

Toyota Announces Pricing for 2013 Avalon

October 30, 2012

TORRANCE, Calif., Oct. 30, 2012 – Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer's suggested retail prices (MSRP) for the all-new 2013 Avalon premium mid-size sedan. For 2013, this five passenger flagship sedan is available with gasoline V6 and Hybrid Synergy Drive power. The V6 Avalon and Avalon Hybrid arrive in dealerships at the beginning of December.

The all-new 2013 Avalon is sculpted in a new elegant and athletic exterior design, improved dynamic performance, a higher degree of refinement and technology to a superior interior experience for drivers and passengers. The Avalon V6 model is powered by a 268-hp, 3.5-liter V6 mated to a six-speed automatic that helps the car offer a combined EPA-rating of 25 mpg (21 city mpg, and 31 mpg). The Avalon Hybrid is powered by a Hybrid Synergy Drivetrain that includes a 2.5-liter Atkinson cycle, four cylinder engine, an electronic CVT that contains two electric motors and a 244.8 volt battery that help produce an overall system output of 200 hp. The Avalon Hybrid is EPA-rated at a combined 40 mpg (40 mpg city/39 mpg hwy).

Avalon Grades

The all-new Avalon will be available in two grades (XLE and Limited), but will have seven models that will cover a broader price range to increase accessibility to more consumers. The new Avalon offers two drivetrain variants (V6 gasoline and Hybrid Synergy Drive) and an abundance of standard features consumers' desire at a competitive price.

	Avalon Gas	Avalon Hybrid	Gas vs. Hybrid
XLE	\$30,990		
XLE Premium	\$33,195	\$35,555	\$2,360
XLE Touring	\$35,500	\$37,250	\$1,750
Limited	\$39,650	\$41,400	\$1,750

The all- new Avalon offers great value with many new standard features:

XLE gas model is \$30,990 with Power Adjustable Heated Front Leather Seats, Alloy Wheels, Touch Screen Display Audio, Smart Key, Heated Outer Mirrors, Outer Mirror Turn Signals as standard equipment.

XLE Premium gas model is \$33,195, same price as MY12 Avalon model with additional standard features, such as backup camera and moonroof.

XLE Touring gas model is \$35,500, a \$935 price reduction from MY12 Limited model with standard 18” Alloys, Display Audio with Entune and Navigation, Blind Spot Monitor with Rear Cross Traffic Alert and Paddle Shifters.

Limited gas model is \$39,650 with premium standard features – Premium Perforated Leather with Heated and Ventilated Front Seats, JBL/Premium HDD audio, Safety Connect, Rear Seat Heater, Rear Sunshade, 3-zone HVAC, Puddle Lamps, HID Headlamps, LED DRLs.

Optional Technology Package includes Adaptive Cruise Control, Pre-Collision System and Automatic High Beams.

The price difference between Gasoline and Hybrid models is the smallest of all Toyota line-up.

Standard Features by Model:

XLE	XLE Premium	XLE Touring	Limited
2-door Smart Key 17” Alloy Wheel Heated Outer Mirrors Leather Seats 6.1” Touch Screen Display Audio, 8 Speakers Heated Front Seats Outer Mirror Turn Signals Power 8-way Driver Seat & 4-way Passenger Seat	XLE Plus: 3-door Smart Key Backup Camera Auto-dimming Mirror w/ Compass Moonroof Garage Door Opener 3-button Eco Switch (HV)	XLE Premium Plus: Fog Lamps Display Audio w/ Navi & Entune, 9 Speakers Blind Spot Monitor with Rear Cross Traffic Alert Outer Mirror & Driver Seat Memory 18” Alloy Wheel (Gas) 3-button Eco Switch (Gas) Paddle Shifters (Gas)	XLE Touring Plus: HID Headlights, LED DRL’s Premium Perforated Leather Seats Auto-dimming Outer Mirrors Puddle Lamps Rain Sensing Wipers Ventilated Front Seats, Heated Rear Seats 7” High-resolution Touch Screen Audio w/ Navi, Entune & JBL Color HVAC Screen Power 10-way Dr Seat & 8-way Pass Seat Sunshade, Rear Seat HVAC Ambient Lighting Safety Connect
Optional Equipment: NONE	Optional Equipment: NONE	Optional Equipment: NONE	Optional Equipment: Tech Package

Optional *Technology Package (\$1,750)* available on Avalon Limited gasoline and Hybrid model includes: Dynamic Radar Cruise Control, Automatic High Beams and Pre-Collision System

The MSRPs for the 2013 Avalon do not include the delivery, processing and handling (DPH) fee, which is \$795. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.