



TOYOTA



HIGHLANDER



RAV4



bZ4X



CAMRY HYBRID



VENZA

2024 TOYOTA

Let the adventures begin.

When you're behind the wheel of a Toyota, you'll find adventures of all sizes. Whether you're starting your career, trekking up a mountain or introducing your newborn to the world, each day brings a new story. Wherever you go, Toyota's innovative designs and smart safety technology are there to help. Get ready to see where the road takes you next.

**CARS & MINIVAN**

03

**TRUCKS**

18

**CROSSOVERS & SUVs**

21



Toyota Crown Platinum shown in Supersonic Red with Black bi-tone.¹

CARS & MINIVAN

See numbered footnotes in Disclosures section.

AWD

TRD

NIGHTSHADE

Explore the possibilities.

From the stylish, fun-to-drive Corolla to the versatile, family-friendly Sienna, Toyota's lineup of cars and minivan is ready to take on your every whim.



COROLLA



COROLLA HYBRID



COROLLA HATCHBACK



CAMRY



CAMRY HYBRID



PRIUS



PRIUS PRIME



TOYOTA CROWN



MIRAI



GR SUPRA



GR COROLLA



GR86



SIENNA

COROLLA

Take your trips to new lengths.



Corolla LE shown in Wind Chill Pearl¹ with LE Convenience Package.



Corolla XSE Hybrid Nightshade AWD shown. Prototype shown.



Corolla XSE Hybrid Nightshade AWD shown. Prototype shown.



Corolla SE Hybrid AWD shown in Ruby Flare Pearl.¹



COROLLA HYBRID

Efficiency meets style.

Engineered to help optimize efficiency and featuring stunning design and available AWD, Corolla Hybrid lets you go further in everything you do.



Corolla Hatchback Nightshade shown in Wind Chill Pearl with Midnight Black Metallic roof* with available accessory vented sport wing. Prototype shown.



Corolla Hatchback XSE shown in Blue Crush Metallic with Midnight Black Metallic roof* and available accessory vented sport wing. Prototype vehicle shown with options using visual effects.

COROLLA HATCHBACK

Compact size. Full of fun.

CAMRY

Teach your old commute new tricks.



Camry XSE V6 shown in both Supersonic Red,¹ and in Wind Chill Pearl with Midnight Black Metallic roof.¹



Camry TRD shown in Wind Chill Pearl with Midnight Black Metallic roof.¹



Camry XSE AWD shown in Supersonic Red with Midnight Black Metallic roof.¹

CAMRY HYBRID

Efficiency never looked so good.

With its captivating style, Camry Hybrid is dressed to impress without compromising performance. Its Dynamic Force Engine, paired with the Toyota hybrid system, offers both power and premium fuel economy.



Camry XSE Hybrid interior shown.



Camry XSE Hybrid shown in Celestial Silver Metallic with Midnight Black Metallic roof.¹

PRIUS

The hybrid reborn.

Stunning design and an inspiring drive, with the advanced tech, fuel efficiency and reliability you've come to know and trust.



Prius Limited interior shown in Gradient Black SofTex^{®2} trim. Prototype shown using visual effects.



Prius Limited AWD shown. Prototype shown.





Prius Prime XSE Premium shown. Vehicle shown with options using visual effects. Limited availability.



PRIUS PRIME

Take charge of what's possible.

Engineered to be highly efficient and versatile, Prius Prime's plug-in capability takes your daily driving to greater lengths, without compromise. Limited availability.

TOYOTA CROWN

An image of innovation.

Stunning design with the performance to match. Toyota Crown's hybrid system gives you powerful and efficient driving, packaged with undeniable style.



Toyota Crown Platinum shown in Supersonic Red with Black bi-tone.¹



Toyota Crown Limited shown in Heavy Metal.¹

MIRAI

Fueled for the future.

Zero emissions and super efficient. Mirai's innovative Fuel Cell Stack creates power out of hydrogen and thin air — literally. Available in California.



Mirai Limited shown in Hydro Blue¹ with available 20-in. super-chrome-finished aluminum alloy wheels. Prototype shown with options using visual effects.

Go beyond a victory lap.



GR Supra 45th Anniversary Edition shown. Prototype shown with options using visual effects depicting a professional driver on closed course. Do not attempt.

GR COROLLA

Unleash your inner beast.



GR Corolla Circuit Edition shown. Prototype shown.



GR Corolla Circuit Edition interior shown in Black Brin Naub® and synthetic leather trim with blue stitching.

GR86

Prepare for a shift in the wind.



GR86 TRUENO Edition shown in Halo⁷ and Track bRED.⁷



GR86 TRUENO Edition interior shown in Ultrasuede^{®6} and red leather trim with contrast stitching.



GR86 TRUENO Edition shown in Halo.⁷

SIENNA

From the everyday to everywhere.

Unleash your spontaneous spirit in Sienna. Packed with impressive efficiency and the space you crave, Sienna is ready to fuel everything from your everyday errands to your exciting escapades.



Sienna XSE shown in Ruby Flare Pearl.¹



Sienna XSE shown in Ruby Flare Pearl.¹



Sienna XSE interior shown.



Tundra TRD Pro CrewMax shown in Terra. Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage.

TRUCKS

See numbered footnotes in Disclosures section.

TRD

These wheels were made to defy limits.

With reputable off-road capabilities and impressive towing capacities, Toyota's trucks are ready for everything from conquering off-road trails to hauling the weight of the world.



TACOMA



TUNDRA



2023 Tacoma Trail Special Edition shown.

TACOMA & TUNDRA

The world is your playground.

Built to last and dominate trails, Tacoma and Tundra are legends through and through. Play harder than ever before with a truck capable of conquering the earth.



Tundra TRD Pro CrewMax shown. Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage.



Tundra 1794 Edition CrewMax shown. Never tow beyond a vehicle's published towing capacities.



Tacoma SR5 Double Cab shown with available Chrome Package and Tacoma SR5 Double Cab shown with available SX Package.



Sequoia Platinum 4x4 shown.

CROSSOVERS & SUVs

AWD

TRD

NIGHTSHADE

Ready, set, explore.

Capable of taking on adventures of all sizes, Toyota's crossovers and SUVs are ready for the thrill of the open road.



COROLLA CROSS



COROLLA CROSS
HYBRID



bZ4X



VENZA



RAV4



RAV4 HYBRID



RAV4 PRIME



4RUNNER



HIGHLANDER



HIGHLANDER HYBRID



GRAND HIGHLANDER



GRAND HIGHLANDER
HYBRID



GRAND HIGHLANDER
HYBRID MAX



SEQUOIA

bZ4X

Energize every drive.

bZ4X is an all-electric way to jump-start your day. With its electrified powertrain that produces up to 214 hp with 248 lb.-ft. of max torque, and a battery made to last all day, you'll find yourself riding confidently for miles.



bZ4X Limited shown in Heavy Metal with Black roof.¹ Limited availability.



bZ4X Limited shown in Heavy Metal with Black roof.¹ Limited availability.



bZ4X Limited shown in Heavy Metal with Black roof.¹ Limited availability.

COROLLA CROSS

Ride and shine.

Hop in Corolla Cross for a ride as bold as your ambitions. Enjoy the benefits of the crossover's versatile cargo space, designed for your on-the-go lifestyle. Whether you're commuting or exploring new cities, Corolla Cross is prepared for any plan you've got up your sleeve.



Corolla Cross XLE shown in Wind Chill Pearl.¹



Corolla Cross XLE AWD shown.

A move in a bold direction.

Corolla Cross Hybrid is a versatile ride that's ready to take on your most spontaneous trips. Its slick exterior and sporty feel behind the wheel bring out the joy in every day, while its efficient performance encourages you to explore much more.



Corolla Cross Hybrid XSE shown in Acidic Blast with Jet Black roof. † Prototype shown with options.





Highlander XSE AWD shown in Wind Chill Pearl.¹



Highlander Platinum Interior shown. Screen depiction accurate at time of posting. Always drive safely and obey traffic laws.

HIGHLANDER

Elevate every journey.

Make the most out of a day with your crew in the stylish, daring Highlander. Get in touch with your inner trailblazer with Highlander's 2.4-liter turbo powertrain and available Multi-Terrain Select, for your finest exploration yet.

HIGHLANDER HYBRID

Where mundane ends and thrilling begins.

Redefine your limits with Highlander Hybrid's impeccable style and epic capability. With its sculpted shape and contoured lines, you'll turn heads wherever you go.



Highlander Platinum Hybrid shown in Ruby Flare Pearl! Do not overload your vehicle and properly secure roof load. See Owner's Manual for weight limits and restrictions.

GRAND HIGHLANDER

More space means more memories.

Make family time more epic than ever. With the latest and greatest intuitive tech, smart storage where you'd least expect it, and plenty of room to comfortably fit the whole family, Grand Highlander is a real crowd-pleaser.



Grand Highlander Platinum AWD shown in Wind Chill Pearl.¹ Prototype vehicle shown with options.

GRAND HIGHLANDER HYBRID

Maximize everyone's adventures.

Meet the call to adventure head-on with Grand Highlander Hybrid and a drive that best fits your lifestyle.



Grand Highlander Platinum Hybrid MAX shown. Prototype vehicle shown with options.

Versatility to the max.

Get ready to conquer highways and country roads with electrified power. The performance-focused Grand Highlander Hybrid MAX has an EPA-estimated combined rating of up to 27 mpg,⁴ so you can take your next spontaneous Saturday farther than ever.



Grand Highlander Platinum Hybrid MAX shown. Never tow beyond a vehicle's published towing capacities. Prototype vehicle shown with options.



VENZA

Out with the ordinary.

This all-hybrid crossover rides in a league of its own with its elegant style, tech-focused interior and AWD performance. Explore beyond the ordinary in Venza.



Venza Limited shown in Wind Chill Pearl¹ with available Star Gaze⁸⁵ fixed panoramic roof.



Venza Nightshade Edition shown in Ruby Flare Pearl¹ with available Star Gaze⁸⁵ fixed panoramic roof.

RAV4

Cruise from on-road to off-road.



RAV4 Limited shown, and RAV4 Adventure shown in Lunar Rock with Ice Edge roof.¹ Prototype vehicles shown with options.



RAV4 Limited AWD interior shown.



RAV4 TRD Off-Road shown. Do not overload your vehicle. See Owner's Manual for weight limits and restrictions. Prototype vehicle shown with options.



RAV4 XSE Hybrid shown.



RAV4 XSE Hybrid interior shown.



RAV4 XSE Hybrid shown with available Technology Package.

RAV4 HYBRID

Get ready to expand your territory.

RAV4 Hybrid provides confident on-road driving dynamics to take on your tougher travels, with remarkable efficiency so you can always take the scenic route.

RAV4 PRIME

Primed for great potential.

When charged up and ready to go, RAV4 Prime hits the road with outstanding power and performance.



RAV4 Prime XSE shown in Supersonic Red with Midnight Black Metallic roof! Limited availability.



4Runner 40th Anniversary Special Edition shown. Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage.

4RUNNER

A true off-road icon.



Sequoia Capstone interior shown.



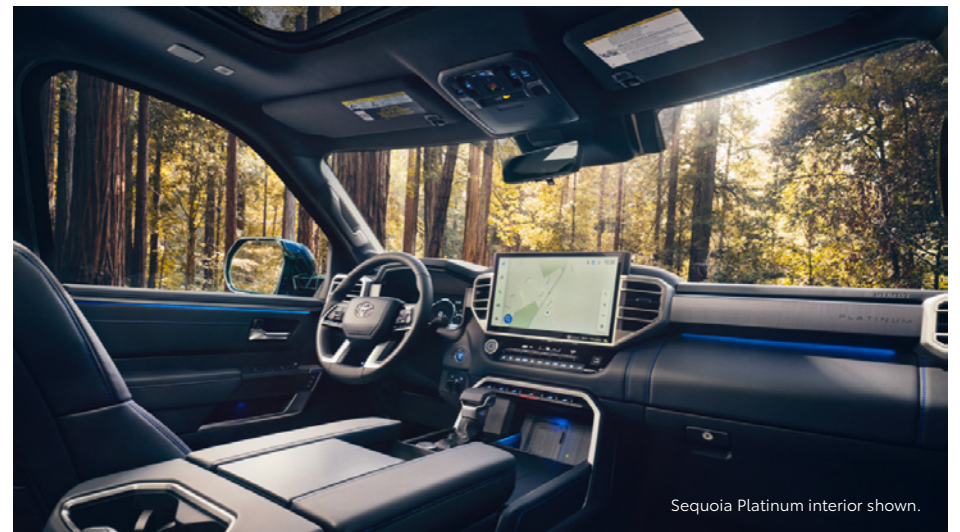
Sequoia Capstone 4X4 shown in Supersonic Red,¹ and Sequoia TRD Pro shown.

SEQUOIA

Resilient from the ground up.

Whether you're towing your favorite toys or loading up extra cargo, Sequoia's power and extra-large space are ready to handle your biggest adventures.

[TOYOTA.COM/SEQUOIA](https://toyota.com/sequoia) See numbered footnotes in Disclosures section.



Sequoia Platinum interior shown.

CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow — from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live.

DISCLOSURES

1. Extra-cost color. **2.** SofTex® is a registered trademark of Toyota Motor Sales, U.S.A., Inc. **3.** Disclaimer of warranty and liability: This product is not a Genuine Toyota Part or Accessory and was not designed or manufactured by Toyota. Toyota has not fully evaluated this product to determine its overall impact on the performance or safety of any Toyota vehicle onto which it is installed or to determine whether installation would render the vehicle illegal for operation on public roadways in any states. Installation of this product may impact your vehicle's warranty. This product is not warranted by Toyota, and Toyota expressly disclaims any warranty for this product, including without limitation, any implied warranties of merchantability and of fitness for a particular purpose. Toyota also disclaims all liability for direct, indirect, special, incidental or consequential damages, including but not limited to, damage to or loss of personal or commercial property, loss of use, cost of purchase of replacement goods, or claims of customers of any Toyota dealer that result from the use of this product. This product is not available in Hawaii. Shipping charges not included. **4.** EPA-estimated 21 city/28 highway/24 combined mpg rating for 2024 Grand Highlander XLE FWD and Limited FWD; EPA-estimated 21 city/27 highway/23 combined mpg rating for 2024 Grand Highlander XLE AWD; EPA-estimated 20 city/26 highway/22 combined mpg rating for 2024 Grand Highlander Limited AWD and Platinum AWD. EPA-estimated 37 city/34 highway/36 combined mpg rating for 2024 Grand Highlander Hybrid XLE FWD; EPA-estimated 36 city/32 highway/34 combined mpg rating for 2024 Grand Highlander Hybrid XLE AWD and 2024 Grand Highlander Hybrid Limited AWD; EPA-estimated 26 city/27 highway/27 combined mpg rating for 2024 Grand Highlander Hybrid MAX Limited AWD and Hybrid MAX Platinum AWD. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. **5.** When Star Gaze® fixed panoramic roof option is added, roof rails are removed. **6.** Ultrasuede® is a registered trademark of Toray Industries, Inc. **7.** Extra-cost color on GR86 and GR86 Premium. TRUENO Edition shown.

Vehicles shown may be prototypes, shown using visual effects and/or shown with options. Actual models may vary. Color(s) depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device, or print).

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. Refer to applicable *Warranty and Maintenance Guide* for details.

Hybrid Battery: HV battery is covered for 10 years or 150,000 miles, whichever comes first. Warranty coverage is subject to terms and conditions. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Electric Vehicle Drive Components: The Electric Vehicle Drive Components Warranty (transaxle, traction battery, inverter with converter) is in effect for 8 years or 100,000 miles from the new vehicle purchase/lease date, whichever comes first. Warranty coverage is subject to other terms and conditions. Refer to applicable *Warranty and Maintenance Guide* for full details.

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.