	3rd: 820 (32.3) w/Moonroof		○
Legroom	Front: 1035 (40.7)	●	
	Rear: 925 (36.4)	●	
	Front: 1035 (40.7)		●
	2nd: 925 (36.4)		●
	3rd: 767 (30.2)		●
Shoulder Room	Front: 1470 (57.8)	●	
	Rear: 1448 (57.0)	●	
	Front: 1470 (57.8)		●
	2nd: 1448 (57.0)		●
	3rd: 1351 (53.2)		●

● - Standard ○ - Optional

¹Meets Environment Canada and U.S. Environmental Protection Agency (EPA) and California Air Resources Board (CARB) Ultra Low Emission Vehicle (ULEV) standards.

** These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

HIGHLANDER	FWD	4WD V6	4WD V6 (7-SEATS)
GROSS VEHICLE WEIGHT			
	2260 (4983)	●	●
CURB WEIGHT			
	1580 (3485)	●	
	1760 (3880)		●
	1785 (3935)		●
TOWING CAPACITY			
	680 (1500)	●	
	1587 (3500)		●
PAYLOAD			
	680 (1500)	●	
	501 (1105)		●
	476 (1050)		●
CARGO CAPACITY			
	2.304 (81.4)	●	●
	1.124 (39.7)	●	●
	0.297 (10.5)		●
FUEL CAPACITY			
	75 (16.5)	●	●
FUEL CONSUMPTION RATING**			
	L / 100 km	mpg	
City/Highway	10.6/7.9	27/36	●
	12.7/9.0	22/31	●

*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.

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.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more.

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



TOYOTA EXPERIENCE The part you can't replace

dedicated to making the experience of owning a Toyota both satisfying and rewarding. Our highly skilled, Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving.

"That new Toyota feeling - we help you keep it."



TOYOTA FINANCIAL SERVICES If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



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CAA® Pyramid Award

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



Our country. Our world.

Your Toyota comes with the utmost in quality, durability, reliability and maximum respect for the environment.

That's because our objective is to make your driving experience better, safer, more convenient, more fun and more environmentally considerate than ever before.

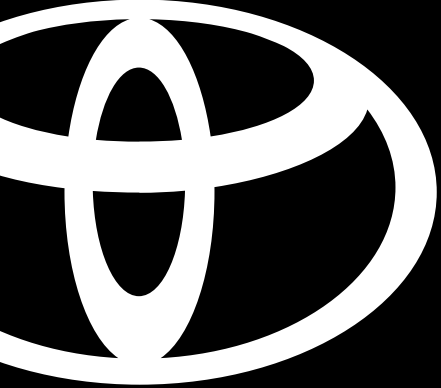
Fuel Efficiency, Low Emissions and Recyclability – the cornerstones of Toyota's global vision. That's why all of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable

Toyota Prius, by combining gas and electric power plants, has redefined standards in fuel economy and energy efficiency. Prius is the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)^{***} designation. Presently, Toyota is developing technologies that will lead to a vehicle recovery

rate of at least 95% by 2015. Like our production facilities, Toyota Canada Inc.'s head office shares these environmental concerns and has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the "Toyota Evergreen Learning Grounds Program" and implemented the Toyota Earth Charter in every facet of our business. It's more than you might expect from an automobile manufacturer, but it's the least we expect from ourselves.



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



Highlander. Let yourself go.

By now you've found your feeling.

So what now?

It's simple.

Just give us a call or go to our website.

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

We put a lot of pride and hard work into making these vehicles great.

The only thing missing is you.

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