

Toyota Announces Pricing for Refreshed 2013 Land Cruiser Sport Utility Vehicle

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TORRANCE, Calif., January 6, 2012 – Toyota Motor Sales (TMS), U.S.A., Inc., today announced the manufacturer's suggested retail prices (MSRP) for the 2013 Land Cruiser sport utility vehicle (SUV). The Land Cruiser will begin arriving at dealerships in early February.

The legendary Toyota Land Cruiser recently celebrated the 60th anniversary of its original launch in Japan, and it has remained a constant in Toyota's U.S. model lineup for more than 50 years. Land Cruiser has evolved over time from a basic four-wheel-drive utility vehicle in its early years, to a global, upscale eight-passenger sport utility vehicle (SUV) sold in 188 countries. Yet, this iconic vehicle has retained a loyal following as it remains true to its off-road heritage with uncompromising go-anywhere capability.

The 2013 Land Cruiser receives over \$2,500 in new and updated equipment, inside and out. Refreshed exterior styling includes an updated front grille and headlamps with HID low-beams. Additional new features include LED Daytime Running Lights, chrome side molding, redesigned outer side mirrors and tail lamps.

Complementing the freshened exterior, Land Cruiser receives an updated interior that is available in either Sandstone or Black. Additional refinements include perforated leather trim with ventilated front seats, a higher gloss wood grain finish, brighter silver instrument-panel ornamentation, chrome-plated air registers, and updated meter-cluster lighting. New interior convenience features include a Multi-terrain Monitor with front, side or rear selectable views; a new Multi-information Display; an Eco Driving Indicator light and zone display; a heated steering wheel; Dynamic Radar Cruise Control; an additional power outlet (DC 12V) at the rear of the center console; and a rear-cargo-deck power outlet that has been changed to AC 120V from AC 115V.

Land Cruiser will now come with all features previously in the optional Upgrade Package as standard equipment. The contents of this package, including more than \$6,200 in new driving-performance features, and an array of significant safety and convenience features was ordered in over 98 percent of Land Cruisers in 2011. Standard performance and safety features include five-speed CRAWL control with Off-Road Turn Assist, Multi-Terrain Select, Multi-Terrain Anti-lock Brakes with Electronic Brake Distribution, Trailer Sway Control, Pre-Collision System, Dynamic Radar Cruise Control, and a retuned suspension.

Among the many popular features that were formerly available as options, but are now standard, are rear-seat DVD entertainment system, color-keyed rear spoiler, rain-sensing windshield wipers, center-console cooler box, headlamp cleaners, leather-trimmed steering wheel, multi-information display, voice and Bluetooth® hands-free controls, leather-trimmed shift lever and heated second row seats. Toyota's Premium Hard Disk Drive (HDD) Navigation with Entune multi-media system and JBL® audio is also standard. Land Cruiser adds one new color, Blizzard Pearl, replacing Super White and Pacific Blue Metallic.

The Land Cruiser's 5.7-liter V8 DOHC engine produces 381 horsepower at 5,600 rpm and 401 lb.-ft. of torque at 3,600 rpm. Ninety percent of peak torque is available at just 2,200 rpm, helping make it an outstanding tow vehicle. The Land Cruiser uses regular-grade (87 AKI) gasoline and is ULEV-II certified.

The base MSRP for the 2013 Land Cruiser will be \$77,955. The MSRP does not include the delivery, processing and handling (DPH) fee of \$810. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf

States Toyota (GST) may vary.

The MSRP for the 2013 Land Cruiser will go into effect with the start of production on January 6.

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TOYOTA 2013 MY	MODEL CODE	SERIES	DESCRIPTION	2011 MSRP	2011 MSRP with upgrade package (98% installation rate)	MSRP INCREASE (\$)	MSRP INCREASE (%)	2013 NEW MSRP
2013	1221	Land Cruiser	4×4 Wagon (V8)	\$69,120	\$75,955	\$8,835	12.8%	\$77,955