

2010 YARIS



It can run. But it can't hide.

Model Overview

2010 **YARIS**



3-Door liftback S shown in Yellow Jolt with TRD 18-in. alloy wheels. TRD sport muffler and TRD lowering springs and shocks



Sedan S shown in Dark Charcoal with available Power Package and 4-speed automatic transmission



5-Door Liftback S shown in Meteorite Metallic with available 15-in. alloy wheels

| | 3-Door Liftback 5-Speed Manual | 4-Door Sedan 5-Speed Manual | 3-Door Liftback 4-Speed Automatic | 5-Door Liftback 4-Speed Automatic | 4-Door Sedan 4-Speed Automatic |
|----------------------------|--------------------------------|-----------------------------|-----------------------------------|-----------------------------------|--------------------------------|
| MSRP** | \$12,355 | \$13,115 | \$13,155 | \$13,455 | \$13,915 |
| MPG City/Highway*** | 29/36 | 29/36 | 29/35 | 29/35 | 29/35 |
| Seating | 5 | 5 | 5 | 5 | 5 |

EXTERIOR COLORS*

| | | | | | |
|----------------------|--|--------------------|--|------------------------|--|
| Polar White | | Yellow Jolt | | Barcelona Red Metallic | |
| Meteorite Metallic | | Blazing Blue Pearl | | Jade Sea Metallic | |
| Black Sand Pearl | | Bayou Blue Pearl | | Zephyr Blue Metallic | |
| Absolutely Red | | Flint Mica | | Pacific Blue Metallic | |
| Carmine Red Metallic | | Silver Streak Mica | | Blue Streak Metallic | |

INTERIOR COLORS*

| | | | |
|--|--|--|--|
| 3 Door Liftback - Dark Charcoal Fabric | | Sedan - Upgrade Bisque Fabric | |
| 3 Door Liftback - Dark Charcoal Sport Fabric | | Sedan - Dark Charcoal Sport Fabric | |
| Sedan - Dark Charcoal Fabric | | Sedan - Bisque Sport Fabric | |
| Sedan - Bisque Fabric | | 5 Door Liftback - Dark Charcoal Sport Fabric | |
| Sedan - Upgrade Dark Charcoal Fabric | | 5 Door Liftback - Dark Charcoal 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 **YARIS**



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

| | 3-Door Liftback 5-Speed Manual | 4-Door Sedan 5-Speed Manual | 3-Door Liftback 4-Speed Automatic | 5-Door Liftback 4-Speed Automatic | 4-Door Sedan 4-Speed Automatic |
|---|----------------------------------|----------------------------------|-----------------------------------|-----------------------------------|----------------------------------|
| MSRP** | \$12,355 | \$13,115 | \$13,155 | \$13,455 | \$13,915 |
| Model Number | 1421 | 1441 | 1422 | 1462 | 1442 |
| EXTERIOR | | | | | |
| Aerodynamic multi-reflector halogen headlamps | S | S | S | S | S |
| Integrated front fog lamps | O ^[1] P | O ^[1] P | O ^[1] P | O ^[1] P | O ^[1] P |
| Intermittent front windshield wipers | S | S | S | S | S |
| Rear window wiper | P | - | P | P | - |
| Color-keyed grille surround | - | S | - | - | S |
| Color-keyed outside mirrors and door handles | S | S | S | S | S |
| Power outside mirrors | P | P | P | P | P |
| Color-keyed front and rear under-bumper spoilers, side rocker panels, rear spoiler and unique S badge | P | P | P | P | P |
| Roof-mounted AM/FM antenna | S | - | S | S | - |
| In-glass AM/FM antenna | - | S | - | - | S |
| 14-in. steel wheels with P175/65R14 tires and full wheel covers | S | S | S | S | S |
| 15-in. steel wheels with P185/60R15 tires and full wheel covers | P | P | P | P | P |
| 15-in. alloy wheels with P185/60R15 tires | O ^[2] | O ^[2] | O ^[2] | O ^[2] | O ^[2] |
| INTERIOR | | | | | |
| Instrumentation: speedometer, LCD odometer, twin tripmeters and fuel gauge | S | S | S | S | S |
| Instrumentation: Optitron | P | P | P | P | P |
| Instrumentation: tachometer | P ^[3] | S | P ^[3] | P ^[3] | S |

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|--|--------------------------------|-----------------------------|-----------------------------------|-----------------------------------|--------------------------------|
| Warning lights: seatbelt disconnect, airbag [4], door-ajar, battery, oil pressure, brake, Vehicle Stability Control (VSC)[5]-off, Traction Control (TRAC)-off, ABS, Direct Tire Pressure Monitor System (TPMS) [6], check engine, scheduled maintenance and low-fuel-level indicator | S | S | S | S | S |
| Digital clock | S | S | S | S | S |
| Tilt 3-spoke steering wheel | S | S | S | S | S |
| Leather-trimmed steering wheel and shift knob | P | P | P | P | P |
| Cruise control | O [2] | O [2] | O [2] | O [2] | O [2] |
| CFC-free air conditioning | S | S | S | S | S |
| Audio prep package with four speakers | S | S | S | S | S |
| AM/FM CD player with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [7] and CD text display function | P | P | P | P | P |
| Integrated audio face plate and auto sound leveling | - | P | - | - | P |
| AM/FM CD player with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [7], auto sound leveling, CD text display function and iPod® [8] interface | P | P | P | P | P |
| Power door locks and windows with driver's auto-down | P | P | P | P | P |
| Interior maplight | S | S | S | S | S |
| Driver and front passenger sun visors with vanity mirrors | S | S | S | S | S |
| Covered center console with storage compartment | - | S | - | - | S |
| Driver-side glove compartment | S | - | S | S | - |
| Passenger-side dual glove compartments | S | - | S | S | - |
| Fabric-trimmed 4-way adjustable front seats | S | S | S | S | S |
| Driver and front passenger sport seats with sport fabric | P | P | P | P | P |
| Driver's seat height adjuster | - | S | - | - | S |
| Folding rear bench seat | S | - | S | S | - |

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|---|--------------------------------|-----------------------------|-----------------------------------|-----------------------------------|--------------------------------|
| 60/40 split fold-down rear bench seat | - | P | - | - | P |
| 60/40 split, reclining, sliding, fold-flat rear seat | P | - | P | P | - |
| Under-floor storage | S | - | S | S | - |
| Covered rear storage deck box | S | - | S | S | - |
| Liftback luggage cover | S | - | S | S | - |
| Heavy-duty electric rear window defroster | S | S | S | S | S |
| Remote keyless entry system with lock, unlock and panic function [9] | P | P | P | P | P |
| Remote trunk release | - | S | - | - | S |
| Remote fuel-filler door and hood releases | S | S | S | S | S |
| Trunk lamp | S | S | S | S | S |
| Cup holders (two front and one rear) | S | S | S | S | S |
| 12V power outlet | S | S | S | S | S |
| SAFETY | | | | | |
| Star Safety System™ — includes Vehicle Stability Control (VSC) [5] + Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [10] | S | S | S | S | S |
| Direct Tire Pressure Monitor System (TPMS) [6] | S | S | S | S | S |
| Driver and front passenger airbag with Advanced Airbag System [4] | S | S | S | S | S |
| Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [4] | S | S | S | S | S |
| Adjustable front shoulder anchors | - | S | - | - | S |
| Front seatbelt pretensioners with force limiters | S | S | S | S | S |
| 3-point seatbelts in all seating positions | S | S | S | S | S |

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|--|--------------------------------|-----------------------------|-----------------------------------|-----------------------------------|--------------------------------|
| 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 |
| Front and rear energy-absorbing crumple zones | S | S | S | S | S |
| Side-impact door beams | S | S | S | S | S |
| Energy-absorbing steering column | S | S | S | S | S |
| Impact-dissipating upper trim | S | S | S | S | S |
| High-tensile-strength steel body panels | S | S | S | S | S |
| LATCH (Lower Anchors and Tethers for Children) for outboard rear seating positions only | S | S | S | S | S |
| Child-protector rear door locks | - | S | - | S | S |
| Trunk-entrapment release | - | S | - | - | S |
| Center high-mount stop lamp (CHMSL) | S | S | S | S | S |
| Engine immobilizer [11] | P | P | P | P | P |

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3-Door Liftback Packages and Options

Cruise control [2]

Integrated front fog lamps [1]

15-in. alloy wheels with P185/60R15 tires [1]

All-Weather Guard Package

- Larger window washer tank with low-level warning lamp
- Heavy-duty heater
- Heavy-duty starter
- Heavy-duty rear heater duct

Convenience Package

- AM/FM CD player with MP3/WMA playback capability
- Auxiliary audio jack
- Satellite radio capability [7]
- CD text display function
- 60/40 split fold-down rear seat with sliding/reclining feature
- 15-in. steel wheels with full wheel covers
- Rear window wiper

Power Package

- Includes Convenience Package
- Power door locks
- Power windows with driver's auto-down
- Power outside mirrors
- Engine immobilizer [11]
- Remote keyless entry system

Sport Package

- Includes Power Package
- Color-keyed front and rear underbody spoilers
- Side rocker panels
- Rear spoiler
- Unique S badge
- Integrated front fog lamps
- iPod® [8] interface
- Auto sound leveling
- Driver and front passenger sport seats with sport fabric

- Leather-trimmed steering wheel and shift knob

Yaris Sedan Packages and Options

Cruise control [2]

Integrated front fog lamps [1]

15-in. alloy wheels with P185/60R15 tires [1]

All-Weather Guard Package

- Larger window washer tank with low-level warning lamp
- Heavy-duty heater
- Heavy-duty starter
- Heavy-duty rear heater duct

Convenience Package

- AM/FM CD player with MP3/WMA playback capability
- Auxiliary audio jack with auto sound leveling
- Satellite radio capability [7]
- CD text display function
- 60/40 split fold-down rear seat
- 15-in. steel wheels with full wheel covers

Power Package

- Includes Convenience Package
- Power door locks
- Power windows with driver's auto-down
- Power outside mirrors
- Engine immobilizer [11]
- Remote keyless entry system
- Integrated audio face plate

Sport Package

- Includes Power Package
- Color-keyed front and rear underbody spoilers
- Side rocker panels
- Rear spoiler
- Unique S badge
- Integrated front fog lamps
- iPod® [8] interface



- Auto sound leveling
- Driver and front passenger sport seats with sport fabric
- Leather-trimmed steering wheel and shift knob

5-Door Liftback Packages and Options

Cruise control [2]

Integrated front fog lamps [1]

15-in. alloy wheels with P185/60R15 tires [1]

All-Weather Guard Package

- Larger window washer tank with low-level warning lamp
- Heavy-duty heater
- Heavy-duty starter
- Heavy-duty rear heater duct

Convenience Package

- AM/FM CD player with MP3/WMA playback capability
- Auxiliary audio jack
- Satellite radio capability [7]
- CD text display function
- 60/40 split fold-down rear seat with sliding/reclining feature
- 15-in. steel wheels with full wheel covers
- Rear window wiper

Power Package

- Includes Convenience Package
- Power door locks
- Power windows with driver's auto-down
- Power outside mirrors
- Engine immobilizer [11]
- Remote keyless entry system

Sport Package

- Includes Power Package
- Color-keyed front and rear underbody spoilers
- Side rocker panels
- Rear spoiler
- Unique S badge

- Integrated front fog lamps
- iPod® [8] interface
- Auto sound leveling
- Driver and front passenger sport seats with sport fabric
- Leather-trimmed steering wheel and shift knob

Specifications

2010 YARIS



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|---|---|-----------------------------|---|-----------------------------------|--------------------------------|
| MSRP** | \$12,355 | \$13,115 | \$13,155 | \$13,455 | \$13,915 |
| Model Number | 1421 | 1441 | 1422 | 1462 | 1442 |
| MECHANICAL | | | | | |
| Engine | 1.5-liter DOHC 16-valve VVT-i 4-cylinder 106 hp @ 6000 rpm; 103 lb.-ft. @ 4200 rpm | | | | |
| Emission Rating | Ultra Low Emission Vehicle (ULEV-II) | | | | |
| Ignition | Electronic, with Toyota Direct Ignition (TDI) | | | | |
| Transmission | 5-speed manual overdrive | | 4-speed electronically controlled automatic overdrive (ECT) | | |
| Body construction | Unitized body | | | | |
| Drivetrain | Front engine, front-wheel drive | | | | |
| Suspension | Independent MacPherson strut front, front stabilizer bar and torsion beam rear suspension | | | | |
| Steering | Electric Power Steering (EPS): power-assisted rack-and-pinion | | | | |
| Turning circle diameter, curb to curb (ft.) | 30.8 | 32.6 | 30.8 | | 32.6 |
| Brakes | Power-assisted front ventilated disc/rear drum | | | | |
| EXTERIOR DIMENSIONS (IN.) | | | | | |
| Overall height | 60.0 | 57.5 | 60.0 | | 57.5 |
| Overall width | 66.7 | 66.5 | 66.7 | | 66.5 |
| Overall length | 150.6 | 169.3 | 150.6 | | 169.3 |
| Wheelbase | 96.9 | 100.4 | 96.9 | | 100.4 |
| Track (front/rear) | 58.3/57.9 | | | | |
| Ground Clearance | 5.5 | 5.8 | 5.5 | | 5.8 |
| INTERIOR DIMENSIONS - FRONT/REAR (IN.) | | | | | |
| Head room | 39.4/37.9 | 38.8/36.7 | 39.4/37.9 | | 38.8/36.7 |
| Shoulder room | 51.4/50.4 | 51.6/50.2 | 51.4/50.4 | | 51.6/50.2 |
| Hip room | 50.0/46.7 | 49.8/50.1 | 50.0/46.7 | | 49.8/50.1 |
| Leg room | 40.3/33.8 | 42.2/35.6 | 40.3/33.8 | | 42.2/35.6 |
| Seating capacity | 5 | | | | |
| CAPACITIES | | | | | |
| Curb weight (lb.) | 2311 | 2313 | 2355 | 2364 | 2346 |
| EPA passenger volume (cu. ft.) | 84.6 | 87.1 | 84.6 | | 87.1 |
| Luggage capacity (cu. ft.) | 9.32 [12] | 12.9 [13] | 9.32 [12] | | 12.9 [13] |
| Fuel tank (gal.) | 11.1 | | | | |

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|--------------------------------------|--------------------------------|-----------------------------|-----------------------------------|-----------------------------------|--------------------------------|
| TIRES | | | | | |
| Tires - Standard | P175/65R14 | | | | |
| Tires - Available | P185/60R15 | | | | |
| Type | All-Season | | | | |
| Spare - Temporary | Standard | | | | |
| MPG | | | | | |
| Miles Per Gallon (city/highway) [14] | 29/36 | | 29/35 | | |



Accessories

EXTERIOR ACCESSORIES



Mudguards
\$51 Parts Only MSRP**



Rear Bumper Protector
\$79 Installed MSRP*



Rear Spoiler
\$299 Installed MSRP*



Wheel Locks
\$67 Installed MSRP*

INTERIOR ACCESSORIES



AM/FM CD Deck
\$445 Parts Only MSRP**



Auto-dimming Mirror
\$229 Installed MSRP*



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



Cargo Net
\$51 Installed MSRP*



Carpeted Floor & Cargo Mats
\$193 Installed MSRP*



Center Armrest
\$129 Installed MSRP*



Door Sill Enhancements
\$95 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



Interior Light Kit - Blue
\$275 Installed MSRP*



iPod Interface
\$299 Installed MSRP*



Sport Pedal Covers
\$92 Installed MSRP*



Sport Shift Knob
\$72 Installed MSRP*



VIP Security RS3200
\$359 Installed MSRP*



Xm Satellite Radio Kit
\$449 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.

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Accessories

PERFORMANCE ACCESSORIES



TRD Clutch Assembly
\$328 Parts Only MSRP**



TRD Cold Air Intake
\$350 Parts Only MSRP**



TRD Lowering Spring
\$229 Parts Only MSRP**



TRD Oil Filler Cap
\$54 Parts Only MSRP**



TRD Radiator Cap
\$38 Parts Only MSRP**



TRD Rear Sway Bar
\$250 Installed MSRP*



TRD Shift Knob
\$77 Parts Only MSRP**



TRD Shock Absorber Kit
\$500 Parts Only MSRP**



TRD Sport Muffler
\$419 Installed MSRP*



TRD Wheel Locks
\$45 Parts Only 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 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.

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[1] Requires Power Package.

[2] Requires Power or Sport Package.

[3] Available with manual transmission or Sport Package.

[4] 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.

[5] 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.

[6] 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.

[7] 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.

[8] iPod® is a registered trademark of Apple, Inc.

[9] Standard with Power Package on Sedan and Sedan S.

[10] 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.

[11] 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.

[12] 25.7 cu. ft. with available 60/40 split fold-down rear seat.

[13] 13.7 cu. ft. with available 60/40 split fold-down rear seat.

[14] 2010 EPA-estimated mileage. Actual mileage will vary.

Helpful Links

2010 YARIS



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>