

Toyota Venza Combines Bold Crossover Design with SUV Versatility

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TORRANCE, Calif., Sept. 13, 2013 – Following a model year in which it gained significant design and interior enhancements and the Entune[®] multimedia system, the Toyota Venza adds a few more upgrades for 2014. The boldly styled crossover that emphasizes versatility and luxury adds power-folding outside mirrors for the XLE and Limited grade, and the Limited also gains front and rear parking sonar.

Developed specifically for the North American market, the Venza was created at Toyota's Caltex Design studios in Newport Beach, Calif. and Ann Arbor, Mich. Venza provides SUV flexibility with its fold-flat rear seats, spacious cargo area, elevated driver sightline, available all-wheel drive and up to 3,500-lbs. towing capacity.

The 2014 Venza is available in LE, XLE and Limited grades. All models are available in front-wheel drive (FWD) or all-wheel drive (AWD). The LE and XLE models are available with four-cylinder or V6 engines, while the Venza Limited is powered exclusively by the V6.

Venza is assembled at Toyota Motor Manufacturing Kentucky (TMMK), in Georgetown, Ky., and more than 70 percent of Venza's components come from North American suppliers.

Performance and Efficiency

The 2014 Venza offers four-cylinder and V6 models in FWD and AWD versions. The 2.7-liter four-cylinder engine delivers 181 horsepower at 5,800 rpm and 182 lb.-ft. of torque at 4,200 rpm. The four-cylinder Venza is EPA-rated at 20 MPG city/26 MPG highway for both FWD and AWD models.

The 3.5-liter V6 produces 268 horsepower at 6,200 rpm and 246 lb.-ft. of torque at 4,700 rpm. The V6 FWD model has EPA-estimated fuel economy ratings of 19 MPG city/26 MPG highway and 18/25 for the AWD.

Both engines are teamed with a six-speed sequential-shift electronically controlled automatic transmission with intelligence (ECT-i). The six-speed ECT-i provides an engaging driving experience and helps optimize fuel economy. Uphill/downhill shift logic selects the proper gear for driving conditions and helps provide moderate engine braking during downhill driving.

Venza's Active Torque Control AWD System optimizes torque distribution between the front and rear wheels to help ensure stable acceleration and smooth cornering on all road surfaces. AWD offers enhanced traction and helps provide excellent overall handling in inclement weather.

An available Towing Prep Package on V6 models equips Venza with an engine oil cooler, larger radiator fan and heavy-duty alternator.

Handling and Ride

Designed with a lower center of gravity than typical SUVs, the Venza offers agile handling, bolstered by large wheels and tires. The four-cylinder models ride on standard 19-inch, 10-spoke aluminum alloy wheels. Distinctive 20-inch five-spoke aluminum alloy wheels are standard for the V6.

Front suspension uses a rigid L-arm-type MacPherson strut with a stabilizer bar, and the rear suspension is a dual-link MacPherson strut setup with stabilizer bar. Electric power steering (EPS), with its ideally weighted

steering effort, contributes to the Venza's spirited driving dynamics. EPS helps provide a more direct steering feel at both high and low speeds and delivers just-right assist when maneuvering the vehicle into tight parking spaces.

Safety

Standard on Venza and all Toyota models, the STAR Safety System features enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS) Electronic Brake-force Distribution (EBD), Brake Assist and the Smart Stop Technology (SST).

Hill-start Assist Control (HAC), also standard on all Venza models, temporarily provides pressure to the brakes while the vehicle is stopped on an incline to help ensure easier starting with no rollback. Brake Assist is designed to determine if the driver is attempting emergency braking. If the driver has not stepped firmly enough on the brake pedal to engage ABS, Brake Assist supplements the applied braking power until the driver releases the pedal. Smart Stop offers an additional level of safety by automatically reducing engine power when a vehicle's brake and accelerator pedals are applied simultaneously under certain driving conditions, helping to bring the vehicle to a controlled stop.

In the cabin, Venza provides seven airbags, including a driver's knee airbag, driver and front-passenger front-seat-mounted side airbags, and front and rear side-curtain airbags. The front seats feature active headrests. In certain types of rear-end collisions, a cable-actuated mechanism will move the headrest upward and forward to help limit movement of the occupant's head.

Comfort and Convenience

Venza's generous utility includes several clever storage locations and lighting. The adjustable center console features a sliding cover and armrest, three iPod®/MP3 player holders with wire concealment features, and a large storage compartment.

The center-console compartment is also equipped with a USB port, auxiliary audio jack and 12-volt power outlet. The upper portion of the center console houses the gearshift lever for easy and comfortable driver reach. An on/off switch on the overhead console enables front-seat occupants to operate all four personal overhead interior lights.

Interior storage is further complemented by a total of 10 front and rear beverage holders (six bottle holders and four cup holders). These include dual-illuminated, sliding front cup-holders in the center console, two in the rear-seat armrest, and front- and rear-door bottle holders.

Entune Multi-Media System

The available Toyota Entune multimedia system leverages the user's mobile smartphone to provide a richer in-vehicle experience with fully integrated access to navigation, entertainment and information services. The Entune App Suite supports engaging mobile apps, such as Bing™, OpenTable®, and MovieTickets.com, along with accessing useful travel-related services, such as live weather, traffic, fuel information (location and price), stocks, and sports. Toyota's Entune App Suite offers a large selection of music options available, including iHeartRadio's 750+ stations and Pandora's® personalized music service.

The audio systems also feature an advanced conversational voice recognition system.

Abundance of Standard Features

The Venza starts with an extensive roster of standard amenities and offers higher grades and options to give it real luxury. The Venza LE comes standard with dual-zone automatic climate control with air filter and second-row-seat vents; eight-way power-adjustable driver's seat with power lumbar; 3.5-inch LCD multi-information

display; a tilt/telescopic adjustable steering wheel with integrated audio controls; an overhead console with map lights; rear-seat adjustable personal reading lights and three 12-volt power outlets.

In addition, the Venza LE features as standard outside mirrors with turn signals and puddle lamps. The standard Display Audio system includes a 6.1-inch touch screen, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB port with iPod® connectivity and control, vehicle information, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology.

The available Convenience Package for the Venza LE adds a power liftgate and a rear back-up camera. The Preferred Package adds a panoramic glass roof with front power moonroof and Display Audio with Navigation and Entune App Suite.

The Venza XLE provides a major luxury and convenience upgrade, adding leather-trimmed seating surfaces, steering wheel and shift knob; four-way power passenger seat; multi-stage heated front seats; driver seat memory; power-folding reverse tilt-down outer mirrors, Display Audio with Navigation and Entune App Suite; anti-theft system with alarm and engine immobilizer; Smart Key System with Push Button Start and illuminated entry; power rear liftgate and a back-up camera. Also standard on the XLE is a TFT multi-information display that can be customized to adjust the font size and content, and navigation voice instructions available in Spanish, French or English (XM Traffic is available only in English).

Aside from powertrain choices, the XLE offers one major option, the Premium Package, which equips the vehicle with a panoramic glass roof with front power moonroof and Display Audio with Navigation, Entune App Suite and JBL®. This comprehensive infotainment system includes a 6.1-inch touch screen, AM/FM CD player with MP3/WMA playback capability, 13 JBL® Synthesis speakers including subwoofer, SiriusXM™ Radio (includes 90-day All-Access trial), HD Radio™ with iTunes® Tagging, auxiliary audio input, USB port with iPod® connectivity and control, vehicle information display, hands-free phone capability, phonebook access, advanced voice recognition and music streaming via Bluetooth.® All Entune services are subscription free.

The V6-only, top-of-line Venza Limited comes standard with the Premium HDD Navigation with Entune App Suite and JBL. The system features a seven-inch high-resolution touch screen with split-screen capability, plus all features described above. To all of the XLE content, the Venza Limited also adds front and rear parking sonar, high-intensity discharge (HID) headlights with automatic high beams and LED daytime running lights. The high-beam feature detects oncoming vehicles and automatically switches the Venza's headlamps from high-to low-beam.

Exterior Design

The Venza sports an aerodynamic shape with short overhangs, forward A-pillar, crisp character lines and a low roofline, creating a sophisticated and confident profile. Tight tire-to-body gaps contribute to the refined appearance.

The Venza design is highly practical, too, with a 15.3-inch step-in height and a 28-inch rear load-in height that is almost as low as that of the Sienna minivan. Because the closed doors cover the rocker panels, the driver and passengers are protected from accumulated road-dust while getting into and out of the vehicle. The generously sized liftgate opening enhances the vehicle's utility. A power liftgate with jam protection is available.

Interior Design

Venza is available in three interior colors: Ivory, Light Gray, and Black. Each color is offered in fabric on LE and leather on XLE and Limited. The flow of the center console creates a unique "60/60" design that gives both the driver and front passenger the feeling that 60 percent of the space is accessible from their seating

position. The cabin offers ample head room, shoulder room, hip room and couple distance.

All grades have a standard Optitron[®] speedometer and tachometer. The XLE and Limited grades also include a TFT multi-color center instrument panel display. Dual-zone automatic climate system controls are centrally located on the upper console, providing easy access for both the driver and front passenger.

The rear seat offers a generous 39.1 in. of legroom. Cargo-area utility is enhanced with fold-down 60/40 rear seats, one-touch fold-down seat levers and a cargo area cover. The cargo area can hold 36.2 cu. ft. of space behind the rear seats, and the space expands to 70.2 cu. ft. with the seatbacks folded.

Limited Warranty

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover powertrain for 60,000 miles and corrosion with no mileage limitation. Toyota dealers have complete details on the limited warranty.

The Venza also comes standard with Toyota Care, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

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