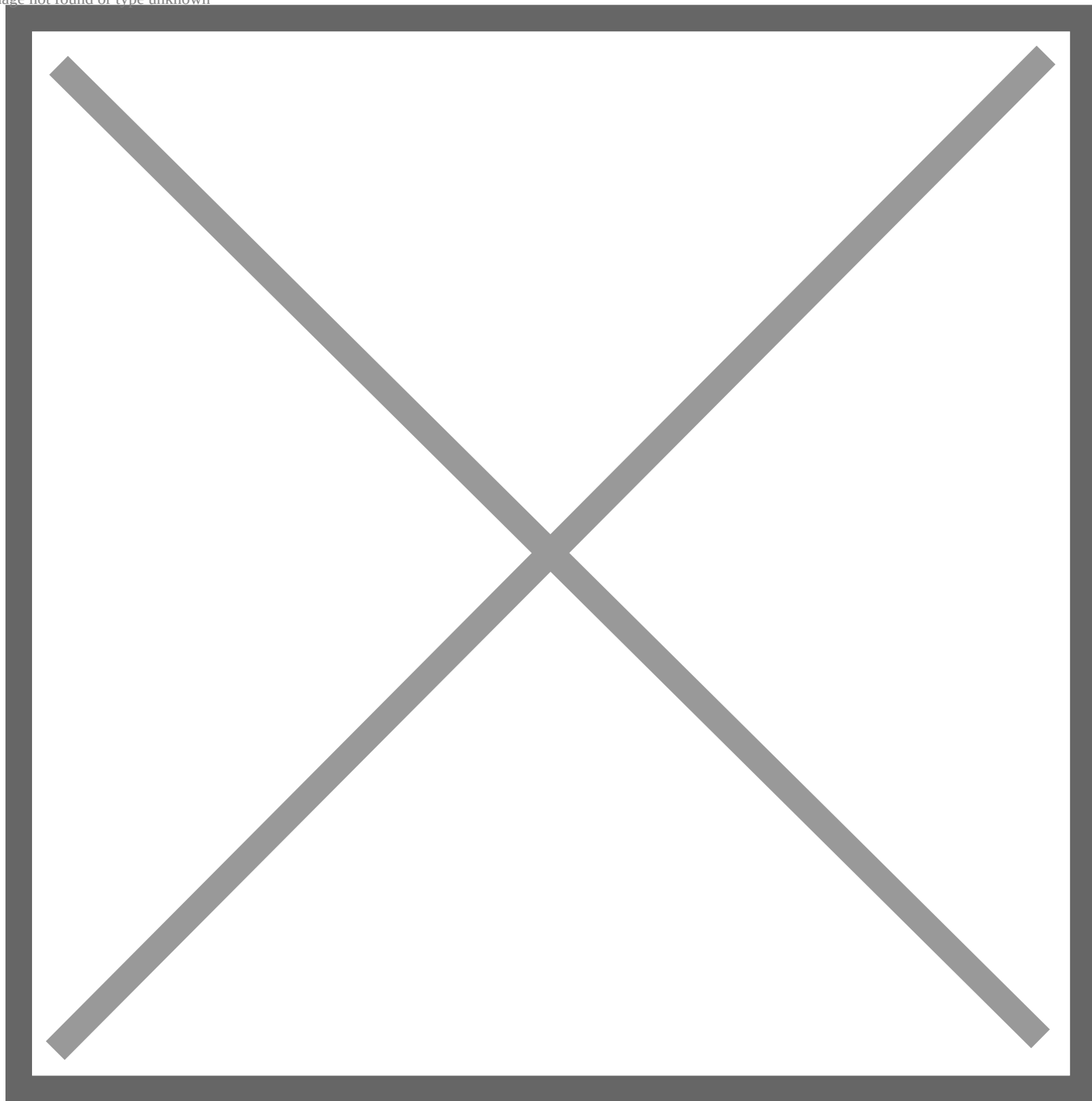


2017 Highlander with More Power, More Safety and More Model Choices Adds up to More Value Pricing

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TORRANCE, Calif., (November 3, 2016) – Toyota today announced manufacturer’s suggested retail prices (MSRP) for the 2017 Highlander and Highlander Hybrid sport utility vehicle (SUV). For 2017, Highlander’s value is significantly enhanced thanks to an array of technologically advanced safety, performance and convenience features added as standard equipment, enhanced styling, and competitive pricing.

The Highlander brings a new-for-2017 SE grade that brings a premium, sporty personality to the lineup. Not to be outshined by its gas-sipping siblings, the Highlander Hybrid adds two additional entry-level grades – LE and XLE – to its popular range. All Highlander models receive revised front and rear styling and enhanced interior convenience and comfort.

The Highlander is among numerous Toyotas having the innovative and highly advanced Toyota Safety Sense™ P driver-assist technology as standard. Using millimeter-wave radar and a monocular camera sensor to detect a preceding pedestrian, a preceding vehicle, and visible lane markers in the surrounding area, TSS-P can help the driver identify obstacles and automatically apply braking if necessary to help mitigate or avoid collisions in certain conditions. TSS-P includes the Pre-Collision System with Pedestrian Detection function; Lane Departure Alert with Steering Assist function; Dynamic Radar Cruise Control and Automatic High Beams.

Performance Infusion

The Highlander V6 has steadily made strides in performance over its lifespan, but for 2017, the powertrain upgrade is perhaps the most dramatic. The new 3.5-liter D-4S Injection V6 pushes output to 295 horsepower and 263 lb.-ft. of torque, which represent increases of 25 hp and 15 lb.-ft., respectively, over the 2016 Highlander V6. The new V6 also becomes the base engine for the Highlander Hybrid and features Dual VVT-i.

Making best use of the engine’s upgraded performance and efficiency, the V6 Highlander now employs a new Direct Shift – 8AT 8-speed automatic transmission. The eight ratios, compared to six in the 2016 V6 model, benefit the Highlander’s acceleration and passing abilities. Fuel economy for all-wheel drive models improves to an EPA-estimated 20 mpg city/27 mpg highway, versus 18/24 for the 2016 model.

Highlander V6 models (excluding LE) get another new feature: Stop and Start Engine System (S&S). This new system allows the engine to shut off when the vehicle comes to a complete stop, and then restarts when the driver’s foot lifts from the brake pedal. S&S is designed to reduce emissions, help reduce fuel consumption, and provide a quieter in-cabin experience for passengers when the vehicle is at a complete stop.

The View from Above – and Behind, and All Around

The Highlander’s sleek and strong design ensures ample visibility for the driver – a trait that is augmented on all models with a standard back-up camera. On the XLE grade and above, the Highlander receives a standard Blind Spot Monitor with Rear Cross Traffic Alert (BSM w/RCTA). Taking visibility and safety to new heights, the 2017 Highlander Limited Platinum grades arrive with a standard-issue Bird’s Eye View Camera with Perimeter Scan.

More Consumer Choice

The third-generation Highlander, now entering its fourth year, offers room for up to eight with three-row seating. While the gas V6 model adds the sporty SE grade, the Highlander Hybrid adds two new grades, (LE and XLE), joining the Limited and Platinum models for a total of four. Accompanying the gas model’s all-new SE grade are LE, LE Plus, XLE, Limited and Limited Platinum, all available in either FWD or AWD.

A Bigger Touch of Luxury

The 2017 Highlander conveys a more elegant presence in all grades for 2017.

The front grille on LE, LE Plus and XLE grades features a silver-painted finish, while Limited and Platinum grades have a painted chrome finish. The taillights are redesigned for a sleeker look and now feature standard

LEDs, and the Limited and Platinum models receive tasteful rear bumper chrome garnishes.

Three new exterior colors look as luxurious as they sound: Celestial Silver Metallic, Toasted Walnut Pearl, and, exclusively on the new SE, Salsa Red Pearl.

Inside, all Highlander add four USB ports for a total of five, making charging personal devices easier (and possibly helping to keep the peace on long family trips).

Limited and Limited Platinum grades, previously offered only in seven-passenger configurations with middle-row captain's chairs, now offer a bench-style middle row seat from other grades for eight-passenger seating. The Limited Platinum also offers a lavish new brown leather interior.

Sporty New SE Grade

Meet the SE, a perfect blend of sportiness, premium looks and feel, and functionality. Its trim-specific dark paint treatment for the front grille, headlamp housings and roof rails, combined with unique 19-inch wheels, give the SE an athletic stance and stunning style. The SE goes beyond sporty looks and rides atop specially tuned front and rear suspension that tightens handling agility.

Inside, passengers will notice unique black leather-trimmed seats having silver stitching and pattern inserts, plus matching dark dash and door accents. The SE comes as a V6-powered model in FWD or AWD, and will have a seating capacity fit for seven passengers.

Highlander Hybrid: Higher Power, Higher Fuel Efficiency

The 2017 Highlander Hybrid is one of eight hybrid models offered by Toyota. Available for 2017 in LE, XLE, Limited and Limited Platinum grades, the Highlander Hybrid impresses with its outstanding power and efficiency.

The Hybrid Synergy Drive system pairs the new Direct-Injection 3.5-liter V6 gasoline engine with a high-torque electric drive motor-generator produces 306 total system horsepower for strong acceleration and passing performance. The Hybrid is the most fuel-efficient Highlander too, with an EPA-estimated 30 mpg city/28 mpg highway/29 mpg combined fuel economy rating.

All Highlander Hybrid models come equipped with Electronic On-Demand All-Wheel-Drive System with intelligence (AWD-i) as standard. Instead of transfer gears and a driveshaft to the rear wheels, this AWD-i system employs a second, independent electric motor to drive the rear wheels when needed to help maintain optimal traction.

Toyota Value in Every Grade

The 2017 Highlander starts with the high-value LE grade and progresses to the LE Plus with added equipment. Next come the XLE with even more amenities, the SE and its athletic presence, followed by the top-of-the-line Limited with added luxuries such as heated and ventilated front seats, available heated second-row outboard or captain's seats and a heated steering wheel (on the Platinum Package).

The LE and LE Plus grades are well-equipped "mono-spec" grades, therefore no option packages are offered. The standard equipment rosters are quite extensive, with the LE featuring:

- 18-inch alloy wheels
- Entune[®] Audio featuring a 6.1-inch touchscreen
- Bluetooth[®] phone and music streaming
- Integrated backup camera

- Seating for eight with second- and third-row 60/40 split fold-flat seats
- Heated side mirrors with turn signal indicators
- Windshield wiper de-icer.
- Tow Package on V6 models

The “Plus” for the LE Plus grade adds:

- Fabric and SofTex[®]-trimmed seats
- Fog lights
- Height-adjustable power rear liftgate with flip-up rear hatch window
- 8-way power driver seat with lumbar support
- Entune[™] Audio Plus with SiriusXM[®] Satellite Radio and HD Radio[™] featuring an 8-inch display monitor
- Three-zone automatic climate control
- Leather-wrapped steering wheel and shift knob

The XLE adds a wide array of comfort and convenience features, including:

- Leather-trimmed seats
- Heated front seats
- Smart Key System with push button start
- Power tilt-slide moonroof
- Driver Easy Speak
- Second-row integrated sun shades
- Chromtec[®] roof rails
- 4.2-inch color multi-information display
- Anti-theft system
- Homelink[®]
- Entune[™] Premium Audio with Integrated Navigation and App Suite features

The SE brings premium, sporty attributes to the lineup, including:

- Dark Paint treatment to front grill, headlamp housing, and roof rails
- 19-in. split multi-spoke machined-face alloy wheels with black finish and black center caps
- Black leather-trimmed seats with silver stitching and pattern seat inserts
- Black front tray color with Matching dash/door technical pattern inserts
- Sport tuned front and rear suspension (coil springs and shocks)

In the XLE and SE, the Blu-ray[®] DVD rear-seat entertainment system is also available.

Crossing into Luxury Territory

Once buckled into the Highlander Limited’s comfortable seats, passengers have successfully crossed into luxury territory. In addition to the new painted chrome grille finish, the Limited dons a set of 19-inch Chromtec[®] alloy wheels. Inside, Blue LED ambient lighting around the dash and doors adds a touch of high-tech elegance, and numerous amenities raise the comfort quotient considerably. Seating for seven includes second-row captain’s chairs, perforated leather-trimmed seats, heated and ventilated front seats, a 4-way power passenger seat, and memory settings for the driver seat and side mirrors.

Added safety features include rear parking assist sonar, while entertainment is upgraded with Entune[™] Premium JBL[®] Audio with Integrated Navigation and App Suite. Adding the Platinum Package takes Highlander to the top with Bird’s Eye View Camera, a panoramic moonroof, heated steering wheel, heated second-row captain’s

chairs or outboard chairs in the optional bench seat, rain-sensing windshield wipers, dark chrome finish to the 19" Chromtec[®] wheels, puddle lamps that now feature a Highlander Projection, and more.

Value Pricing

The MSRP for the 2017 Highlander gas models will range from \$30,630 for the LE four-cylinder 2WD model to \$46,260 for the Limited Platinum V6 AWD, an average increase of \$1,165, or 3.0 percent.

With all of its added standard equipment, the MSRP for the Highlander Hybrid models range from \$36,270 for the LE V6 AWD to \$47,880 for the Limited Platinum V6 AWD, reflecting an average decrease of \$2,746, or 5.5 percent.

The MSRP for Highlander models does not include the delivery, processing, and handling (DPH) fee of \$940. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

The 2017 Highlander will begin rolling into Toyota dealerships in mid-November.

Highlander Gas models

MODEL#	GRADE	2016 MSRP	2017 MSRP	MSRP CHANGE (\$)	
6942	LE 2WD 4-cyl.	\$30,490	\$30,630	\$140	0
6946	LE 2WD V6	\$32,015	\$32,680	\$665	2
6947	LE Plus 2WD V6	\$34,395	\$35,060	\$665	1
6951	XLE 2WD V6	\$37,315	\$38,520	\$1,205	3
6950	SE 2WD V6	N/A	\$39,690	N/A	N
6954	Limited 2WD V6	\$40,915	\$41,680	\$765	1
6955	Limited Platinum 2WD V6	\$43,530	\$44,800	\$1,270	2
6948	LE AWD V6	\$33,475	\$34,140	\$665	2
6949	LE Plus AWD V6	\$35,855	\$36,520	\$665	1
6953	XLE AWD V6	\$38,775	\$39,980	\$1,205	3
6952	SE AWD V6	N/A	\$41,150	N/A	N
6956	Limited AWD V6	\$42,375	\$43,140	\$765	1
6957	Limited Platinum AWD V6	\$44,990	\$46,260	\$1,270	2

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee.

Highlander Hybrid models

MODEL#	GRADE	2016 MSRP	2017 MSRP	MSRP CHANGE (\$)	
6964	LE Hybrid AWD V6	N/A	\$36,270	N/A	N
6965	XLE Hybrid AWD V6	N/A	\$41,330	N/A	N
6966	Limited Hybrid AWD V6	\$47,870	\$44,760	-\$3,110	-0

6967	Limited Platinum Hybrid AWD V6	\$50,485	\$47,880	-\$2,605	-5
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All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee.

NOTE TO EDITORS: Photos and video to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotanewsroom.com>.