

2013 Toyota Venza to Make North American Debut at New York Auto Show

March 07, 2012

TORRANCE, Calif., Wednesday, March 7 – Toyota Motor Sales (TMS), U.S.A., Inc. today announced the 2013 Venza crossover vehicle will make its North American debut as part of the Toyota display at the 2012 New York Auto Show.

The Toyota Venza crossover, which redefines vehicle versatility by combining a sleek design with SUV flexibility, will now offer enhanced exterior styling, added value through several new standard convenience features and updated option packages that include the Entune™ multi-media system for 2013 model year.

Venza's aerodynamic shape has been tastefully modified with a new upper and lower grille, fog lamps and rear taillights. The updated styling is complemented by a new 19-inch wheel design and three new exterior colors: Attitude Black, Cypress Pearl, and Cosmic Gray Mica.

The 2013 Venza will continue to be available in LE, XLE and Limited grades. The LE and XLE models are available with all powertrain combinations: four-cylinder, V6, front-wheel drive (FWD) or all-wheel drive (AWD); the Venza Limited comes with the V6 engine only, in front-wheel drive or all-wheel drive configurations.

Value has been enhanced and ordering simplified with the addition of many standard features in all three grades.

The value-driven LE grade adds new standard features such as Display Audio, Blind Spot Mirror, puddle lamps and outer mirror turn signals. The XLE grade adds standard Driver Memory Seat, Reverse Tilt Outer Mirrors and Display Audio with Navigation and Toyota Entune™ multi-media system. The premium Limited grade adds standard LED Daytime Running Lights and Premium HDD Navigation with Entune and JBL®.

Venza was developed specifically for the North American market, appealing to customers who prioritize bold, innovative design, a luxurious and refined interior and excellent handling, but still require roominess and versatility. Venza provides SUV flexibility with its fold-flat rear seats, spacious cargo area, elevated driver sightline, available AWD and up to 3,500-lbs. towing capacity.

The Venza design was the creation of Toyota's Caltex Design studios in Newport Beach, Calif., and Ann Arbor, Mich. Caltex designers leaned toward a sleek concept with a wide stance and sporty exterior, that included important SUV attributes, such as cargo space, towing capability and available all-wheel drive performance. Venza was primarily engineered at Toyota Technical Center in Ann Arbor, Mich. It is assembled at Toyota Motor Manufacturing Kentucky (TMMK), in Georgetown, Ky. More than 70 percent of Venza's components come from North American suppliers.

#