

Sculpted Sophistication: The 2024 Toyota Venza

October 04, 2023

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PLANO, Texas (Oct. 4, 2023) – The Toyota Venza is the all-Hybrid crossover that’s in a league of its own. Exclusively available as a Toyota Hybrid Electric Vehicle (HEV), it can make the best of every ride with a manufacturer-estimated 39 combined MPG. Add in elegant crossover style, a tech-focused interior, and standard

Electronic On-Demand All Wheel Drive (AWD) and it's a package that is both distinctive and practical. The 2024 Venza is available in LE, XLE, and Limited grades, as well as the uniquely stylish Nightshade edition. Based on the XLE trim level and available in three exterior colors, the Venza Nightshade features blackout trim for a distinctive presence.

The Venza's undeniably eye-catching design combines with a fashionable, quiet cabin for a package that makes an impression. Its stunning alloy wheels, LED projector headlights, and continuous, thin rear LED taillights give Venza a strikingly modern look. While the Toyota HEV System and standard AWD give it a blend of efficiency and utility that's at home on long road trips or during inclement weather.

The 2024 Venza Nightshade Edition is available in three premium exterior colors – Celestial Black, Wind Chill Pearl or Ruby Flare Red, each boldly accented by an array of black trim for the interior. The Nightshade shows a true designer touch, starting with the acrylic front grille trim, black-painted outer mirror caps, door handles, rocker panels and available black roof rails. The lower bumpers are complemented in front and rear by smoked chrome moldings as well. The black shark fin antenna is a crowning touch.

All three colors of 2024 Venza Nightshade Edition ride on 19-inch gloss-black multi-spoke aluminum alloy wheels. LED fog lamps, standard on XLE and Nightshade, shine bright through the darkness. For Nightshade specifically, this can also be paired with the available Star Gaze™ Panoramic Roof.

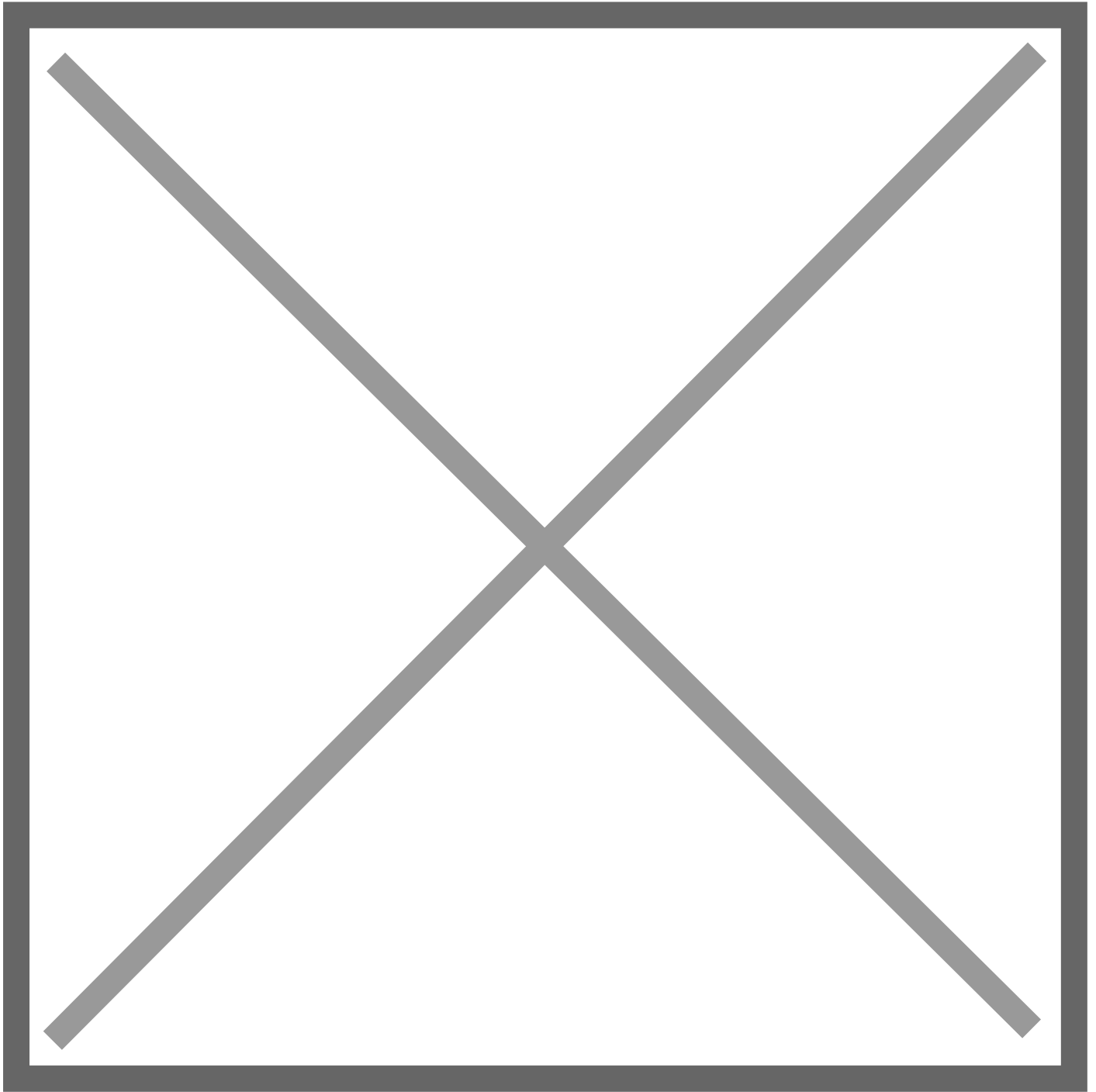


Solid Foundation

Venza is assembled on the Toyota New Global Architecture K (TNGA-K) platform that underpins many of the company's sedans and crossovers, including luxury models. As such, Venza delivers the best of both worlds: sedan-like driving comfort and CUV versatility.

Providing ample room for five in a highly maneuverable package, the Venza offers a host of available tech-focused features, including a 12.3-inch Toyota Audio Multimedia display with an available nine speaker JBL

Premium Audio system, 12.3-inch full digital instrument cluster, digital rear-view mirror and 10-inch color Head-Up Display.

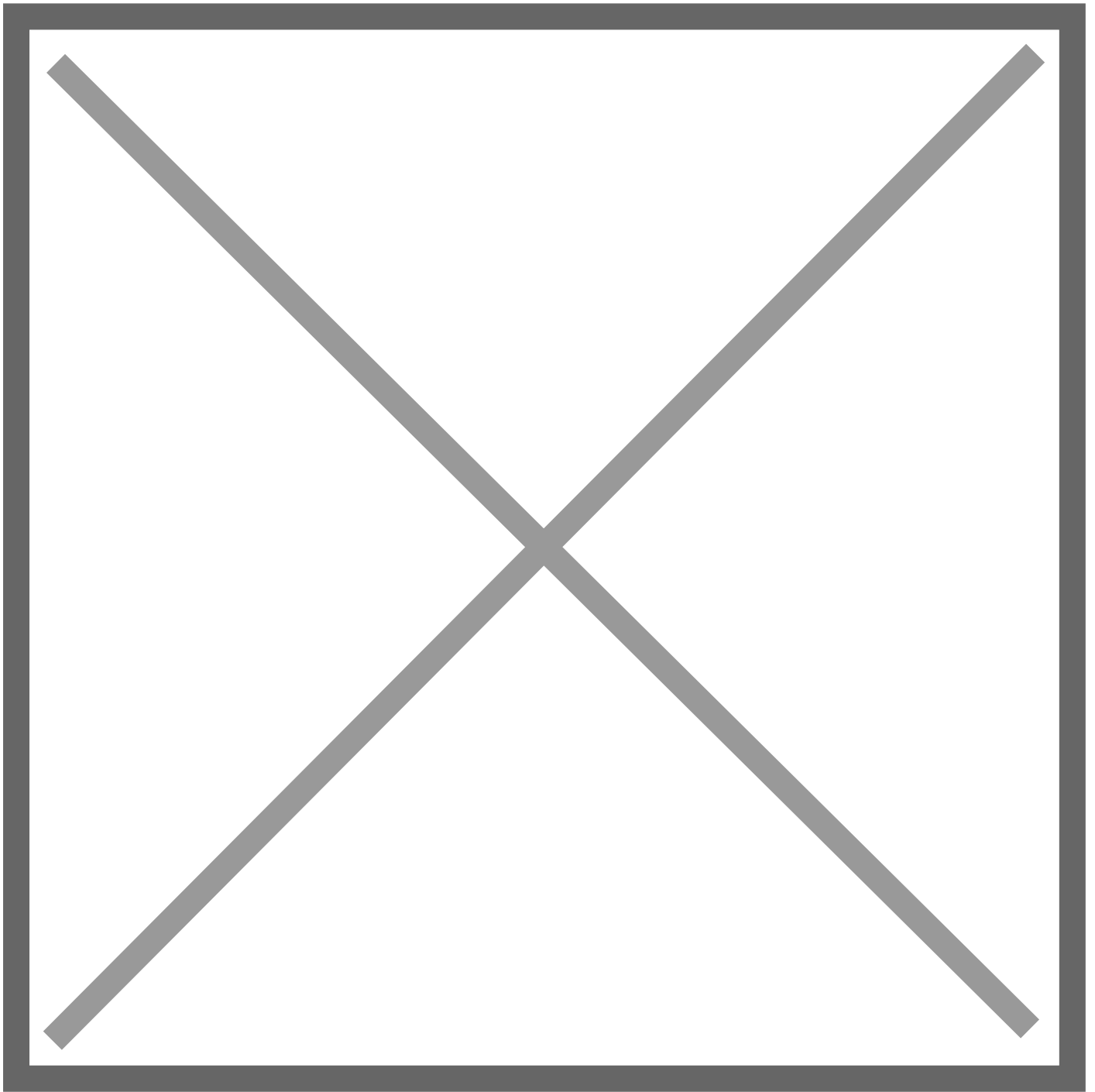


One of Venza's most dramatic luxury innovations is, fittingly, found on top of the vehicle: the available Star Gaze™ fixed panoramic glass roof – available on the Nightshade trim as well as the Limited grade. The roof panel's electrochromic glass technology allows drivers to switch from transparent to frosted modes within seconds using the ON/OFF button. In the frosted mode, Star Gaze™ brightens the interior while reducing direct sunlight, giving the cabin an even more open, airy and inviting feeling.

High-MPG Hybrid as Standard

The Toyota HEV System in the Venza combines a high-efficiency 2.5-liter DOHC four-cylinder engine with three electric motors and a lithium-ion battery in a highly compact system. The gas engine employs Variable Valve Timing-intelligent system by Electric motor (VVT-iE) on the intake camshaft and VVT-i on the exhaust camshaft. A variable cooling system (electric water pump and electric thermostat) and a fully variable oil pump further help improve engine efficiency.

Toyota's proven hybrid tech seamlessly delivers 219 total system horsepower for lively performance in the Venza. As with all Toyota hybrids, the feeling of everyday acceleration and responsiveness is heightened by the way the electric motor boosts low-speed torque. The hybrid system optimizes the level of electric motor assistance and gas engine RPM without the engine running at high revs. Engine speed is synchronized with vehicle speed, yielding effortless and quiet acceleration.



Selectable NORMAL, ECO and SPORT driving modes let the driver tailor the Venza's performance personality. SPORT mode enhances and sharpens throttle response, making fuel efficiency more fun. ECO mode changes the throttle and environmental logic to help the driver focus on maximizing mileage from the fuel and battery, while NORMAL mode is ideal for everyday driving. Additionally, EV mode allows electric-only driving at low speeds for short distances.

Regenerative braking captures the energy of the turning wheels as the vehicle slows, sending it to the hybrid battery. To foster greater control when driving in hilly areas, the driver can use a sequential shifting feature to

“downshift” to increase regenerative braking in steps. Befitting a premium vehicle, the hybrid system enhances ride comfort by finely controlling the drive torque to suppress vehicle pitch under acceleration and deceleration.

Reading the Road for Maximum MPG

Venza’s Predictive Efficient Drive (PED) technology uses navigation system operation to analyze driving habits and memorize road and traffic conditions to help optimize hybrid battery charging. When the driver selects PED, the system learns repeating routes and is designed to predict when and where the vehicle is likely to slow down or stop. Then, through optimum accelerator pedal release timing guidance, PED can help the driver to reduce energy consumption.

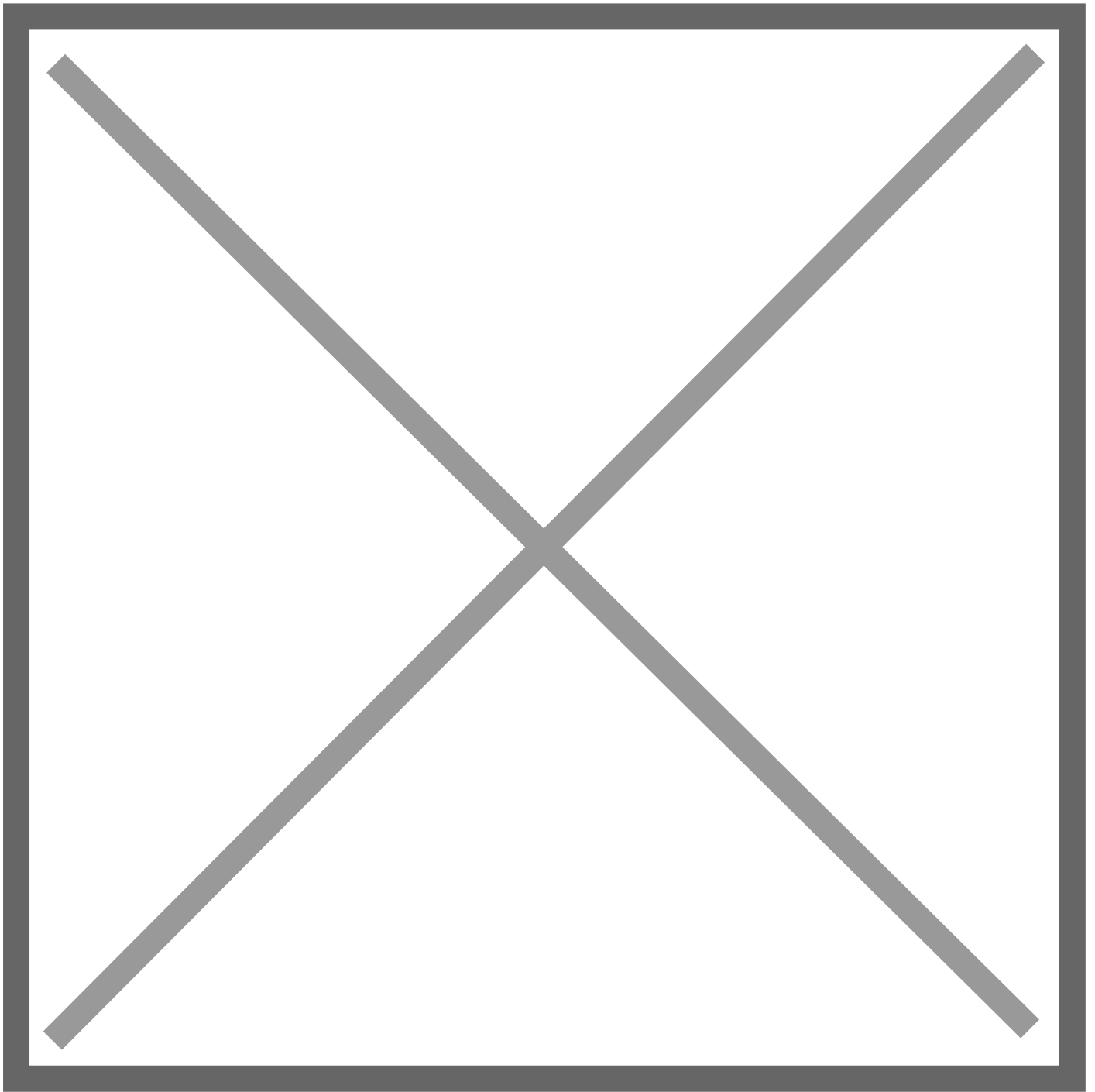
PED can also help optimize battery charging and discharge ahead of hills or traffic congestion. When approaching a downhill section, for example, the system is designed to apply additional engine braking force to charge the hybrid battery more efficiently after the accelerator pedal is released.

Smooth, Confident Driving

Extensive use of high-strength steel gives the TNGA-K platform inherent strength to allow front strut and rear multi-link suspension tuning that fosters handling agility while providing a quiet, supple ride. Bolstering Venza’s handling, an electronically controlled brake system features Active Cornering Assist (ACA) that engages vehicle stability control to reduce understeer in certain cornering situations.

The HEV system uses a differential torque pre-load function, which enhances acceleration and deceleration controllability when starting off or cornering. The feature also helps enhance steering performance at higher speeds, as well as straight-line stability and controllability on rough roads.

The 2024 Venza LE comes equipped with 18-inch multi-spoke two-tone alloy wheels, while XLE and Limited come standard with 19-inch multi-spoke metallic-finished alloy wheels. The Nightshade Edition features exclusive gloss black versions of the 19-inch wheels.



Hybrid All-Wheel Drive

Taking maximum advantage of the HEV powertrain's benefits, the standard Electronic On-Demand All-Wheel Drive employs a separate rear-mounted electric motor to power the rear wheels when needed. The system works seamlessly and transparently, preemptively distributing up to 80% of driving force to the rear wheels to help suppress front wheel slip during off-the-line starts. The system also enhances cornering agility by helping to reduce understeer.

Torque distribution varies with conditions, from 100:0 in constant-speed driving to 20:80 on slippery surfaces. The driver can view torque distribution on the Multi-information Display and audio system screen.

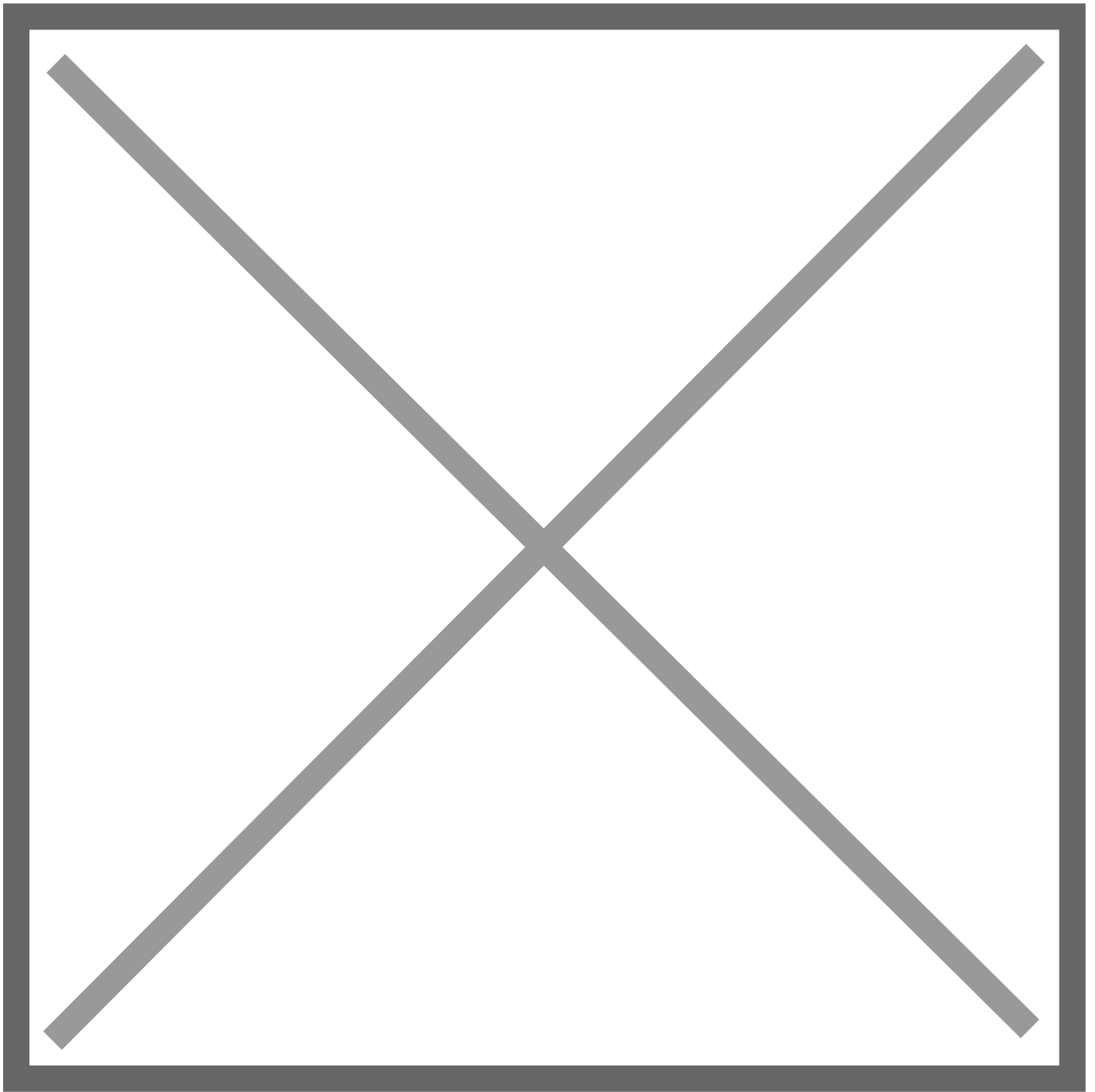
Calm and Collected for the Long Drive

The 2024 Venza provides a gratifyingly quiet cabin atmosphere. Critically, Toyota engineers focused on creating a calm interior conducive to enjoying easy conversation or hearing music in clearer detail.

The high-strength TNGA-K platform is the first defense against noise intrusion, curbing vibration through the steering, floor and structure. Suspension tuning resists road surface disturbances, helping to reduce tire noise via strategically placed insulation. An acoustic glass windshield helps minimize wind noise intrusion.

Sound-blocking and absorbing insulation and body sealing material are placed throughout Venza's structure, under the carpeting and above the headliner. The materials and their placement were optimized to minimize noise in the frequencies that typically interfere with conversation.

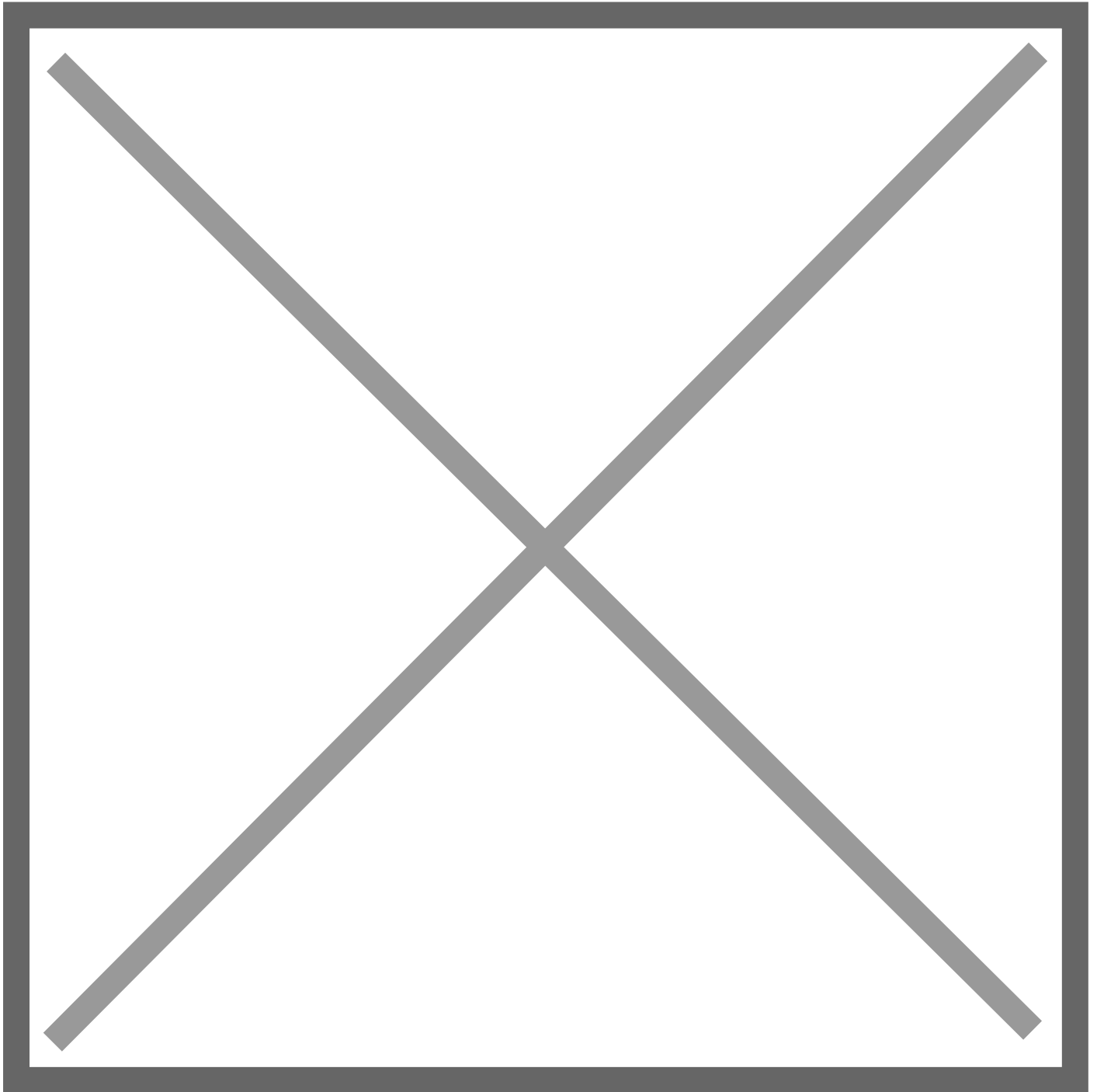
As one example, the floor silencer pad is one large piece rather than separate segments, resulting in 92% coverage. Holes and gaps between parts are filled in with sound-damping material for greater road noise reduction. Under the hood, sound-absorbing insulation around the engine compartment helps reduce intake noise, assisted by the placement of two special resonance chambers that help minimize air noise in the 530Hz and 650Hz ranges.



Luxury Seating

Venza provides exemplary comfort with a standard 8-way power driver's seat on all grades, with an eight-way power passenger seat on Limited. The power driver's seat automatically moves to its rearmost position to make entering and exiting the vehicle easier. The next time the Venza is started, the seat moves to the last position set by the driver.

SofTex®-trimmed seats come standard on the XLE, Nightshade, and Limited grades, with fabric-trimmed seats standard on the LE. The XLE, Nightshade, and Limited come with heated front seats that can be adjusted in three levels. Ventilated front seats, standard on Limited, draw cool air from the air conditioning system into the seat for added comfort. Venza employs S-FLOW air conditioning technology that first appeared on Lexus models. The system directs cooling air only to occupied seats, enhancing comfort and helping to reduce energy consumption. On the Limited and XLE with a 12.3-in display, the climate control system is operated with Intelligent Touch capacitive controls.



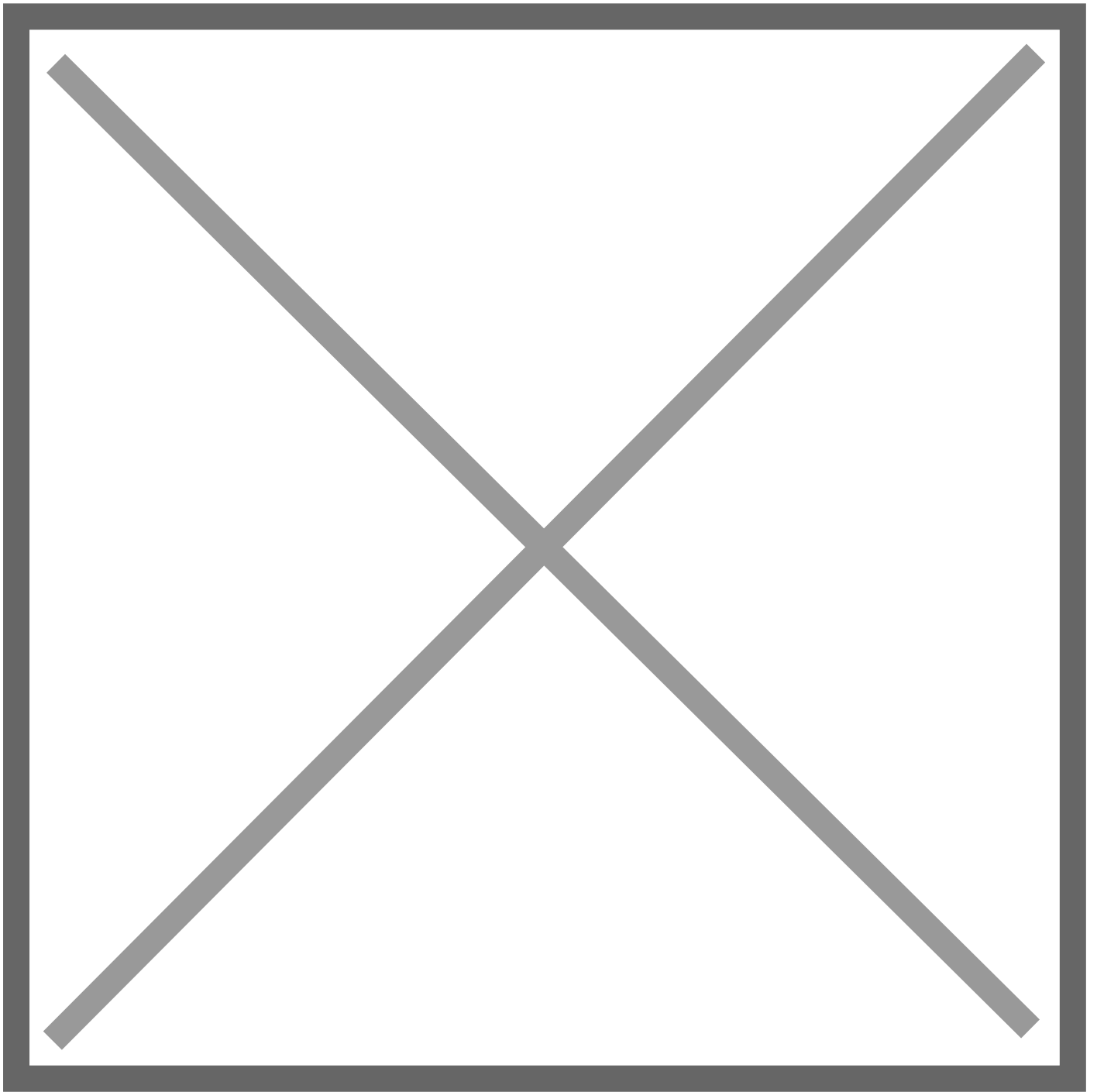
Space for What Matters

The Venza doesn't take up a lot of space outside yet provides generous space inside. Venza offers 28.8 cu. ft. of carrying space behind the second row and 55.1 cu. ft. total with the rear seatback folded. When not in use, the standard tonneau cover can be stored in a space beneath the cargo area deck. Cupholders can accommodate large drink sizes, while the center stack tray can handle the large mobile phone models. Door bottle holders can take 24-oz bottles.

Toyota Audio Multimedia on a Big Screen

The 2024 Venza offers cutting edge entertainment and connectivity through intuitive and versatile Toyota audio systems. The 8-inch Toyota Audio Multimedia touchscreen is standard on LE including a 6-speaker audio system with 4-channel amplifier for clean, powerful sound for all types of music. The XLE comes with a 12.3-inch Toyota Audio Multimedia touchscreen as standard. All Venza models come with the Toyota Audio Multimedia system, upgraded USB ports with one USB Type-A and two USB Type-C ports as well as an updated fourth-generation Qi wireless charger. Thanks to the Toyota Audio Multimedia system designed and engineered by Toyota's Texas-based Connected Technologies team, Venza drivers will be at the ready thanks to a wide range of enhanced connectivity and convenience features, including being Over-the-Air (OTA) updatable. Users can interact with the system through intuitive touch and voice activation controls.

The Venza XLE, Nightshade, and Limited come with a one-year trial of Toyota Drive Connect*, with the LE grade capable of the Connected Service subscription. With Drive Connect, drivers and passengers have access to Intelligent Assistant, Cloud Navigation and Destination Assist. With Intelligent Assistant, simple phrases like "Hey Toyota" awaken the system for voice activated commands to search for directions, find Points of Interest (POI), adjust audio controls, change the cabin temperatures and more. Cloud Navigation, the available onboard navigation solution, utilizes the cloud to download the latest available map, traffic and routing information. To ensure users have the most up-to-date search capabilities, POI search is provided by Google Points-of-Interest data. Destination Assist also gives access to 24/7 live agent assistance to locate the next destination.



The new Toyota Audio Multimedia allows for dual Bluetooth® phone connectivity, with support for standard wireless Apple CarPlay® and Android Auto™ compatibility. With further connectivity, the Venza has an available Wi-Fi Connect subscription that offers 4G connectivity for up to five devices – turning the Venza into an AT&T Hotspot. Adding to the already robust offering of audio playback ability with HD Radio®, USB data and a SiriusXM® Platinum Plan 3-month trial subscription, Wi-Fi Connect trial or subscription also enables the new Integrated Streaming feature, providing the ability to link their separate Apple Music® and Amazon Music subscriptions to the vehicle for onboard control.

JBL Premium Audio System, optional on XLE and standard on Limited, features a stunning 12.3-inch touchscreen display. Ardent music buffs will love this sonically stunning system, which uses 9 speakers, including a rear subwoofer, powered by a 12-channel, 1,200-watt amplifier. The system was designed exclusively for Venza with unique speaker architecture and specifically tuned to the cabin space.

The Venza LE and XLE grade feature a 7-inch color Multi-Information Display, where a Hybrid System Indicator shows the driver system output and regeneration status to encourage eco-driving habits. The display suggests the optimal acceleration amount for eco driving and provides a game-like scoring function for the driver. Limited will be upgraded to a 12.3-inch full digital instrument cluster that features four different visual modes for a personalized touch: Casual, Smart, Tough and Sporty mode.

Toyota Connected Services*

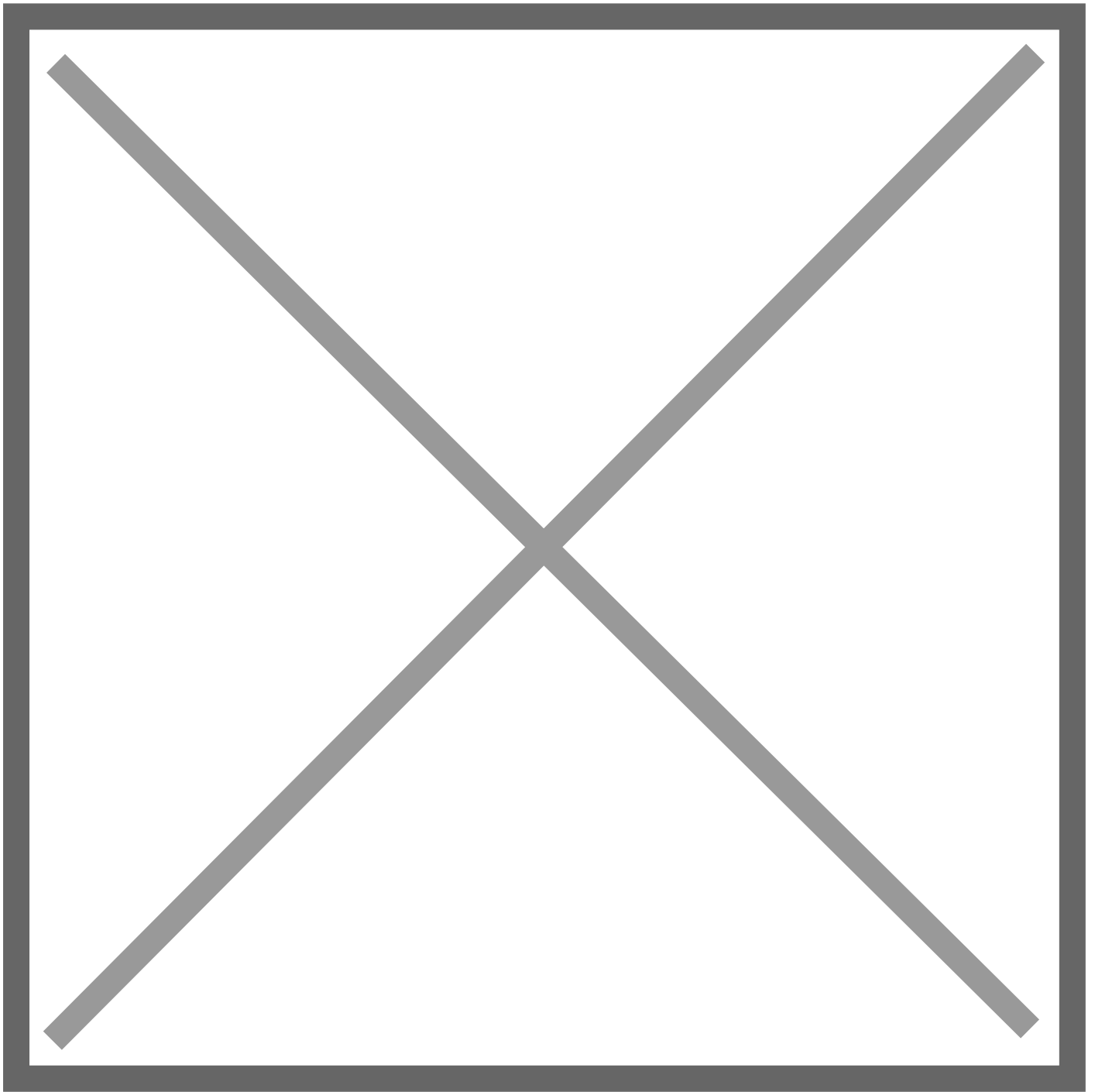
In addition to Drive Connect, the 2024 Toyota Venza also has connected capabilities that can enhance the driving and ownership experience, including:

- **Safety Connect®**— Up to 10-year trial subscription on all grades; Includes Emergency Assistance button, enhanced Roadside Assistance, Automatic Collision Notification and Stolen Vehicle Locator.
- **Service Connect**— Up to 10-year trial subscription on all grades; Receive personalized maintenance updates and vehicle health reports.
- **Wi-Fi Connect**— Up to 30-day/3 GB trial (whichever comes first); Includes AT&T Wi-Fi hotspot and Integrated Streaming Apple Music® and Amazon Music compatibility.
- **Remote Connect**—1-year trial subscription on XLE, Nightshade, and Limited; Remotely interact with your vehicle through the Toyota app via your smartwatch. Depending on grade, allows you to lock/unlock doors, start and stop the vehicle, locate your last parked location, check vehicle status and monitor guest drivers.

*4G Network dependent. Subscription required after trial.

High-Tech Visibility

The 2024 Venza Limited grade comes with a 10-inch color Head-Up Display standard, which projects vital information at eye level, including speedometer, hybrid system indicator and TSS 2.5+ functions. The Venza's available digital rearview mirror with HomeLink universal transceiver helps the driver see what's behind the vehicle. At the flip of a switch, the mirror provides the driver with a wide, unobstructed view from a rear camera. The mirror also helps reduce glare from headlights. To further aid outward visibility, the Limited grade comes standard with Panoramic View Monitor with Perimeter Scan, which provides a panoramic overhead view of the vehicle's surroundings. Rain sensing wipers are standard on the Limited grade.



The standard backup camera features projected-path and dynamic gridlines, while an available rear camera cleaning system sprays washer fluid to clear away water droplets, mud, snow and snow-melting road treatments from the lens. A standard hands-free power liftgate can be set to lock automatically upon closing. For additional convenience, XLE and Limited grades come standard with a Smart Key System that works on all four doors and the rear liftgate.

Toyota Safety Sense 2.5+

In addition to collision protection provided by the TNGA-K platform, the 2024 Venza comes standard with Toyota Safety Sense 2.5+, Toyota's suite of active safety systems. It includes Pre-Collision System with Pedestrian Detection that features enhancements over the previous generation, including the ability to detect an oncoming vehicle or a pedestrian at intersections when making a turn. The Pre-Collision System is designed to detect vehicles, pedestrians and bicyclists and provide audio/visual alerts and automatic braking in certain conditions. Emergency steering assist is an additional function designed to detect pedestrians and stabilize the driver's emergency evasive steering maneuvers and help prevent lane departure.

TSS2.5+ on Venza also includes Full-Speed Range Dynamic Radar Cruise Control (DRCC). Lane Departure Alert is designed to notify the driver via audible alert if it senses the vehicle is leaving the lane without engaging a turn signal. When DRCC is set and engaged, Lane Tracing Assist is designed to assist the driver by providing a slight steering force to help center the vehicle in its lane using visible lane markers or a preceding vehicle.

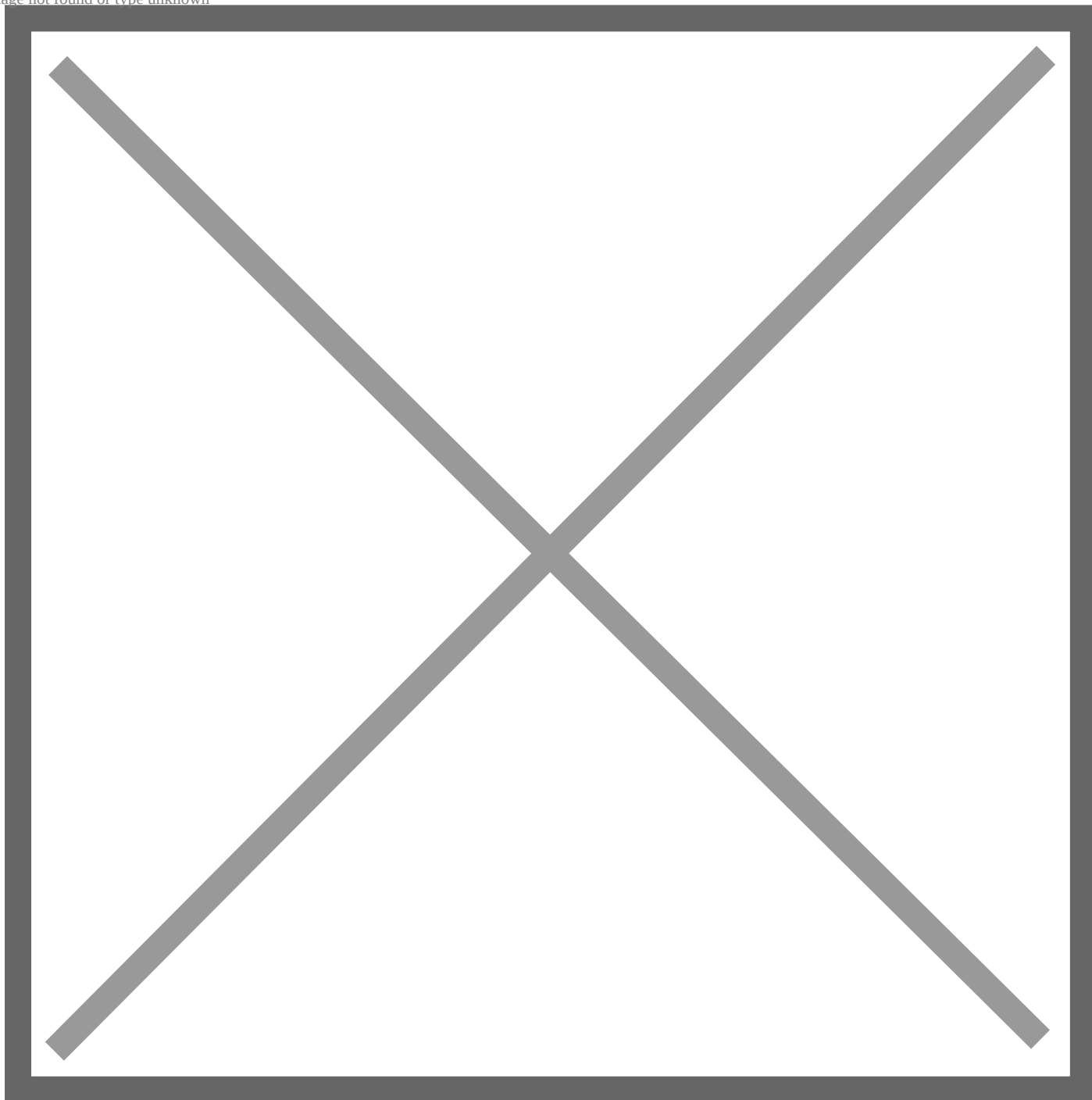
Automatic High Beams are designed to detect preceding or oncoming vehicles and automatically switch between high beam and low beam headlights. Road Sign Assist is designed to recognize certain road sign information using a forward-facing camera and display them on the multi-information display (MID).

Toyota's Rear Seat Reminder also comes standard on Venza. The feature can note whether a rear door was opened within 10 minutes of the vehicle being turned on, or at any time after the vehicle has been turned on, with a reminder message in the instrument cluster after the engine is turned off, accompanied by multitone chimes.

In addition to the TSS 2.5+ system, other standard safety features include Blind Spot Monitor which is designed to help detect and warn you of vehicles approaching or positioned in the adjacent lanes. Rear Cross Traffic Alert can offer added peace of mind by helping to detect vehicles approaching from either side while backing out and alerting you with a visual and audible warning. Front and Rear Parking Assist with Automatic Braking is designed to provide warning and if needed, implement brake control when there's a possibility of a collision with a stationary object or an approaching vehicle while parking.

2024 Venza Manufacturer's Suggested Retail Price (MSRP)**

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****MSRP excludes Dealer Processing and Handling fee of \$1,395. All prices subject to change.**

Toyota Limited Warranty and ToyotaCare

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and against perforation from corrosion for 60 months with no mileage limitation. Hybrid-related components that require repairs needed to correct defects in materials or workmanship are covered for 8 years/100,000 miles, whichever

comes first from original date of first use when sold as new. The HV battery is covered for 10 years/150,000 miles, whichever comes first, and is transferrable across ownership.

The 2024 Venza also comes standard with ToyotaCare, a complimentary plan covering normal factory-scheduled maintenance for two years or 25,000 miles, whichever comes first, and 2 years of Roadside Assistance, regardless of mileage.

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