

Toyota Announces Pricing for Redesigned 2011 Avalon Sedan and 2011 Sienna Auto Access Seat Models

March 03, 2010

TORRANCE, Calif., March 3, 2010 – – Toyota today announced manufacturers suggested retail prices (MSRP) for the redesigned 2011 Avalon sedan. Also announced were the MSRP for 2011 Sienna models equipped with the new Auto Access Seat.

The base MSRP for the entry-level Avalon grade remains unchanged from the 2010 base Avalon XLS at \$32,245, while gaining a significant amount of new standard equipment, reflecting an excellent value. The MSRP for the Avalon Limited will be \$35,485, an increase of \$200, or 0.6 percent, while also receiving an array of new standard features over the 2010 model. Both Avalon grades will go on sale in mid-March.

Designed for any passenger who may need assistance getting in and out of a vehicle, the innovative, industry-first factory installed Sienna Auto Access Seat (AAS) is now available exclusively on the LE and XLE V6 Sienna grades. The base MSRP for the Sienna LE with AAS is \$35,135, and the Sienna XLE with AAS is \$39,445.

2011 Avalon

Simplifying the customer ordering process, the number of Avalon model grades has been reduced from three to two, while the amount of standard equipment has increased, reducing the number of options and packages by 40 percent.

For 2011, Avalon receives distinctive new exterior styling and a restyled interior rich with premium touch points and practical new technologies. The exterior has a wider, more substantial grille that ties into state-of-the-art projector headlamps. The new headlamps and taillamps utilize light pipes for the first time on a Toyota vehicle to create a signature, night-time appearance. The front fog lamps, now integrated into a trapezoidal front bumper, provide a wider angle of illumination. New 17-inch wheels on the Limited grade feature a 10-spoke design with a mirror finish.

A new Avalon interior features a contemporary style that remains spacious and elegant, while adding thoughtfully integrated amenities, coordinated colors and updated wood-grain materials.

A comprehensive infusion of technology was designed into the new interior to ensure enhanced function and connectivity. New standard equipment includes Bluetooth hands-free phone and music streaming to the audio system from a compatible device, XM® satellite radio (subscription required), and both USB and 1/8-inch auxiliary connections for iPod® and other audio devices. Each of the three available audio systems can control iPods seamlessly using switches located on the steering wheel and display track information stored in the device.

The Avalon grade's standard nine-speaker system offers exceptional sound quality, while the Limited grade features a standard 12-speaker, 660-watt JBL Premium Synthesis audio system with enhanced two-coil sub-woofer. The system uses 12 speakers and a 12-channel digital amplifier to deliver profoundly rich, full sound to all seats of the vehicle.

Additional standard equipment on the Limited grade includes enlarged perforated leather seats and seatbacks, driver and passenger eight-way power with lumbar support, driver's seat and outside mirror memory systems, driver's seat cushion extension, heated and ventilated front seats, rain-sensing wipers, Smart Key System with push button start, High Intensity Discharge (HID) headlamps, and power rear sunshade.

All Avalon models continue to come standard with a DOHC 3.5-liter V6 with Dual Variable Valve Timing with intelligence (VVT-i) mated to an electronically-controlled six-speed transmission with sequential shift, generating 268 horsepower at 6,200 rpm. Avalon's expected EPA-estimated mileage ratings of 20 mpg city/29 mpg highway are as good as or better than any other V6 engine in the segment. Avalon is rated as an Ultra Low Emission Vehicle (ULEV).

The redesigned Avalon continues to feature Toyota's standard Star Safety System that includes Vehicle Stability Control (VSC), anti-lock braking system (ABS) with Electronic Brake force Distribution (EBD), Brake Assist, and TRAC traction control system. Avalon also receives a redesigned accelerator pedal assembly and a brake override system. This braking system enhancement will automatically reduce engine power when the brake pedal and the accelerator pedal are applied simultaneously under certain driving conditions. Seven airbags, including a front knee bag for the driver, and front side curtain airbags for both rows, are also standard.

Restyled at Caltex Design Research Centers in California and Michigan and engineered at the Toyota Technical Center in Ann Arbor, the Avalon will continue to be assembled at Toyota Motor Manufacturing Kentucky (TMMK).

2011 Sienna Auto Access Seat Models

The factory-installed Auto Access Seat features a one-touch operation and benefits from the all-new Sienna's spacious interior and wide-opening sliding doors. A seat-mounted ingress/egress switch and a wireless remote control allows for easy and flexible seat operation. The seat rotates 90 degrees and can be lowered to within 19 inches of the ground to further facilitate easier passenger transfers at the exact height required.

Once inside, the Auto Access Seat occupant can utilize reclining and slide switches located on both sides of the seat. This allows operation of up to four inches of slide travel and reclining of up to 24 degrees. The auto-recline feature also allows for safe head clearance through the door frame during entry and exit.

Sienna AAS models will go on sale in mid-March. Consumers can contact their local Toyota dealer to place orders. Further information on the new Sienna AAS models can be found on YouTube by searching "Sienna Auto Access Seat." Additional information will be available on the Toyota Mobility Website (www.toyotamobility.com) beginning in April.

Toyota MSRPs do not include a delivery, processing and handling (DPH) fee of \$750 for Avalon and \$800 for the Sienna AAS. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotanewsroom.com>.

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Vehicle/Model Number	Grade	Doors	Body Style	Trans	NEW MSRP	MY
AVALON						
3544	Avalon V6	4	Sedan	6ECTi	\$ 32,245	11MY
3554	Avalon Limited V6	4	Sedan	6ECTi	\$ 35,485	11MY

Vehicle/Model Number	Grade	Doors	Body Style	Trans	NEW MSRP	MY
Sienna						
5335	Sienna LE V6 AAS	5	Van	6AT	\$ 35,135	11MY
5345	Sienna XLE V6 AAS	5	Van	6AT	\$ 39,445	11MY