

2010 **MATRIX**



Get in touch with your dark side.

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**Model Overview**



XRS shown in Classic Silver Metallic



XRS interior shown in Dark Charcoal with available JBL® audio system [20].



S interior shown in Dark Charcoal with front passenger and rear seats folded flat S and XRS only.

	Matrix 1.8L 4-cyl 5-Speed Manual	Matrix 1.8L 4-cyl 4-Speed Auto	S 2.4L 4-cyl 5-Speed Manual	S 2.4L 4-cyl 5-Speed Auto	S AWD 2.4L 4-cyl 4-Speed Auto	XRS 2.4L 4-cyl 5-Speed Manual	XRS 2.4L 4-cyl 5-Speed Auto
<b>MSRP**</b>	\$16,550	\$17,360	\$18,460	\$19,650	\$20,760	\$20,770	\$21,960
<b>MPG City/Highway***</b>	26/32	25/31	21/28	21/29	20/26	21/28	21/29
<b>Seating</b>	5	5	5	5	5	5	5

**EXTERIOR COLORS\***

Super White 	Sundance Metallic 
Classic Silver Metallic 	Nautical Blue Metallic 
Magnetic Gray Metallic 	Blue Streak Metallic 
Black Sand Pearl 	
Radiant Red 	

**INTERIOR COLORS\***

Matrix/S - Ash Fabric 
Matrix/S - Dark Charcoal Fabric 
XRS - Ash Fabric 
XRS - Dark Charcoal Fabric 

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\*\*Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

\*\*\* 2010 EPA-estimated mileage. Actual mileage will vary.

# Standard Features and Options\*

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- not available
- S** standard
- O** optional
- P** part of package

	Matrix 1.8L 4-cyl 5-Speed Manual	Matrix 1.8L 4-cyl 4-Speed Auto	S 2.4L 4-cyl 5-Speed Manual	S 2.4L 4-cyl 5-Speed Auto	S AWD 2.4L 4-cyl 4-Speed Auto	XRS 2.4L 4-cyl 5-Speed Manual	XRS 2.4L 4-cyl 5-Speed Auto
MSRP**	\$16,550	\$17,360	\$18,460	\$19,650	\$20,760	\$20,770	\$21,960
Model Number	1931	1932	1933	1934	1938	1935	1936
<b>EXTERIOR</b>							
Aerodynamic multi-reflector halogen headlamps with Daytime Running Lights (DRL)	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
Color-keyed door handles, side rocker panels and power outside mirrors	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
Heated outside mirror	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>	<b>S</b> <sup>[1]</sup>	<b>P</b>	<b>P</b>
Washer-linked intermittent wipers	<b>S</b>	<b>S</b>	-	-	-	-	-
Washer-linked variable intermittent windshield wipers with mist cycle	-	-	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
Washer-linked intermittent rear window wiper	<b>P</b>	<b>P</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
Color-keyed front and rear underbody spoilers and front fog lamps	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>	<b>S</b>	<b>S</b>
Integrated front fog lamps	<b>P</b>	<b>P</b>	<b>S</b>	<b>S</b>	<b>S</b>	-	-
All-wheel-drive system with active torque control	-	-	-	-	<b>S</b> <sup>[2]</sup>	-	-
Hatch-mounted roof end spoiler	-	-	<b>O</b> <sup>[3]</sup>	<b>O</b> <sup>[3]</sup>	<b>O</b> <sup>[3]</sup>	<b>S</b>	<b>S</b>
16-in. steel wheels with full wheel covers with P205/55R16 tires	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	-	-
16-in. alloy wheels with P205/55R16 tires	<b>O</b>	<b>O</b>	-	-	-	-	-
17-in. alloy wheels with P215/45R17 tires	-	-	<b>O</b>	<b>O</b>	<b>O</b>	-	-
18-in. alloy wheels with P215/45R18 tires	-	-	-	-	-	<b>S</b>	<b>S</b>
Power tilt/slide moonroof with sunshade [4]	-	-	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>
<b>INTERIOR</b>							

\*\*Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

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4-way adjustable front seats	S	S	S	S	S	S	S
Fold-flat passenger seat	-	-	S	S	S	S	S
Fabric seats and front door trim with integrated armrests and dual front map pockets	S	S	S	S	S	-	-
Sport fabric seats and front door trim with integrated armrests and dual front map pockets	-	-	-	-	-	S	S
Center console with storage box	S	S	-	-	-	-	-
Center console with split-level storage box	-	-	S	S	S	S	S
60/40 split fold-down rear bench seat	S	S	S	S	S	S	S
Driver's seat vertical height adjuster	S	S	S	S	S	S	S
Heavy-duty rear window defogger with timer	S	S	S	S	S	S	S
12V auxiliary power outlet	S	S	S	S	S	S	S
115V auxiliary power outlet	-	-	S	S	S	S	S
Cup holders (two front, two rear)	S	S	S	S	S	S	S
Cruise control	O	O	O	O	O	S	S
Power door locks with shift-activated locking feature [5]	P	P	S	S	S	S	S
Power windows with driver's auto-down and retained-power features	P	P	S	S	S	S	S
Remote keyless entry system with lock, unlock and panic features	P	P	S	S	S	S	S
Tilt/telescopic adjustable steering wheel	S	S	S	S	S	S	S
Leather-trimmed steering wheel with audio controls [6]	-	-	P	P	P	S	S
Instrumentation: Optitron meters with speedometer, tachometer with LCD odometer, twin tripmeters and outside temperature gauge, coolant temperature and fuel level gauges	S	S	S	S	S	S	S

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Airbag, seatbelt, low fuel level, door-ajar, battery, check engine, oil pressure, brake and taillamp bulb failure, ABS warning light and Direct Tire Pressure Monitor System (TPMS) [7] warning lights	S	S	S	S	S	S	S
Oil (or scheduled maintenance) indicator light	S	S	S	S	S	S	S
CFC-free air conditioning with air filter	S	S	S	S	S	S	S
AM/FM CD player with MP3/WMA playback capability, satellite radio capability [8], auxiliary audio jack, CD-text display function, automatic sound leveling and four speakers	S	S	-	-	-	-	-
AM/FM CD player with MP3/WMA playback capability, satellite radio capability [8], auxiliary audio jack, CD-text display function, automatic sound leveling and six speakers	-	-	S	S	S	S	S
AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio capability [8], auxiliary audio jack, CD-text display function, automatic sound leveling, six speakers and steering wheel-mounted audio controls	O <sup>[9]</sup>	O <sup>[9]</sup>	O	O	O	O	O
JBL® [11] AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, XM® Satellite Radio enabled [8], auxiliary audio jack, hands-free phone capability via Bluetooth® wireless technology [10] and nine speakers in seven locations (440 watts maximum output) with steering wheel-mounted audio and hands-free controls	-	-	O <sup>[11]</sup>	O <sup>[11]</sup>	O	O <sup>[11]</sup>	O
Touch-screen DVD navigation system [12] [13] with AM/FM CD player with MP3/WMA capability, XM NavTraffic® capability [14] [15 ] and satellite radio capability [8] with six speakers	-	-	O <sup>[11]</sup>	O <sup>[11]</sup>	O	O <sup>[11]</sup>	O
Auxiliary audio jack	S	S	S	S	S	S	S
Delour floor carpeting with driver-side footrest	S	S	S	S	S	S	S
Illuminated entry	-	-	S	S	S	S	S
Day/night rearview mirror	S	S	S	S	S	S	S
Anti-slip rear cargo trim	S	S	S	S	S	S	S

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Tonneau cover	S	S	S	S	S	S	S
<b>SAFETY</b>							
Driver front airbag and front passenger airbag with Advanced Airbag System [16]	S	S	S	S	S	S	S
Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [16]	S	S	S	S	S	S	S
Active front headrests [17]	S	S	S	S	S	S	S
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD), and Brake Assist [18]	S	S	S	S	S	S	S
3-point rear seatbelts for all positions	S	S	S	S	S	S	S
Front seatbelt pretensioners with force limiters	S	S	S	S	S	S	S
Direct Tire Pressure Monitor System (TPMS)[7]	S	S	S	S	S	S	S
Front and rear energy-absorbing crumple zones	S	S	S	S	S	S	S
Vehicle Stability Control (VSC) [19] and Traction Control (TRAC) with off switch	S	S	S	S	S	S	S
Engine immobilizer [20]	S	S	S	S	S	S	S
Driver and front passenger 3-point seatbelts with adjustable shoulder anchors	S	S	S	S	S	S	S
Automatic/Emergency Locking Retractors (ALR/ELR) for all front and rear passenger seatbelts, Emergency Locking Retractor (ELR) for driver's seatbelt	S	S	S	S	S	S	S
LATCH (Lower Anchors and Tethers for Children) for outboard rear seating positions only	S	S	S	S	S	S	S
Child-protector rear door locks	S	S	S	S	S	S	S
Side-impact door beams	S	S	S	S	S	S	S
Energy-absorbing steering column	S	S	S	S	S	S	S
Head-impact protection structure	S	S	S	S	S	S	S
High-tensile-strength steel body panels	S	S	S	S	S	S	S

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### Matrix Packages and Options

#### Cruise control

**16-in. alloy wheels** with P205/55R16 tires

**AM/FM 6-disc in-dash CD changer** with MP3/WMA playback capability, satellite radio capability [8] auxiliary audio jack, CD-text display function, automatic sound leveling and six speakers and steering wheel-mounted audio controls [9]

#### Power Package

- Power windows with driver's auto-down and retained-power features
- Power door locks [5]
- Remote keyless entry system

#### All-Weather Guard Package

- Intermittent washer-linked rear window wiper
- Heated foldable power sideview mirrors
- Rear-seat heater ducts

#### Sport Package

- Front and rear underbody spoilers
- Integrated front fog lamps

### S Packages and Options

#### Cruise control

**17-in. alloy wheels** with P215/45R17 tires

#### Power tilt/slide moonroof with sunshade [4]

**AM/FM 6-disc in-dash CD changer** with MP3/WMA playback capability, satellite radio capability [8], auxiliary audio jack, CD-text display function, automatic sound leveling, six speakers and steering wheel-mounted audio controls [9]

**JBL® [11] AM/FM 6-disc in-dash CD changer** with MP3/WMA playback capability, XM Satellite Radio enabled [8], auxiliary audio jack, hands-free phone capability via Bluetooth® wireless technology [10] and nine speakers in seven locations (440 watts maximum output) with steering wheel-mounted audio and hands-free controls

**Touch-screen DVD navigation system [12] [13]** with AM/FM CD player with MP3/WMA capability, XM NavTraffic® capability [14] [15] and satellite radio capability [8] with six speakers

#### Hatch-mounted roof end spoiler [3]

### All-Weather Guard Package

- Heated foldable power sideview mirrors
- Rear-seat heater ducts

### Sport Package

- Front and rear underbody spoilers

### XRS Packages and Options

#### Power tilt/slide moonroof with sunshade [4]

**AM/FM 6-disc in-dash CD changer** with MP3/WMA playback capability, satellite radio capability [8], auxiliary audio jack, CD-text display function, automatic sound leveling, six speakers and steering wheel-mounted audio controls [9]

**JBL® AM/FM 6-disc in-dash CD changer** with MP3/WMA playback capability, XM Satellite Radio enabled [8], auxiliary audio jack, hands-free phone capability via Bluetooth® wireless technology [10] and nine speakers in seven locations (440 watts maximum output) with steering wheel-mounted audio and hands-free controls

**Touch-screen DVD navigation system [12] [13]** with AM/FM CD player with MP3/WMA capability, XM NavTraffic® capability [14] [15] and satellite radio capability [8] with six speakers

#### All-Weather Guard Package

- Heated foldable power sideview mirrors
- Rear-seat heater ducts

# Specifications

2010 **MATRIX**



	Matrix 1.8L 4-cyl 5-Speed Manual	Matrix 1.8L 4-cyl 4-Speed Auto	S 2.4L 4-cyl 5-Speed Manual	S 2.4L 4-cyl 5-Speed Auto	S AWD 2.4L 4-cyl 4-Speed Auto	XRS 2.4L 4-cyl 5-Speed Manual	XRS 2.4L 4-cyl 5-Speed Auto
MSRP**	\$16,550	\$17,360	\$18,460	\$19,650	\$20,760	\$20,770	\$21,960
Model Number	1931	1932	1933	1934	1938	1935	1936
<b>MECHANICAL/PERFORMANCE</b>							
1.8-liter DOHC 16-valve dual VVT-i 4-cylinder; 132 hp @ 6000 rpm; 128 lb.-ft. @ 4400 rpm	Standard			N/A			
2.4-liter DOHC 16-valve VVT-i 4-cylinder; 158 hp @ 6000 rpm; 162 lb.-ft. @ 4000 rpm	N/A			Standard			
Ultra Low Emissions Vehicle II (ULEV-II)	Standard						
Transmission	5-speed manual	4-speed automatic	5-speed manual	5-speed automatic	4-speed automatic	5-speed manual	5-speed automatic
Body Construction	Unitized body						
Drivetrain	Front engine, front-wheel drive				Front engine, All-Wheel Drive (AWD) with active torque control	Front engine, front-wheel drive	
Suspension	Independent MacPherson strut front, torsion beam rear suspension with front and rear stabilizer bars				N/A	Independent MacPherson strut front, independent double-wishbone rear suspension with front and rear stabilizer bars, and sport strut tower brace [21]	
Steering	Electric Power Steering (EPS) power-assisted rack-and-pinion with electronic power-assist						
Turning circle diameter, curb to curb (ft.)	36			36.7		38.1	
Brakes	Power-assisted ventilated front disc/solid rear disc						
Brake rotor diameter front/rear (in.)	10.8/10.2		11.7/11.0		11.7/11.1		
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [18]	Standard						
Vehicle Stability Control (VSC) [19] and Traction Control (TRAC) with off switch	Standard						
<b>EXTERIOR DIMENSIONS (IN.)</b>							
Overall height	61				61.4		
Overall width	69.5						
Overall length	171.9		173		171.9		173
Wheelbase	102.4						
Minimum running ground clearance	5.8			5.3			

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Track (front/rear)	59.8/59.9	59.8/59.10	59.8/59.11	59.8/59.12	59.8/59.15	59.8/59.13	59.8/59.14
<b>INTERIOR DIMENSIONS FRONT/REAR (IN.)</b>							
Head room (with moonroof)	40.5/39.3 (NA)		40.5/39.3 (38.9/38.7)				
Shoulder room	53.3/52.6	53.3/52.7	53.3/52.8	53.3/52.9	53.3/52.12	53.3/52.10	53.3/52.11
Hip room	52.3/43.7	52.3/43.8	52.3/43.9	52.3/43.10	52.3/43.13	52.3/43.11	52.3/43.12
Leg room	41.6/36.2		41.6/36.3	41.6/36.4	41.6/36.7	41.6/36.5	41.6/36.6
Seating capacity	5						
<b>WEIGHTS AND CAPACITIES</b>							
Curb weight (lb.)	2865	2965	3065	3140	3360	3140	3220
EPA passenger volume (with moonroof)(cu. ft.) [22]	94.0		94.0 (91.0)				
Luggage capacity, rear seats up/down (cu. ft.) [22,23] (with moonroof)	19.8/48.9	19.8/48.10	19.8/61.5 (48.9)				
Fuel tank (gal.)	13.2						
<b>TIRES</b>							
Size - Standard	P205/55R16					P215/45R18	
Size - Available	N/A		P215/45R17			N/A	
Type	All-season						
Spare	Temporary						
<b>MPG</b>							
Mileage estimates (mpg city/highway) [24]	26/32	25/31	21/28	21/29	20/26	21/28	21/29



## Accessories

### EXTERIOR ACCESSORIES



Alloy Wheel Locks  
\$67 Installed MSRP\*



Body Side Moldings  
\$209 Installed MSRP\*



Exhaust Tip  
\$180 Parts Only MSRP\*\*



Mudguards Front (2pc set)  
\$99 Installed MSRP\*



Mudguards Rear (2pc set)  
\$36 Installed MSRP\*



Rear Bumper Protector  
\$79 Installed MSRP\*



Roof Rack  
\$350 Installed MSRP\*



Ski/Snowboard Attachment  
with Mounts  
\$194 Parts Only MSRP\*\*

### INTERIOR ACCESSORIES



Ashtray Cup  
\$26 Installed MSRP\*



BLU Logic® Hands-free  
System  
\$299 Installed MSRP\*



Cargo Net  
\$51 Installed MSRP\*



Cargo Tote  
\$40 Installed MSRP\*



First Aid Kit  
\$29 Installed MSRP\*



Interface Kit for iPod®  
\$299 Installed MSRP\*



Preferred Accessory  
Package  
\$330 Installed MSRP\*



Remote Engine Start  
\$529 Installed MSRP\*



VIP Security System  
\$359 Installed MSRP\*



XM Satellite Radio  
\$359 Installed MSRP\*

\* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

\*\* Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.



**Accessories**

**PERFORMANCE ACCESSORIES**



TRD 18-in. Multi-Spoke Wheel  
\$255 Parts Only MSRP\*\*

Image Not Available



TRD Front Strut Brace  
\$225 Parts Only MSRP\*\*



TRD Lowering Springs  
\$199 Parts Only MSRP\*\*



TRD Oil Cap  
\$57 Parts Only MSRP\*\*



TRD Oil Filter  
\$13 Parts Only MSRP\*\*



TRD Performance Clutch  
\$650 Parts Only MSRP\*\*

Image Not Available



TRD Rear Sway Bar  
\$413 Parts Only MSRP\*\*



TRD Torque Biasing Differential  
\$1,350 Parts Only MSRP\*\*

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## 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 for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

**Powertrain:** 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

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

**Emissions:** Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

**Accessories:** For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month or 12,000 miles (whichever comes first), from the purchase date of the accessory.

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 refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

## DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

- [1] Heated mirrors on S AWD.
- [2] 4-speed automatic transmission only.
- [3] Requires Sport Package.
- [4] On models equipped with available moonroof, maplights are located in the overhead console.
- [5] Shift-activated locking feature standard with automatic transmission, not available with manual transmission.
- [6] Controls based on vehicle equipment. Steering wheel-mounted controls standard on XRS.
- [7] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.
- [8] Satellite radio requires XM-or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at [www.xmradio.com](http://www.xmradio.com) or [www.sirius.com](http://www.sirius.com). Available only in the 48 contiguous United States.
- [9] Steering wheel-mounted controls not available on Matrix model.
- [10] The phones on this site have been tested for Bluetooth® compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage, and your wireless carrier. Phones are warranted by their manufacturer, not

Toyota.

- [11] Requires cruise control
- [12] The navigation system is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic updates available at an additional cost. See your Navigation System Owner's Manual for further details.
- [13] Navigation system and JBL® audio system cannot be combined
- [14] The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly service fee and hardware, and is designed to provide real-time traffic or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic navigation updates available at an additional cost. See your Navigation System Owner's Manual for further details.
- [15] Requires DVD navigation system.
- [16] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings
- [17] Active headrests can help prevent or limit the extent of whiplash in certain types of rear-end collisions.
- [18] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.
- [19] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.
- [20] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a smart key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key Fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key Fob, it can be costly to replace. If you lose a key or Smart Key Fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting [www.aloa.org](http://www.aloa.org).
- [21] Sport front strut tower damper only on XRS.
- [22] Based on manufacturer's data for small wagon classification.
- [23] Cargo and load capacity limited by weight and distribution.
- [24] 2010 EPA-estimated mileage. Actual mileage will vary.

## Helpful Links

2010 **MATRIX**



### BUYER TOOLS:

Find Local Specials  
[www.buyatoyota.com](http://www.buyatoyota.com)

Request a Quote  
[www.buyatoyota.com](http://www.buyatoyota.com)

Locate a Dealer  
<http://www.toyota.com/dealers>

Competitive Comparison  
<http://www.toyota.com/compare>

Toyota Financial Services  
[www.toyotafinancial.com](http://www.toyotafinancial.com)

Payment Estimator  
<http://www.toyotafinancial.com/estimator>

Apply for Credit  
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles  
<http://www.toyota.com/tcuv>

Warranty Info.  
[www.toyotaownersonline.com/warranty](http://www.toyotaownersonline.com/warranty)

### OWNER TOOLS:

Toyota Owner Resources  
[www.toyotaownersonline.com](http://www.toyotaownersonline.com)

Vehicle Reference Guides  
<http://prg.toyotapartsandservice.com/>

Maintenance Guides  
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service  
<http://www.toyotaownersonline.com/service>

Car Care Tips  
<http://www.toyotaownersonline.com/carcare>

Driver Tips  
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts  
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help  
<http://www.toyotaownersonline.com/diy>

### GENERAL INFORMATION:

Toyota News  
<http://www.toyota.com/news>

Toyota Motorsports  
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing  
<http://www.toyota.com/pitpass>

Future Concept Vehicles  
<http://www.toyota.com/future>

Community Care  
<http://www.toyota.com/community>

### QUESTIONS:

FAQs  
<http://www.toyota.com/FAQ>

Contact Toyota  
<http://www.toyota.com/contact>