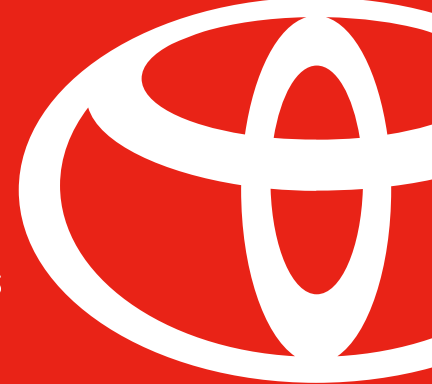
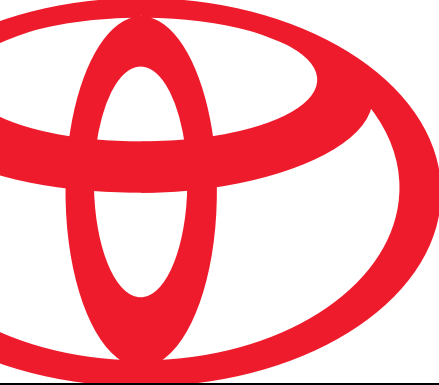


**TOYOTA
TRUCK**
the feeling never ends



2004 Sequoia



**TOYOTA
TRUCK**
the feeling never ends

2004 Sequoia

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.



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 three 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 areas, 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.

From left: Sequoia SR5 in Phantom Grey Pearl and Sequoia Limited in Natural White.

Sequoia Limited shown
in Phantom Grey Pearl.

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Full-size room and comfort – serenity.

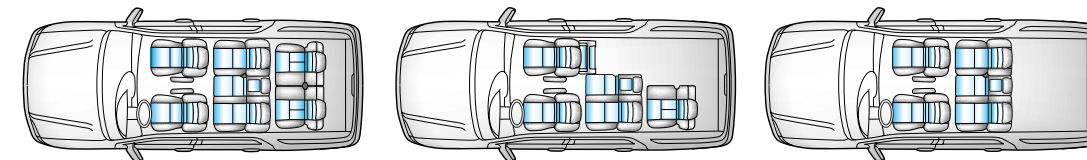


In town or out, you will appreciate the many things that make driving Sequoia such a pleasure. Its seats are accommodating, spacious and supportive. The Limited comes equipped with rich leather trim. Controls and instruments are logically and conveniently arrayed along the sweeping console. There is 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.



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. And lastly, Sequoia's ergonomically logical cockpit.



Remove the third-row rear seats completely to have a flat cargo area with 2.208m³ capacity that you will probably find at least a thousand and one uses for.

Above: Sequoia Limited's capacious leather-trimmed interior. From right: 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



For the road well-travelled.



For the road well-travelled and the not so well-travelled, Sequoia SR5 for 2004 is extremely well-equipped. Some of the many standard features included to make your journey more enjoyable are alloy wheels, running boards, eight passenger seating for all your family and friends and privacy glass to help protect your valuables. There is also a rear liftgate with a power window, colour-coordinated fender flares and bumpers, comfortable fabric captain chairs, front and rear automatic climate control for hot days, cruise control to ease

a long journey, power windows, door locks, heated power exterior mirrors and much, much more. You won't find a safer, better engineered active family vehicle than Sequoia.



All images: Sequoia SR5 in Black shown with option package.

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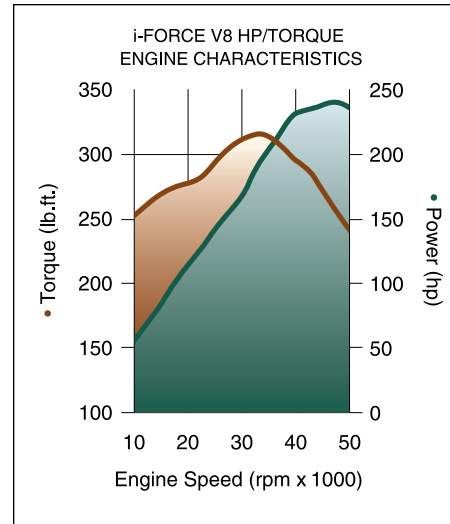
Expect the unexpected. Performance, safety and engineering.



Above: In Sequoia, you are in command of highly sophisticated and reliable drivetrain technologies and safety features. Among them is an Antilock Braking System (ABS) with Electronic Brake force Distribution (EBD) and Brake Assist, standard on all Sequoias. Under sudden or hard braking conditions, the 4-wheel Antilock Braking System (ABS) 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. When situations arise that could present a loss of road traction, Sequoia's Vehicle Stability Control (VSC) 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. The end result – Sequoia will keep you going on any surface (dry, slippery, wet), on-road or off.



Above: 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: 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: Sequoia Limited in Black shown with optional equipment. Sequoia's standard towing capacity is 2812 kg (6200 lb.)*, 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.

Expect the unexpected. More performance, safety and engineering.



SEQUOIA SAFETY FEATURES:

- Driver and front passenger airbag Supplemental Restraint System (SRS).
- Front seat mounted side airbag Supplemental Restraint System (SRS).
- Front and rear head/side curtain airbag Supplemental Restraint System (SRS).
- Standard Antilock Braking System (ABS) with Brake Assist and Electronic Brake force Distribution (EBD).
- Standard Vehicle Stability Control (VSC) with Active Traction Control (A-TRAC).**
- Multi-Mode One Touch 4WD.
- Adjustable front, middle and rear outboard headrests.
- Driver and front passenger seatbelt warning sensor.
- 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.
- Hood hold-down hooks.
- Soft energy-dispatching interior trim.
- Front and rear energy-absorbing crumple zones.
- Barrier shield front bumper.
- Side-impact door beams.

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

Above: The Sequoia is among the very first SUVs to feature side-impact head protection in the form of front and rear head/side curtain airbags* and front seat mounted side 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 to protect the occupants.

*Please see Airbag Notice.



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.

In every Toyota, child safety is a top priority. 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.

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

Dress it up. Drive it out.

Side window visors



Cargo mat



Towing ball & platform



Skid plate



Explore your options. If you really want to make a new Toyota Sequoia into “your new Toyota Sequoia” 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 Sequoia by choosing from the following list of Accessories*:

- All-season floor mats • Block heater • Cargo liner • Cargo net
- Glass breakage sensor • Hood deflector • Interior bike rack • Licence plate cover
- Rear obstacle sensing system • Sport bumper trim • Sport utility tent

* See your Toyota Dealer for availability



Sequoia all dressed up with a hood deflector, side window visors and skid plate.

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



4Q2*
Frosted Mink Pearl
Oak³ Interior



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

¹ Charcoal Fabric on SR5

² Charcoal Leather on Limited

³ Oak Fabric

*SR5 only

2004 Sequoia Features and Specifications ☆

SEQUOIA	SR5 V8	LIMITED V8
INTERIOR:		
• Tachometer, One-Touch 4WD w/Indicator	●	●
• JBL AM/FM Cassette CD, 10-Speakers, Rear Audio Controls, 2 sets of Wireless Headphones, Diversity Antenna	●	
• JBL AM/FM Cassette CD Changer, 10-Speakers, Rear Audio Controls, Steering Wheel Audio Controls, 2 sets of Wireless Headphones, Diversity Antenna		●
• Rear Seat DVD Entertainment System		●
• Front & Rear Automatic Climate Control w/Dual Air Conditioning & Clean Air Filter	●	●
• Power Driver & Front Passenger Captain Seats	●	
• Power Driver & Front Passenger Heated Captain Seats		●
• 60/40 Split Second Seat w/Foldable Seatback & Tumble	●	●
• 50/50 Split Removable Third Seat w/Foldable Seatback, Tumble & Slide	●	●
• Full Fabric Seats, Fabric Door Trim	●	
• Leather Seat Surfaces, Synthetic Leather Door Trim		●
• Multi-Information Display	●	●
• Outside Temperature Gauge	●	●
• Metallic Instrument Panel Accents		●
• Illuminated Ignition Key	●	●
• Driver & Front Passenger Vanity Mirrors	●	
• Driver & Front Passenger Illuminated Vanity Mirrors		●
• Auto Dimming Rear View Mirror	●	●
• Power Windows w/Driver, Front Passenger Auto/Up Down	●	●
• Power Tailgate Window	●	●
• Power Door Locks & Power Tailgate Lock	●	●
• Carpeting, Carpet Mats	●	●
• Driver Footrest	●	●
• Tilt Steering Wheel	●	●
• Leather-Wrapped Steering Wheel		●
CONVENIENCE:		
• Front & Rear Door Map Pockets, Front Seatback Pockets	●	●
• Digital Clock, Overhead Sunglass Storage	●	●
• Centre & Overhead Console	●	●
• Front & Rear Cup Holders	●	●
• Retained Accessory Power	●	●
• Accessory Power Outlets (12v)	●	●
• Accessory Power Outlet (115v)	●	●

● - Standard ○ - Optional

SEQUOIA	SR5 V8	LIMITED V8
CONVENIENCE (continued):		
• 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)*	●	●
• Front Seat Mounted Side Airbags (SRS)*	●	●
• Front & Rear Head/Side Curtain Airbags (SRS)*	●	●
• 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 w/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-Coordinated Fender Flares & Bumpers	●	
• Colour-Keyed Fender Flares & Bumpers		●
• Colour-Keyed Door Handles	●	●
• Colour-Keyed Rear Spoiler		●
• Running Boards w/Rear Splash Guards	●	●
• 16" Aluminum Alloy Wheels & Wheel Locks	●	
• 17" Aluminum Alloy Wheels & Wheel Locks		●
• Power Moonroof, Roof Rack	●	●
• Halogen Headlamps w/Automatic Headlamp Cancel System	●	
• Halogen Headlamps w/Automatic Headlamp Control System		●
• Fog Lamps	●	●
• Towing Hitch, 7-Pin Trailer Wire Harness	●	●

SEQUOIA	SR5 V8	LIMITED V8
PACKAGE:		
PROTECTION PACKAGE:		
• Hood Deflector, Side Window Visors, Cargo Area Tray, All-Season Floor Mats	○	○
ACCESSORIES:		
• All-Season Floor Mats		
• Block Heater		
• Cargo Liner		
• Cargo Mat		
• Cargo Net		
• Glass Breakage Sensor		
• Hood Deflector		
• Interior Bike Rack		
• Licence Plate Cover		
• Rear Obstacle Sensing System		
• Side Window Visors		
• Skid Plate		
• Sport Bumper Trim		
• Sport Utility Tent		
• Towing Accessories		

Accessories: See your Toyota Dealer for availability.

*Airbag Notice: The 2004 Sequoia 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. The 2004 Sequoia 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.

†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	SR5 V8	LIMITED V8
MECHANICAL		
Engine 2UZ-FE	• 4.7 Litre, 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) @ 3400 rpm	● ●
Suspension	• Front: Independent, Double Wishbone, Coil Springs, Stabilizer Bar, Gas-Filled Shock Absorbers • Rear: 5-Link Live Axle w/Coil Springs, Stabilizer Bar, Gas-Filled Shock Absorbers • Rear: 5-Link Live Axle w/Coil Springs, Stabilizer Bar, Gas-Filled Shock Absorbers w/Rear Load Leveling System	● ● ● ● ● ●
Drivetrain	• Front Engine/Multi-Mode One Touch 4WD w/Automatic Disconnecting Differential (ADD)	● ●
Transmission	• 4-Speed Electronically Controlled Overdrive Automatic w/Overdrive Cancel Switch, Transmission Cooler	● ●
Brakes	• Power-Assisted 4-Wheel Ventilated Discs • Vehicle Stability Control (VSC) w/Active Traction Control (A-TRAC) • Antilock Braking System (ABS) w/Electronic Brake force Distribution (EBD) & Brake Assist	● ● ● ● ● ●
Steering	• Rack & Pinion w/Variable Power Assist	● ●
Tires	• All-Season Radials P265/70R16, Full-Size Spare • All-Season Radials P265/65R17, Full-Size Spare	● ●
DIMENSIONS		
Length	5180 (203.9)	● ●
Width	1980 (78.0)	● ●
Height (Unloaded)	1925 (75.8) w/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: 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

SEQUOIA	SR5 V8	LIMITED V8
GROSS VEHICLE WEIGHT	<i>kg (lb)</i> 2994 (6600)	● ●
CURB WEIGHT	<i>kg (lb)</i> 2390 (5270) 2402 (5295)	● ●
TOWING CAPACITY	<i>kg (lb)</i> 2812 (6200)	● ●
PAYLOAD***	<i>kg (lb)</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	16.9/12.6 17/22	● ●

***Payload = Passengers, Equipment, Luggage and Cargo.

**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*.

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.



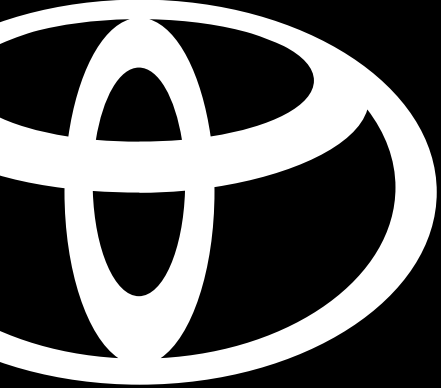
Our country. Our world.

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.



Sequoia. Big. Bold. All-terrain king.

By now you've found your feeling.

So what now?

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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.

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