

Toyota Motor Sales Announces Price Increase for Select Toyota and Scion Models

March 30, 2012

TORRANCE, Calif., March 30, 2012 – Toyota Motor Sales (TMS), USA, Inc., announced manufacturer's suggested retail price (MSRP) increases today for select Toyota and Scion models. Models receiving price increases include the 2012 Toyota Prius v, Camry and Camry Hybrid, Highlander Hybrid, and Tacoma pickup truck and the 2013 Scion tC. Prices for all other Toyota and Scion models remain unchanged.

2012 Toyota Price Adjustments

The price increases on Toyota models range from \$150 for the Prius v to \$250 for the Tacoma pickup truck. The model-by-model adjustments reflect individual percentage increases ranging from 0.4 to 1.0 percent. A complete list of model-by-model price adjustments is attached below.

The new prices will become effective with May 2012 production.

Toyota MSRPs do not include a delivery, processing and handling (DPH) fee of \$760 for Prius v and Camry and \$810 for the Highlander and Tacoma. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

2013 Scion Price Adjustments

The 2013 Scion tC sport coupe receives an MSRP increase of \$150 or 0.8 percent.

Scion MSRPs do not include a delivery, processing and handling (DPH) fee of \$730. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

2012 Toyota Model-By-Model MSRP Change

Toyota 2012 MY	MODEL CODE	SERIES	DESCRIPTION	MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)
2012	1243	Prius v Two	Hybrid	\$26,400	\$150	0.6%
2012	1245	Prius v Three	Hybrid	\$27,165	\$150	0.6%
2012	1249	Prius v Five	Hybrid	\$29,990	\$150	0.5%
2012	2514	Camry L	4-Door Sedan	\$21,955	\$100	0.5%
2012	2532	Camry LE	4-Door Sedan	\$22,500	\$100	0.5%
2012	2540	Camry XLE	4-Door Sedan	\$24,725	\$50	0.2%
2012	2546	Camry SE	4-Door Sedan	\$23,000	\$220	1.0%
2012	2550	Camry SE V6	4-Door Sedan	\$26,640	\$270	1.0%
2012	2554	Camry XLE V6	4-Door Sedan	\$29,845	\$270	0.9%
2012	2559	Camry Hybrid LE	4-Door Sedan	\$25,900	\$90	0.4%
2012	2560	Camry Hybrid XLE	4-Door Sedan	\$27,400	\$100	0.4%
2012	6964	Highlander Hybrid	4WD-i V6 SUV	\$38,540	\$175	0.5%
2012	6966	Highlander Hybrid LTD	4WD-i V6 SUV	\$44,195	\$175	0.4%
2012	7103	Tacoma	Regular Cab 4x2 MT	\$16,875	\$250	1.5%

2012	7104	Tacoma	Regular Cab 4×2 Auto	\$17,775	\$250	
2012	7113	Tacoma	Access Cab 4×2 MT	\$19,665	\$250	
2012	7114	Tacoma	Access Cab 4×2 Auto	\$20,565	\$250	
2012	7153	Tacoma X-Runner	Access Cab V6	\$26,380	\$250	
2012	7162	Tacoma PreRunner	Access Cab	\$21,325	\$250	
2012	7164	Tacoma PreRunner	Access Cab V6	\$22,760	\$250	
2012	7182	Tacoma	Double Cab 4×2	\$22,175	\$250	
2012	7186	Tacoma PreRunner	Double Cab 4×2	\$22,825	\$250	
2012	7188	Tacoma PreRunner	Double Cab 4×2 V6	\$24,260	\$250	
2012	7190	Tacoma PreRunner	Double Cab 4×2 V6 L/B	\$24,760	\$250	
2012	7503	Tacoma	Regular Cab 4×4 MT	\$20,725	\$250	
2012	7504	Tacoma	Regular Cab 4×4 Auto	\$21,855	\$250	
2012	7513	Tacoma	Access Cab 4×4 MT	\$23,500	\$250	
2012	7514	Tacoma	Access Cab 4×4 Auto	\$24,400	\$250	
2012	7553	Tacoma	Access Cab 4×4 V6 MT	\$25,055	\$250	
2012	7554	Tacoma	Access Cab 4×4 V6 Auto	\$25,935	\$250	
2012	7593	Tacoma	Double Cab 4×4 V6 MT	\$26,455	\$250	
2012	7594	Tacoma	Double Cab 4×4 V6 Auto	\$27,335	\$250	
2012	7596	Tacoma	Double Cab 4×4 V6 L/B	\$27,835	\$250	

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

2013 Scion Model-By-Model MSRP Change

Scion 2013 MY	Model Code	Series	Description	MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)
2013	6222	tC	2-Door Auto	\$19,575	\$150	
2013	6223	tC	2-Door MT	\$18,575	\$150	

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