

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.



Model Overview



4x4 Double Cab shown in Barcelona Red Metallix with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



2009 Double Cab SR5 interior shown in Sand Beige

	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
MSRP**	\$15,345	\$16,230	\$16,245
MPG City/Highway***	20/26	20/25	19/25
Seating	3	3	3

EXTERIOR COLORS*

Super White		Pyrite Mica	
Silver Streak Mica		Timberland Mica	
Magnetic Gray Metallic			
Black Sand Pearl			
Barcelona Red Metallic			

INTERIOR COLORS*

Tacoma - Graphite Fabric	
PreRunner - Graphite Fabric	

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

**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*

2010 **TACOMA**



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

	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
MSRP**	\$15,345	\$16,230	\$16,245
Model Number	7103	7131	7104
EXTERIOR			
Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate	S	S	S
Deck Rail System with four adjustable tie-down cleats	S	S	S
Argent grille insert/surround, black door handles, mirrors, front and rear bumpers	S	S	S
Black overfenders	-	S ^[1]	-
Front skid plate	-	S	-
Engine skid plate	-	S	-
Color-keyed front bumper, overfenders and chrome rear bumper	-	P	-
Front and rear mudguards	-	S	-
Rear mudguards only	S	-	S
Automatic Limited-Slip Differential (Auto LSD)	S	S	S
Two-speed windshield wipers	S	S	S
Variable-speed windshield wipers	-	P	-
Sliding rear window	O P	O P	O P
Sliding rear window with privacy glass	-	P	-
Fixed cargo bed tie-down points (2)	S	S	S
15-in. steel wheels with P215/70R15 tires	S	-	S
15-in. styled steel wheels with P215/70R15 tires	P	-	P

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Standard Features and Options*

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	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
16-in. styled steel wheels with P245/75R16 tires	-	S	-
Full-size spare tire	S	S	S
INTERIOR			
Defroster-linked air conditioning	O P	O P	O P
Cloth-faced tilt-forward bench seat with adjustable headrests	S	S	S
Full carpeting	S	S	S
LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter	S	S	S
Tilt/telescopic steering wheel	S	S	S
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna (on Access and Double Cabs)	S	S	S
Dual 12V auxiliary power outlets (one, plus cigarette lighter)	S	S	S
Sun visors with passenger-side vanity mirror	S	S	S
Sculpted door trim with fabric insert and two bottle holders	S	S	S
Three front cup holders	S	S	S
SAFETY			
Star Safety System™ – includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]	S	S	S
Driver and front passenger airbags with Advanced Airbag System [10]	S	S	S
Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10]	S	S	S
Active headrests [12]	S	S	S
Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors	S	S	S
3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)	S	S	S

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	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
Side-impact door beams in all doors	S	S	S
Child Restraint System (CRS) top tether anchors — passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab	S	S	S
Daytime Running Lights (DRL)	O	O	O
Rear center high-mount stop lamp (CHMSL)	S	S	S
Tire Pressure Monitor System (TPMS) [14]	S	S	S

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**Options*****Regular Cab Packages and Options****Enhancement Extra Value Package (HE)** (cost savings of \$400)

- CFC-free air conditioner with air filter
- Sliding rear window
- 15-in. styled steel wheels with P215/70R15 tires

SR5 Extra Value Package (SE) (cost savings of \$400)

- CFC-free air conditioner with cabin air filter
- Chrome grille surround & rear bumper
- Color-keyed front bumper and overfenders
- Sliding rear window
- Metallic-tone instrument panel trim
- Variable speed wipers
- Sun visors with mirrors and extenders
- SR5 badging

Specifications

2010 **TACOMA**



	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
MSRP**	\$15,345	\$16,230	\$16,245
Model Number	7103	7131	7104
MECHANICAL/PERFORMANCE			
Engine	2.7-liter DOHC EFI 4-cylinder with VVT-i ; 159 hp @ 5200 rpm; 180 lb.-ft. @ 3800 rpm		
Emission Rating	Low Emission Vehicle (LEV-II)		
TRANSMISSION			
5-speed manual transmission	Standard		N/A
4-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i)	N/A		Standard
Automatic Limited-Slip Differential (Auto LSD)	Standard		
Final axle ratio	3.31	4.1	3.58
BODY/SUSPENSION/CHASSIS			
Body construction	One-piece frame rails with eight cross members and fully boxed front sub-frame		
Front suspension	Coil-spring double wishbone suspension		
Rear suspension	Leaf spring suspension with staggered outboard-mounted gas shock absorbers		
Front stabilizer bar (dia., in.)	1.18		
Steering	Variable-assist power rack-and-pinion steering		
Steering wheel turns, lock-to-lock	3.43	3.64	3.43
Power-assisted ventilated front disc brakes (dia., in.)	10.83	12.56	10.83
Rear Brakes	Rear 10-in. drum brakes with tandem booster		
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]	Standard		
EXTERIOR DIMENSIONS			
Overall height (in.)	65.7	69.9	65.7
Overall width (in.)	72.2	74.6	72.2
Overall length (in.)	190.4		
Wheelbase (in.)	109.4	110.0	109.4
Bed length (in.)	73.5		
Bed height (in.)	18.0		
Bed width (in., total/between wheelwells)	56.7/41.5		
Track (in., front/rear)	61.0/61.0	63.0/63.4	61.0/61.0

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Specifications

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	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
Turning circle diameter, curb-to-curb (ft.)	36.7	36.1	36.7
INTERIOR DIMENSIONS			
Head room (in., front/rear)		40.0/N/A	
Hip room (in., front/rear)		53.6/N/A	
Leg room (in., front/rear)		41.7/N/A	
Shoulder room (in., front/rear)		58.1/N/A	
Interior passenger volume (cu. ft., front/rear)		56.1/N/A	
Maximum seating capacity		3	
OFF-HIGHWAY			
Approach/departure angle (degrees)	27/20	35/26	27/20
Ramp breakover angle (degrees)	21	27	21
Minimum running ground clearance	8.1	9.5	8.1
WEIGHTS AND CAPACITIES			
Curb weight (lb.)	3250	3430	3270
Gross Vehicle Weight Rating (GVWR) (lb.)	4600	5000	4650
Payload (lb.) [17]	1350	1570	1380
Tongue load (lb., standard/maximum)		350	
Standard towing capacity (lb.) [19]		3500	
Maximum towing capacity (lb.) [18] [19]		3500	
Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package)	7500	8000	7500
Fuel tank (gal.)		21	
TIRES			
Wheels	15-in. Steel	16-in. Styled Steel	15-in. Steel
Size	P215/70R15	P245/75R16	P215/70R15
Type	All-Season	Mud-and-Snow	All-Season
EPA MILEAGE ESTIMATES			
Miles Per Gallon (city/highway) [20]		20/26	19/25



Accessories

EXTERIOR ACCESSORIES



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$95 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tube Steps
Reg Cab
\$399 Installed MSRP*

INTERIOR ACCESSORIES



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



Carpet Floor Mats (4pc) & Door Sill
Reg Cab
\$115 Installed MSRP*



Door Sill Protector
Reg Cab
\$40 Parts Only MSRP**



First Aid Kit
\$29 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



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road
Alloy Wheel
\$1,999 Installed MSRP*

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Warranties / Disclaimers

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 of 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.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's 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. Toyota's 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 Toyota's 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

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[6] 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 or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] 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.

[9] 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.

[10] 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.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] 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, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] 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.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for 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.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and

Warranties / Disclaimers

2010 **TACOMA**



product availability are subject to change without notice.

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

Helpful Links

2010 **TACOMA**



BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

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

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

Toyota Financial Services
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

OWNER TOOLS:

Toyota Owner Resources
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>