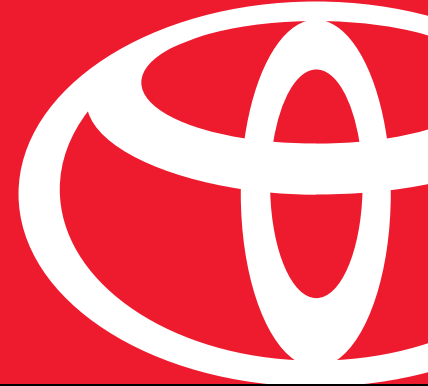
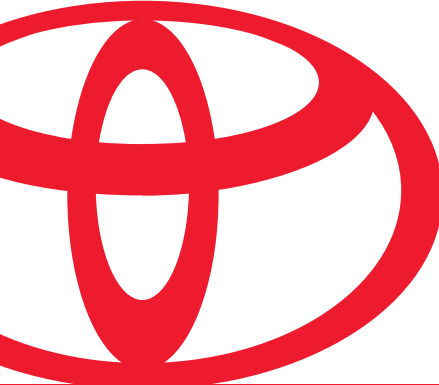


**TOYOTA**  
the feeling never ends



*2004 Matrix*



**TOYOTA**  
the feeling never ends

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.*



## 2004 Matrix

**Matrix** (*may'triks*) **n.** *That in which anything originates, develops, takes shape, or is contained.*  
A very appropriate definition of the exciting 2004 Toyota Matrix, designed to be many different things for many different Canadians. There's a choice of engines, three different transmissions and a revolutionary 4-wheel drive system. And there are enough seating and cargo configurations to handle just about any transporting assignment you care to throw its way. Versatility, you see, could well be another word for Matrix. So fasten your seatbelt.  
*The 2004 Matrix will take you for quite a ride.*

From left: Matrix XR in Radiant Red, Matrix XRS in Titanium Metallic and Matrix in Cosmic Blue Metallic.

Matrix XRS shown  
in Titanium Metallic.







## *The art of being seen and noted.*

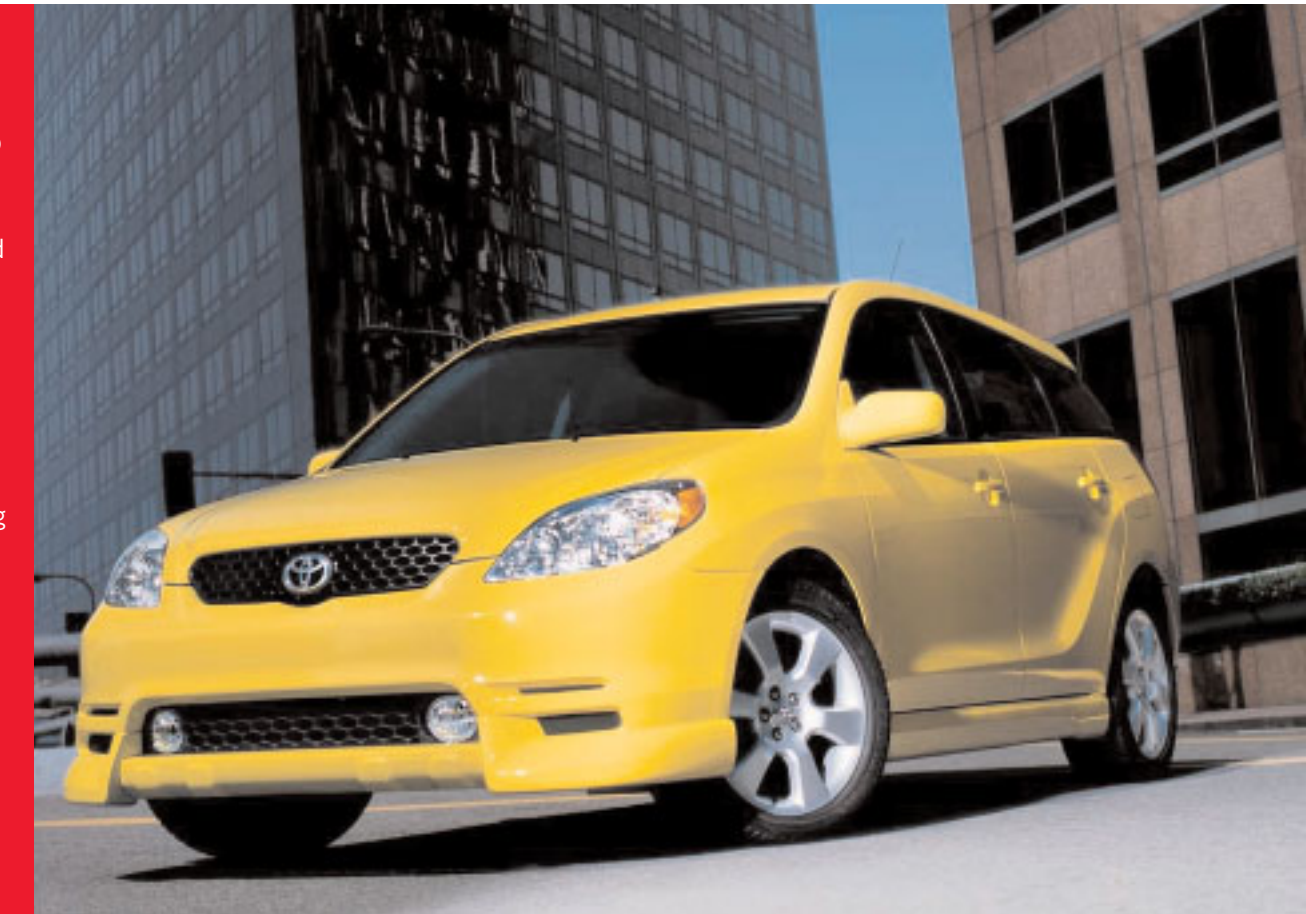
The XRS lets you know right from the get-go that it means business. With its high performance 1.8 Litre, 4-cylinder, 180 hp engine, Matrix XRS doesn't waste any time asserting itself.

Equally admirable are 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 a 6-speed manual transmission. Handling is a dream. Tight, quiet and very responsive. The overall impression: one great-looking, beautifully-appointed 5-door that drives as good as it looks.



Above right: Think of the XRS as the ultimate Matrix – shown in Super Yellow.

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



## How do you spell “versatile”?



Your first reaction when you slide behind the wheel of the Matrix XR is that it has a personality all its own. The very responsive 1.8 Litre, 4-cylinder, in-line engine that nets out at 130 hp is another pleasant surprise. And it is definitely worth mentioning that the XR is available in front or four-



wheel drive. Space and comfort are obviously high priorities as well in the XR. Features abound like the height-adjustable driver's seat, A/C, cruise control,

keyless entry and the futuristic, beautifully thought-out dash with metallic accents – very much in keeping with XR's lines. The overall impression: if you're looking for versatility, look no further.







## *Functionality has never looked better.*

As you might expect, all the defining qualities of the Matrix line are here, front and centre: there is comfort, ease of handling, loads of space and of course, Matrix's trademark functionality. Truly surprising is the number of standard features: 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 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. The overall impression: finally, the "fun" is back in "functional".



Above from left: A tonneau cover to protect your cargo from prying eyes. Detail of the metallic dash accents. Detail of the Matrix centre console and gear shift – putting "fun" back in "functional". And a secret storage compartment to keep your valuables out of sight. Facing page: Matrix shown in Radiant Red.

# Inner space.

With 4 seating configurations, Matrix 2004 holds a lot more than just promise.



#### 4 SEATS UP:

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

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



#### 3 SEATS UP/1 SEAT DOWN:

The ideal set-up for driving two passengers who don't travel lightly.

Note: Front seat passengers can stretch out and enjoy over 1,062 mm (41.8") of legroom.

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



#### 2 SEATS UP/2 SEATS DOWN:

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

Note: Flip up the rear hatch and you'll discover cargo area tie-downs, cargo area side storage compartments and under cargo area storage.



#### 1 SEAT UP/3 SEATS DOWN:

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

Note: Think of the possibilities.



# Inner Matrix.



A lift of the hood unveils yet another Matrix revelation: the 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).



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). At right is a more extensive list of some of the

Matrix's safety-related features.

#### MATRIX SAFETY FEATURES:

- Front & rear energy-absorbing crumple zones.
- Side-impact door beams.
- Trunk entrapment release.
- ABS (Antilock Braking System) on XRS FWD & all 4WD (optional on XR FWD).
- 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).



# Matrix customization.

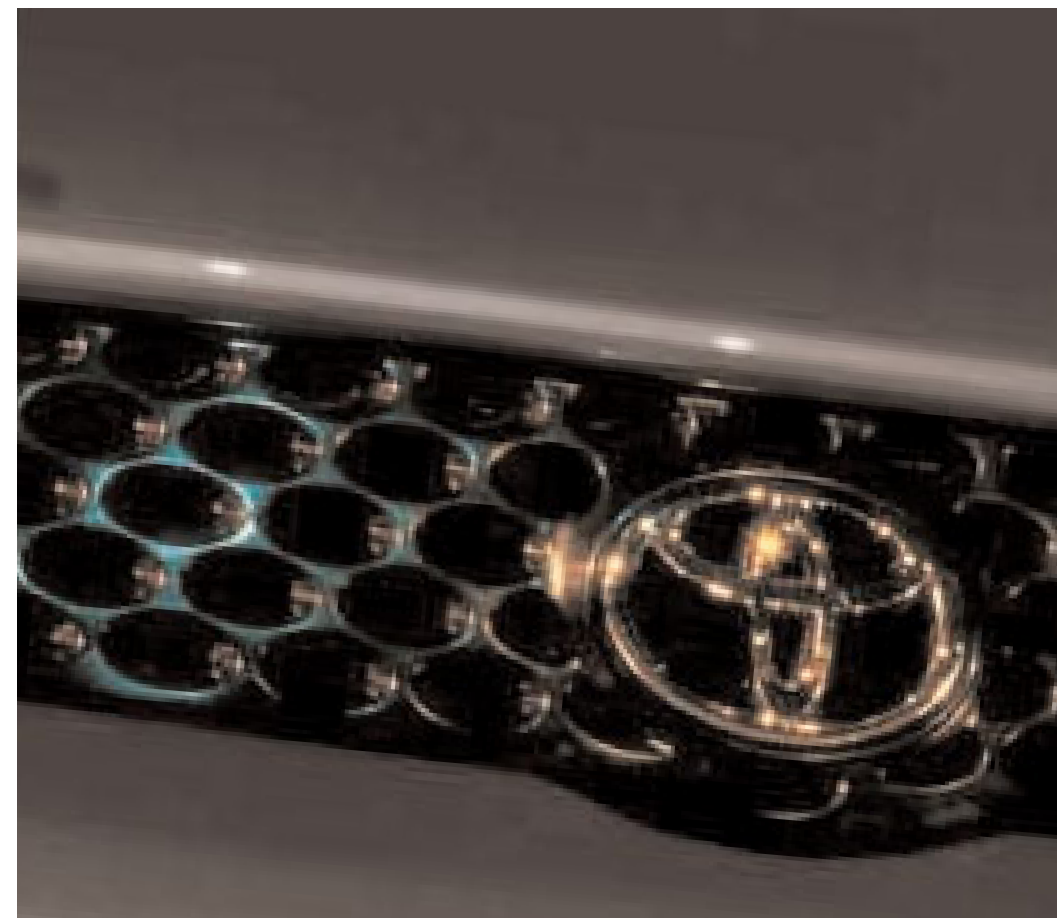
We're just as proud of your new Toyota Matrix as you are. That's why every Toyota Dealership is committed to making sure your feeling never ends. So you can rest assured knowing that we're ready to answer questions, help select Genuine Toyota Parts & Accessories, and keep your Matrix in top shape. To find the Toyota Dealer nearest you, go to [www.toyota.ca](http://www.toyota.ca) or call 1-888-TOYOTA-8.



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

- All-season floor mats • Block heater • Body kit
- "Borla" Stainless steel exhaust system
- "Borla" Stainless steel exhaust tip • Cargo liner
- Cargo mat • Cruise control • Front-end mask
- Hood deflector • Licence plate cover • Rear bumper protector
- Rear spoiler • Seat covers • Security system
- Side window visors • Subwoofer
- Towing hitch with bike & ski adaptors • Wheel locks

# Matrix colours:



Dark Grey Fabric on all models.



040  
Alpine White



1C8  
Titanium Metallic



1E3  
Phantom Grey Pearl



209  
Black Sand Pearl



3L5  
Radiant Red



576  
Super Yellow



8P4  
Indigo Ink



8Q5  
Cosmic Blue Metallic



# 2004 Matrix Features and Specifications<sup>☆</sup>

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
<b>INTERIOR:</b>					
• 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: 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 (Auto Transmission Only)		•			
• Leather-Wrapped Shift Knob			•		•
• Fabric Door Trim	•	•	•	•	•
• Driver Footrest	•	•	•	•	•
• Fabric Headliner	•	•	•	•	•
• Metallic Dash Accents	•	•	•	•	•
• Interior Chrome Trim	•	•	•	•	•
• 3-Spoke Tilt Steering Wheel	•	•	•	•	•
• Tonneau Cover	•	•	•	•	•
• Driver's Seat Rear Seat Back Pocket, Centre Console Box w/Armrest	•	•	•	•	•
• Illuminated Entry		•	•	•	•
• Cargo Lamp	•	•	•	•	•
• Carpeting, Carpet Floor Mats	•	•	•	•	•

• - Standard ○ - Optional

\*Airbag Notice: The 2004 Matrix features 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. Seatbelts must be worn at all times by all occupants.

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
<b>CONVENIENCE:</b>					
• Digital Clock, Front & Rear Cup Holders, Accessory Power Outlets	•	•	•	•	•
• Accessory Outlet (115V)			•		
• Cruise Control		•	•	•	•
• Door Map Pockets	•	•	•	•	•
• Coat Hooks	•	•	•	•	•
• Cargo Area Tie-Down Rings, Cargo Area Side Storage Compartments, Under Cargo Area Storage Compartments	•	•	•	•	•
• Keyless Entry w/Hatch Release		•	•	•	•
• Map Lamps		•	•		•
<b>SAFETY:</b>					
• 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	•	•	•	•	•
<b>EXTERIOR:</b>					
• 5-Door Wagon	•	•	•	•	•
• Unique Wheel Covers, Steel Wheels	•			•	
• 16" Aluminum Alloy Wheels		•			•
• 17" Aluminum 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 & Rear Splash Guards	•			•	
• Coloured Bumpers, Mirrors, Door Handles & Side Skirts, Chrome Tail Pipe, Front & Rear Splash Guards		•			•
• Coloured Bumpers, Mirrors, Door Handles & Full Skirt Package; Chrome Tail Pipe, Front & Rear Splash Guards			•		
• Dual Remote-Control Mirrors	•			•	
• Dual Power Remote-Control Mirrors		•	•		•
• Intermittent Wipers, Rear Window Wiper/Washer - Intermittent	•			•	

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
<b>EXTERIOR (continued):</b>					
• Variable Intermittent Wipers, Rear Window Wiper/Washer - Intermittent		•	•		•
• Reflector-Style Halogen Headlamps	•	•	•	•	•
• Fog Lamps			•		
<b>PACKAGES:</b>					
<b>BASE FWD "B" PACKAGE:</b>					
• 16" Aluminum Alloy Wheels, Air Conditioning, Clean Air Filter, Power Door Locks, Keyless Entry, Illuminated Entry	○				
<b>XR FWD "B" PACKAGE:</b>					
• P215/50R17 All-Season Tires, 17" Aluminum Alloy Wheels, Antilock Braking System (ABS), Power Moonroof, Fog Lamps		○			
<b>XRS FWD "B" PACKAGE:</b>					
• In-Dash 6-Disc CD Changer, Power Moonroof			○		
<b>XR 4WD "B" PACKAGE:</b>					
• Power Moonroof, Coloured Full Skirt Package, Fog Lamps					○
<b>ACCESSORIES:</b>					
• All-Season Floor Mats					
• Block Heater					
• Body Kit					
• "Borla" Stainless Steel Exhaust System					
• "Borla" Stainless Steel Exhaust Tip					
• Cargo Liner, Cargo Mat					
• Cruise Control					
• Front-End Mask					
• Hood Deflector					
• Licence Plate Cover					
• Rear Bumper Protector					
• Rear Spoiler					
• Seat Covers					
• Security System					
• Side Window Visors					
• Subwoofer					
• Towing Hitch w/Bike & Ski Adapters					
• Wheel Locks					

Accessories: See your Toyota Dealer for availability.

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

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
<b>MECHANICAL</b>					
<b>Engine</b>	• 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, ULEV <sup>†</sup> , Stainless Steel Exhaust System	•	•		
	• 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with Lift & intelligence (VVT-i) <sup>††</sup> , Sequential Multiport Electronic Fuel Injection, Stainless Steel Exhaust System			•	
	• 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, LEV <sup>†</sup> , Stainless Steel Exhaust System				•
<b>Compression Ratio</b>	• 10.0:1 • 11.5:1	•	•	•	•
<b>Horsepower (kW)</b>	• 123 (90.0) @ 6000 rpm • 130 (96.9) @ 6000 rpm • 180 (134) @ 7600 rpm	•	•	•	•
<b>Torque (N.m.)</b>	• 118 (160) @ 4200 rpm • 125 (170) @ 4200 rpm • 130 (176) @ 6800 rpm	•	•	•	•
<b>Suspension</b>	• <b>Front:</b> Independent, MacPherson Gas Struts, Coil Springs, Stabilizer Bar • <b>Rear:</b> Torsion Beam Type, Gas Shock Absorbers, Coil Springs, Stabilizer Bar • <b>Rear:</b> Independent, Double Wishbone Type, Gas Shock Absorbers, Coil Springs, Stabilizer Bar	•	•	•	•
<b>Drivetrain</b>	• Front Wheel Drive • Fully Automatic V-Flex 4WD	•	•		•
<b>Transmission</b>	• 5-Speed, Manual Overdrive • 4-Speed, Automatic, Overdrive, Lock-Up Torque Converter, ECT • 6-Speed, Manual, Close Ratio, Overdrive	○	○	•	•
<b>Brakes</b>	• Power-Assisted, Front Ventilated Discs, Rear Drums • Power-Assisted, ABS (Antilock Braking System), Front Ventilated Discs, Rear Discs • Power-Assisted, ABS (Antilock Braking System), Front Ventilated Discs, Rear Drums • ABS (Antilock Braking System)	•	•	•	•
<b>Steering</b>	• Power Steering, Rack & Pinion	•	•	•	•
<b>Tires</b>	• P205/55R16, All-Season Radials, Compact Spare Tire • P215/50R17, All-Season Radials, Compact Spare Tire	•	•	•	•
<b>DIMENSIONS mm (in.)</b>					
<b>Length</b>	4350 (171.3)	•	•	•	•
<b>Width</b>	1775 (69.9)	•	•	•	•
<b>Height (Unloaded)</b>	1540 (60.6) 1550 (61.0)	•	•		•
<b>Wheelbase</b>	2600 (102.4)	•	•	•	•
<b>Tread</b>	<b>Front:</b> 1515 (59.6) <b>Front:</b> 1505 (59.3) <b>Front:</b> 1515 (59.6)	<b>Rear:</b> 1495 (58.9) <b>Rear:</b> 1485 (58.5) <b>Rear:</b> 1500 (59.1)	•	•	•
<b>Seating Capacity</b>	5	•	•	•	•
<b>Ground Clearance</b>	150.5 (5.9) 157.6 (6.2)	•	•	•	•
<b>Headroom</b>	<b>Front:</b> 1030 (40.6) <b>Rear:</b> 1011 (39.8)	•	•	•	•
<b>Legroom</b>	<b>Front:</b> 1062 (41.8) <b>Rear:</b> 922 (36.3)	•	•	•	•
<b>Shoulder Room</b>	<b>Front:</b> 1352 (53.2) <b>Rear:</b> 1336 (52.6)	•	•	•	•

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
<b>GROSS VEHICLE WEIGHT kg (lb)</b>					
	1745 (3847) 1785 (3935)	•	•	•	•
<b>CURB WEIGHT kg (lb)</b>					
Manual	BASE FWD: 1211 (2670) XR FWD: 1220 (2690) XRS FWD: 1254 (2765)	•	•		
Automatic	BASE FWD: 1245 (2745) XR FWD: 1254 (2765) BASE 4WD: 1329 (2930) XR 4WD: 1340 (2955)	○	○		•
<b>TOWING CAPACITY kg (lb)</b>					
	680 (1500)	•	•	•	•
<b>CARGO CAPACITY m<sup>3</sup> (cu.ft.)</b>					
Behind Front Seats – Max.	0.428 (15.1) 1.506 (53.2)	•	•	•	•
<b>COEFFICIENT OF DRAG cd</b>					
	0.32	•	•	•	•
<b>TURNING CIRCLE m (ft.)</b>					
	10.8 (35.4)	•	•	•	•
<b>FUEL CAPACITY litres (gal)</b>					
	50 (11) 45 (9.9)	•	•	•	•
<b>FUEL CONSUMPTION RATING** L/100 km mpg</b>					
City/Highway	BASE/XR: 7.7/6.0 37/47 XRS: 9.3/7.1 30/40	•	•		
Automatic	BASE/XR: 8.3/6.5 34/43 BASE/XR: 9.1/6.9 31/41	○	○		•

• - Standard ○ - Optional

<sup>†</sup>Meets Environment Canada and U.S. Environmental Protection Agency (EPA) and California Air Resources Board (CARB) Ultra Low Emission Vehicle (ULEV) standards or Low Emission Vehicle (LEV) standards.

<sup>††</sup>Premium fuel recommended for optimum performance.

\*\*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.

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# 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, rental assistance, 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. Toyota Dealers are 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](http://www.toyotafinancialservices.ca).



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



**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. Some conditions may apply.

### 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.

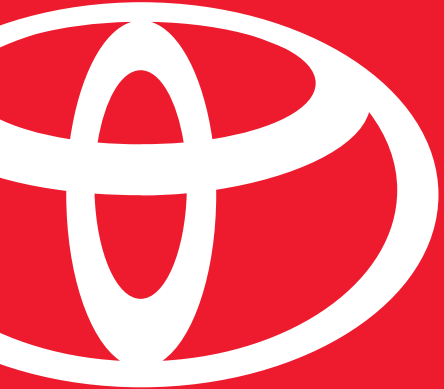
Your Toyota comes with the utmost in quality, durability, reliability and maximum respect for the environment. That's because our objective is to make your driving experience better, safer, more convenient, more fun and more environmentally considerate than ever before.

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)<sup>†††</sup> 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.



<sup>†††</sup>Meets U.S. California Air Resources Board (CARB) Super Ultra Low Emission Vehicle (SULEV) standards.





## *Matrix. Shift reality.*

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.

**1-888-TOYOTA-8** 🍁 [www.toyota.ca](http://www.toyota.ca)



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