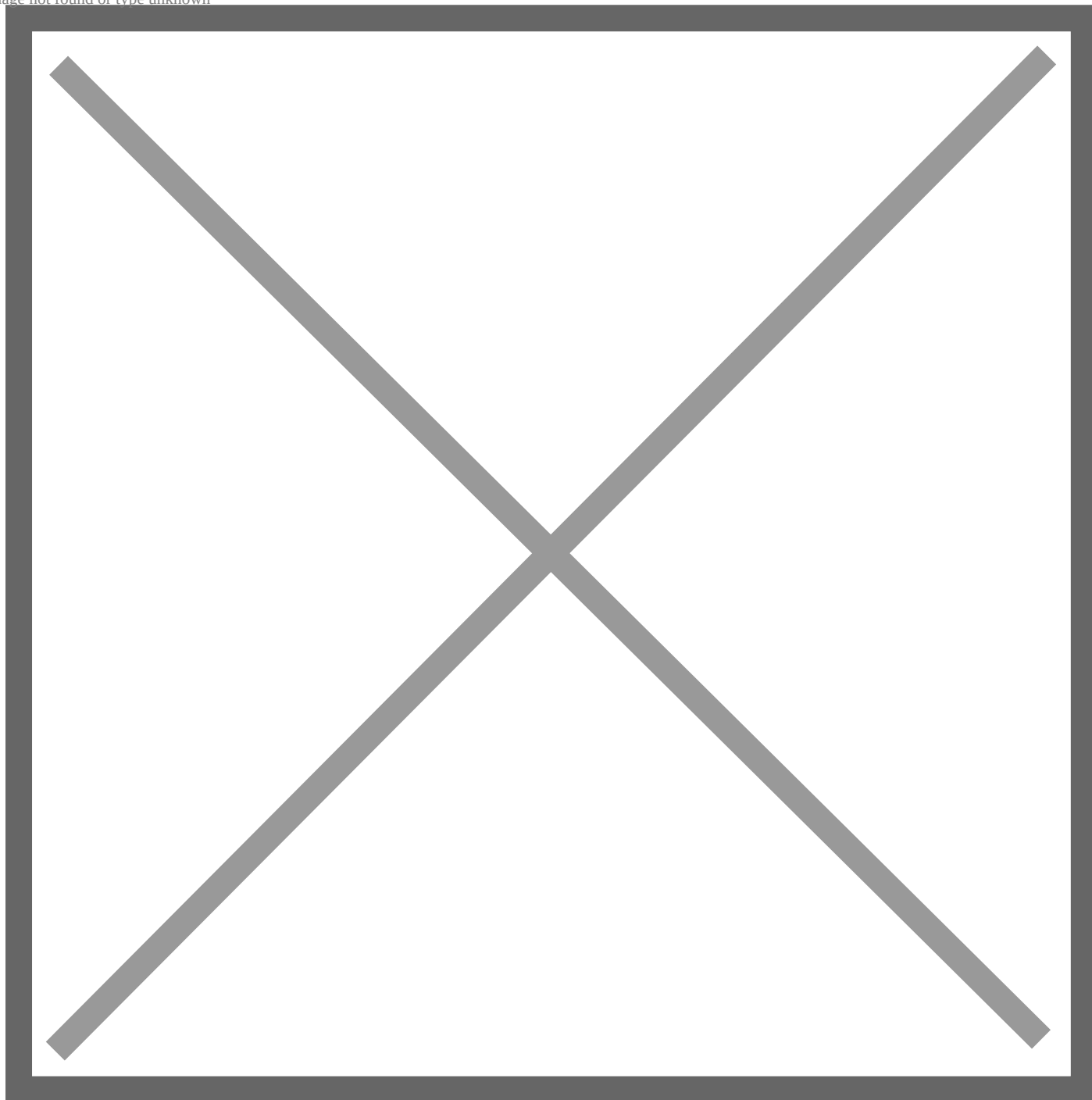


Toyota Announces Prices for 2010 Tundra Pickup and Sequoia Sport Utility Vehicle

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003 2010 Sequoia Platinum

TORRANCE, Calif., April 23, 2009 – – Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer's suggested retail prices (MSRP) for the 2010 Tundra full-size pickup truck and Sequoia full-size sport utility vehicle (SUV).

Tundra

Prices for the 2010 Tundra will range from \$22,960 for the Regular Cab 4×2 standard bed with a V6 engine and equipped with a Work Truck Package to \$42,155 for the CrewMax Limited 4×4 with a 5.7-liter V8 engine. The new MSRPs reflect an average overall increase of \$557.

Value is enhanced on all 2010 Tundra models with the addition of standard and optional exterior, mechanical, safety and convenience features including an all-new 4.6-liter i-FORCE V8 engine.

The new 4.6-liter V8 engine will be available on all 2010 model year Tundras. With 310 horsepower, 327 lb-ft. of torque and EPA fuel efficiency estimates of 15 mpg city and 20 mpg highway on 4×2 models, the new engine will deliver the best combination of power and fuel economy of any standard V8 in the full-size pickup segment. Like Tundra's optional 5.7-liter i-FORCE V8 engine, the new 4.6-liter V8 will be mated with a six-speed automatic transmission.

All 2010 Tundra models receive a redesigned front grille and tail lamps. The Tundra grade will have a new two-bar grille design and the Limited grade will be equipped with a unique billet-style grille. Additional standard equipment on all Tundra models includes driver and front passenger knee airbags, height-adjustable headlamps, and a redesigned seven-pin towing hitch connector that sits above the hitch to help avoid damage during high departure angle driving. Also, a shelf to help organize storage space has been added to the lower glove box.

Two new optional audio systems will supplement three existing systems. The first, which is optional only on Tundra grade, features AM/FM/CD, integrated XM satellite radio receiver, hands-free phone and streaming music via Bluetooth[®], auxiliary/USB inputs and up to six speakers. The second features navigation and a value positioned AM/FM/CD, auxiliary input, a backup camera monitor and six speakers.

New 2010 Tundra Work Truck Packages are aimed at commercial truck buyers or those who otherwise require a tough no-frills truck with exceptional cargo and towing capacity. The specialized trucks include vinyl seating and rubber flooring and will be available in Regular and Double Cab configurations with a V6 or one of two V8 engines including Tundra's powerful 381 horsepower 5.7-liter V8 with a towing capability of up to 10,800 pounds. Tundra models equipped with optional work truck packages will carry a price adjustment that ranges from \$195 to \$1,030 less than the truck's standard MSRP, depending on the model.

For buyers looking for a high level of refinement and convenience, the all-new Platinum Package will be available on 2010 Tundra CrewMax Limited models equipped with the 5.7-liter V8 and Flex Fuel powertrains. The package contains an assortment of high luxury features such as heated and ventilated seats, sunroof, and wood grain trim, and carries an MSRP of \$4,662.

The 2010 Tundra, assembled at Toyota Motor Manufacturing, Texas in San Antonio, will begin arriving at dealerships in late April.

Sequoia

With the addition of popular standard equipment, including safety features, the base MSRP for Sequoia will range from \$38,530 for the SR5 4×2 with a new 4.6-liter V8 engine to \$58,905 for the Platinum 4×4 with a 5.7-liter V8. The new MSRPs reflect an average overall increase of \$3,361 for all Sequoia models.

For 2010, Sequoia provides a much higher level of popular standard features and safety enhancements. The SR5 and Platinum grade models become mono-spec and the Limited grade offers only three stand alone options (navigation system, rear-seat entertainment and seven-passenger seating), giving consumers a more simplified buying process.

An all-new 4.6-liter i-FORCE V8 engine will be standard on Sequoia SR5 grades. When compared to the previous 4.7-liter i-FORCE V8, the new engine delivers 34 additional horsepower (310 hp) with a preliminary EPA fuel efficiency rating of 14 mpg/city and 19 mpg/highway, providing up to two more miles per gallon on the highway for 4×2 models. Sequoia's powerful 5.7-liter i-FORCE V8 engine remains standard on all Limited and Platinum grades and optional on SR5 models. Both engines are mated to a six-speed automatic transmission.

For enhanced safety, driver and front passenger knee airbags have been added as standard equipment on all Sequoia models. Standard audio has been upgraded to include Bluetooth[®], satellite radio capability and MP3 interface with an auxiliary audio jack and USB port. Three new exterior colors include Sandy Beach Metallic, Spruce Mica and Blizzard Pearl.

The 2010 Sequoia, assembled at Toyota's manufacturing facility in Princeton, Indiana, will begin arriving at Toyota dealers in late April.

	Grade	Body Style	Trans	<u>2009</u> <u>MSRP</u>	<u>MSRP</u> <u>CHANGE</u>	<u>2010</u>
4×2 TUNDRA						
8202	Tundra Grade V6	Reg Cab	5ECT	\$22,490	\$665	\$2
8204	Tundra Grade V6	Reg Cab LB	5ECT	\$22,820	\$665	\$2
8222	Tundra Grade V8 4.6L	Reg Cab	6ECT	\$23,630	\$725	\$2
8224	Tundra Grade V8 5.7L	Reg Cab	6ECT	\$24,680	\$675	\$2
8226	Tundra Grade V8 4.6L	Reg Cab LB	6ECT	\$23,960	\$725	\$2

				2009MSRP	MSRP CHANGE	2010
	Grade	Body Style	Trans			
8228	Tundra Grade V8 5.7L	Reg Cab LB	6ECT	\$25,010	\$675	\$2
8215	Tundra Grade V6	Double Cab	5ECT	\$24,945	\$550	\$2
8239	Tundra Grade V8 4.6L	Double Cab	6ECT	\$25,090	\$550	\$2
8241	Tundra Grade V8 5.7L	Double Cab	6ECT	\$26,390	\$550	\$2
8243	Tundra Grade V8 4.6L	Double Cab LB	6ECT	\$26,020	\$550	\$2
8245	Tundra Grade V8 5.7L	Double Cab LB	6ECT	\$27,380	\$550	\$2
8250	LTD V8 4.6L	Double Cab	6ECT	\$34,660	\$610	\$3
8252	LTD V8 5.7L	Double Cab	6ECT	\$36,010	\$550	\$3
8259	Tundra Grade V8 4.6L	CrewMax	6ECT	\$27,915	\$550	\$2
8261	Tundra Grade V8 5.7L	CrewMax	6ECT	\$29,215	\$550	\$2
8270	LTD V8 4.6L	CrewMax				