

2017 TOYOTA FLEET GUIDE



TOYOTA

2017 TOYOTA FLEET GUIDE

Drive your business forward.



Welcome to the 2017 edition of the Toyota Fleet Buyers' Guide, your all-in-one source for everything you need to know about our line-up of award-winning cars, trucks and SUVs. If automobiles are a key component of your business you won't find a better partner than Toyota.

Famous for dependability, Toyota now also offers the largest selection of fuel efficient hybrids – proven in mile-after-mile of real-world service. So whether you need reliability, low cost of ownership, fuel efficiency, safety, outstanding resale value or all of the above, we can help you find the right vehicle to keep your business moving.

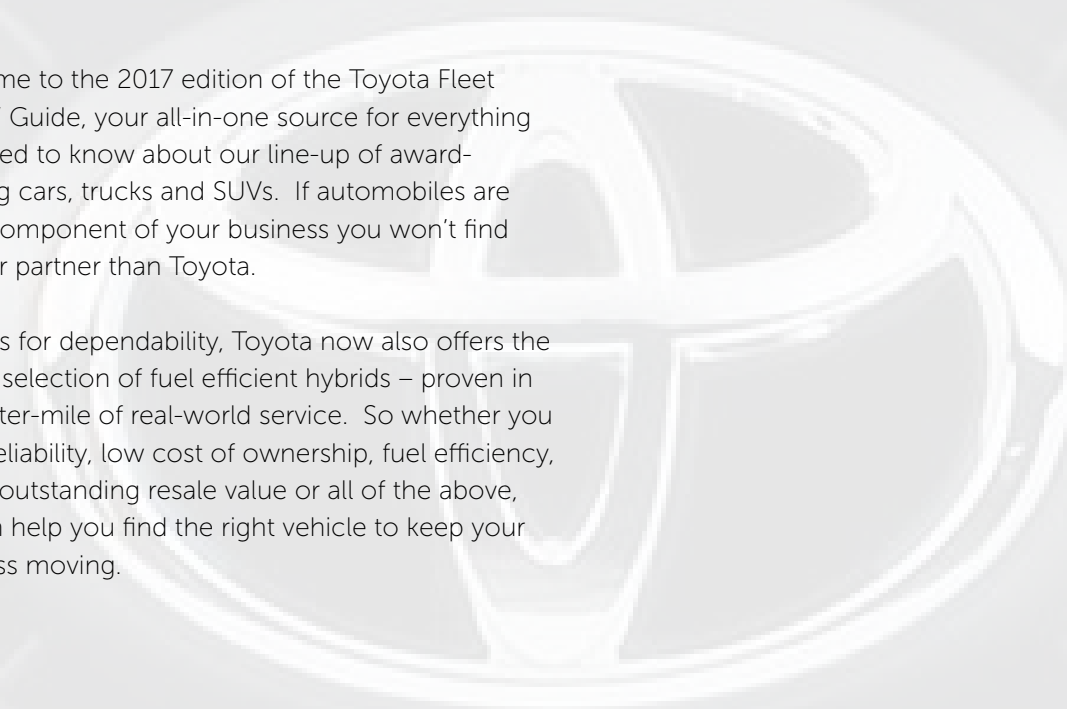


Table of Contents.

OUR PRESIDENT'S MESSAGE	4	TRUCKS	25
OUR VISION	5	TACOMA	26
WHATS NEW?	6	TUNDRA	27
CO2 & FUEL EFFICIENCY	7	HYBRIDS	28
SAFETY	8	PRIUS c	29
TECHNOLOGY	9	PRIUS	30
EXECUTIVE VEHICLES	10	PRIUS v	31
FULL MODEL RANGE	11	PRIUS PRIME	32
PASSENGER CARS & VANS	12	CAMRY HYBRID	33
YARIS HATCHBACK	13	RAV4 HYBRID	34
COROLLA	14	HIGHLANDER HYBRID	35
COROLLA iM	15	RELIABILITY	36
CAMRY	16	HYBRIDS	37
AVALON	17	TRUCKS & SUVS	38
86	18	DEALER SERVICES	39
SIENNA	19	WARRANTY / ROADSIDE	40
SUVS & CROSSOVERS	21	AWARDS & ACCOLADES	41
RAV4	21	COMMUNITY SERVICE	42
HIGHLANDER	22		
4RUNNER	23		
SEQUOIA	24		



A message from our President.



Thank you for your support.

To our long-standing fleet vehicle partners, we thank you for your support.

If this is your first time considering Toyota Canada as your fleet vehicle provider, we welcome the opportunity to showcase our complete lineup of Toyota cars and trucks, and to detail what we believe is a perfect fit between our vehicles and your needs.

Overall cost of ownership is one of the most important factors when considering a fleet vehicle. We are proud of Toyota's reputation for providing long-lasting value, and the outstanding recognition we receive year after year for our quality, dependability and safety.

Toyota was founded on the belief in 'Kaizen', or continuous improvement. Whether it's customer service, vehicle quality, performance, safety, or fuel efficiency, this commitment to constantly bettering ourselves is evident everywhere you look across the 2017 lineup.

Whichever Toyota model you choose, a multitude of enhancements will increase driver excitement, confidence and comfort. They'll also help convince you that Toyota is the right partner to help drive your business forward.

Thank you.

A handwritten signature in black ink, appearing to read 'LH' followed by a stylized flourish.

Larry Hutchinson
President and CEO, Toyota Canada Inc.

Toyota's global vision is of a better tomorrow and a better today.

Our Vision.



No matter how well we do something today, we challenge ourselves to do it better tomorrow. That has been the Toyota philosophy from the very beginning. And though we've made tremendous advancements in minimizing the environmental impacts of our vehicles, our manufacturing operations and other activities, we push ourselves to improve, every day.

From our clean, efficient hybrid vehicles like the Prius, to our new, zero-emission Mirai fuel-cell vehicle and 'zero-landfill' North American manufacturing plants, we're working hard to build a better tomorrow, today.



Whats New?

Exciting developments for 2017.



2017 PRIUS PRIME

Our most technologically advanced Prius yet has sportier aerodynamic styling and more lightweight materials for even better fuel efficiency. Fully-charged in just under 6 hours via an ordinary household outlet, the Prius Prime can travel more than 960 km on a full charge and tank of gas. *Amazing.*



2017 COROLLA

Toyota's best selling car in Canada gets an exciting new exterior for 2017. The all-new Corolla features a daring front end design, a restyled interior with available 7" touch-screen display³ and innovative Toyota Safety Sense¹ system. *Legendary.*



2017 HIGHLANDER

For 2017, the versatile Toyota Highlander expresses its sportier side with dynamic new front-end styling and three bold new colours. Performance has also been enhanced, with our new Direct Shift 8-speed automatic transmission married to a new 3.5-litre engine with direct injection. And we haven't forgotten safety – Toyota Safety Sense is standard on the vehicle. *Versatile.* 2016 model year shown.

Outstanding fuel efficiency helps drive down your costs.

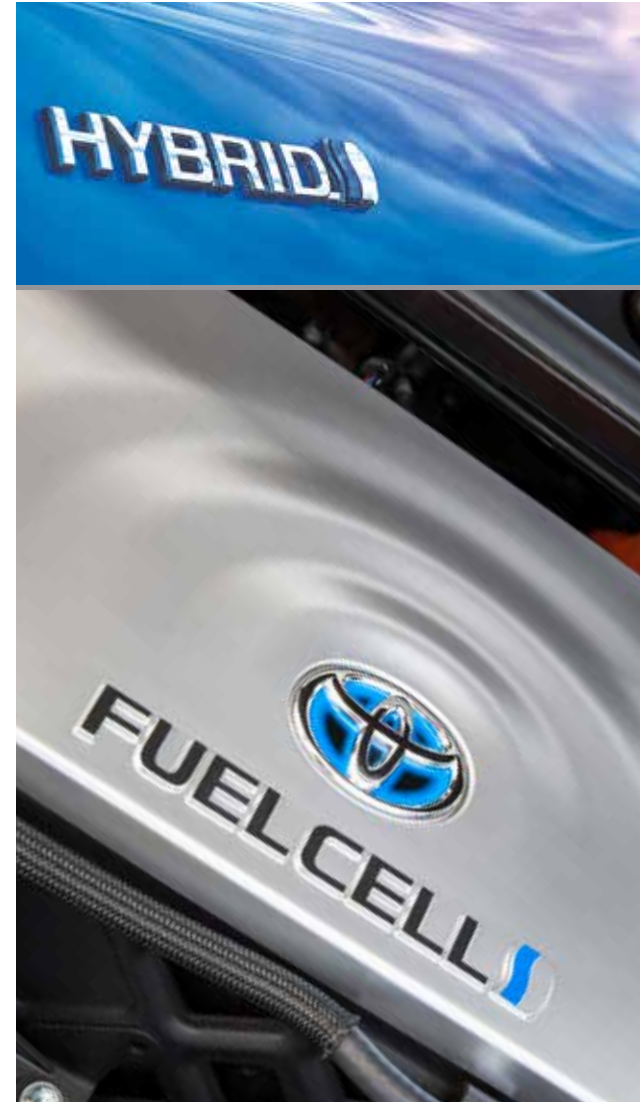
CO2 and Fuel Efficiency



Fuel expenses are a major contributor to the total cost of running your fleet. That's why Toyota is committed to increasing the fuel efficiency and reducing the greenhouse gas emissions of all our vehicles. We already lead the way with the most extensive and proven lineup of fuel efficient hybrids.

From the one that started it all – the Prius – to our Camry sedan to the RAV4 and Highlander SUVs, there's a Toyota hybrid for any job. But whether hybrid or conventional engine, Toyota's commitment to fuel efficiency delivers very low cost of operation.

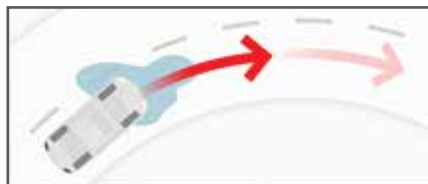
And for tomorrow, we're investing in new technology and exploring new powertrains like our Mirai fuel-cell prototype vehicle which uses no gasoline and emits only water out of the tailpipe.



Safety.

At Toyota, sophisticated safety features come standard.

Years of testing and investment in research and development have led to the creation of our Star Safety System, six advanced accident avoidance technologies that make attentive drivers better drivers.



VEHICLE STABILITY CONTROL helps prevent wheel slip and loss of traction by reducing engine power and applying brake force to the wheels that need it.*



TRACTION CONTROL helps maintain grip on wet, icy, loose or uneven surfaces by applying brake force to spinning wheels.



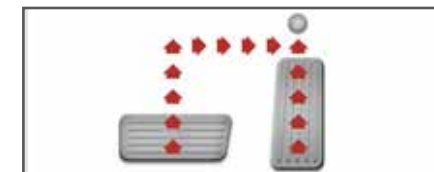
ANTI-LOCK BRAKE SYSTEM helps prevent brakes from locking up by 'pulsing' brake pressure in emergency braking situations.



ELECTRONIC BRAKE-FORCE DISTRIBUTION is advanced ABS technology that keeps the vehicle more stable and balanced when braking.



BRAKE ASSIST helps detect sudden or 'panic' braking and adds the full pressure needed to help prevent collisions.**



SST SMART STOP TECHNOLOGY automatically cuts engine power and allows the brakes to take control when the accelerator and brakes are pressed at the same time.†

* Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control.

** Brake Assist is designed to help the driver take full advantage of the benefits of ABS.

† Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping.

Safety technology that reads like science fiction is becoming science fact.

Technology.



TSS-C: PRE-COLLISION SYSTEM^{9A} Provides collision avoidance or damage mitigation support in speed ranges where frontal collisions are likely to occur.



TSS-C: LANE DEPARTURE ALERT^{7A} Lane Departure Alert function is designed to assist a driver from unintentionally deviating from their lane. Using an in-vehicle camera to detect visible white and yellow lane markings, the system issues both visual and audio alerts in the event of lane deviation.



TSS-C AND TSS-P: AUTOMATIC HIGH BEAM⁴

Automatic High Beams (AHB) help drivers see more of what's ahead at nighttime by automatically switching between high and low beams as appropriate to provide the most light possible and enhance forward visibility. By using high beams more frequently, the system may allow earlier detection of pedestrians and obstacles.



TSS-P: PRE-COLLISION SYSTEM^{9B} W/ PEDESTRIAN DETECTION Provides collision avoidance or damage mitigation support in speed ranges where frontal collisions are likely to occur. In certain conditions, the Pre-Collision System with Pedestrian Detection may also help to detect pedestrians and help prevent or mitigate a collision.



TSS-P: DYNAMIC RADAR CRUISE CONTROL⁸ Using forward sensing radar technology, the system can automatically adjust vehicle speed to help maintain a preset following distance between you and the vehicle directly in front of you.



TSS-P: LANE DEPARTURE ALERT^{7B} WITH STEERING ASSIST Alerts you if you start to drift out of your lane when visible lane markings are detected. On some models with TSS-P, the Steering Assist function may also provide small corrective steering inputs.

Toyota Safety Sense (TSS™) is designed to help protect drivers, passengers, people in other vehicles on the road, and pedestrians. (TSS-P only)

Packaged together in an integrated system, TSS is included on Toyota vehicles in two different configurations: TSS-C and TSS-P.



Executive Vehicles.

Toyota Executive Vehicles. Something to strive for.

Could these be the ultimate perks?

Reward your senior managers with one of our top-of-the-line vehicles, bristling with the latest technology and loaded with luxury features and amenities.



CAMRY XLE

The 2017 Camry XLE sets the standard for elegance and style in a mid-size sedan. Head-turning design contributes to athletic handling and stability. Inside, high tech features abound, including an in-console wireless device charging system.



AVALON LIMITED

At the top of the corporate ladder, you'll find the Avalon waiting for you. Sophisticated exterior styling that is pleasing to the eye and beneficial to performance. A host of advanced technology for communication, safety and entertainment. And luxurious materials and finishes that make every journey a joy.



HIGHLANDER LIMITED AWD

The Highlander Limited AWD delivers a balance of refined styling, go-anywhere all-wheel drive performance and a full suite of convenience features. There are heated front and middle-row captain's seats, a 12-speaker JBL Synthesis audio system, heated multi-function steering wheel, advanced voice recognition and more. 2016 model year shown.



TUNDRA 1794 EDITION

Officially the Tundra 4x4 CrewMax Platinum 5.7L 1794 Edition, the 1794 Edition boasts a distinctive Western-inspired exterior with unique front grille and 20" chromed aluminum alloy wheels. All carried by a 5.7L i-Force V8 that produces 381 hp @ 5600 rpm.

Our full model range offers something for every business.

Full Model Range Overview.

PASSENGER CARS & VANS



YARIS HATCHBACK



COROLLA



COROLLA iM



CAMRY



AVALON



86



SIENNA

SUVS & CROSSOVERS



RAV4



2016 HIGHLANDER



4RUNNER



SEQUOIA

PICKUPS



TACOMA



TUNDRA

HYBRIDS



PRIUS c



PRIUS



PRIUS v



PRIUS PRIME



CAMRY HYBRID



RAV4 HYBRID



2016 HIGHLANDER HYBRID



For small businesses to large companies, Toyota vehicles put in an honest day's work, every day. From the sub-compact Yaris Hatchback to the powerful Tundra full-sized pick-up truck, a Toyota vehicle will prove to be an asset to your drivers and your bottom line.

Passenger Cars and Vans.

They work hard, and never ask for a raise.

More than just a part of your business, your company's vehicles are your ambassadors on the road and Toyota passenger cars and vans say all the right things.

Durable, reliable, hard-working and economical, they put in long hours with no complaints.

And they provide the safety, technology and comfort to keep your drivers engaged and enthusiastic, too.



Please see your Toyota Dealer for details.



YARIS HATCHBACK SE SHOWN IN ABSOLUTELY RED



AVAILABLE KEYLESS REMOTE



USB PORT AND AUXILLARY INPUT JACK



AIRBAG DISTRIBUTION



LED / PROJECTOR-STYLE HEADLAMPS



AVAILABLE STEERING WHEEL CONTROLS



Yaris Hatchback

PRACTICAL CAN BE COOL.

KEY FEATURES

- 1.5 Litre, 4-cyl. VVT-i engine delivering 106 hp @ 6,000 rpm
- 5-speed Manual Transmission (available 4-speed Automatic)
- 6.1" Display³ Audio with AM/FM, CD and MP3 with USB Input and Bluetooth® Capability²
- Power Windows and Power Door Locks
- 60/40 Split Fold-Down Rear Seats
- Colour-Keyed Bumpers and Door Handles
- Toyota's Star Safety System™
- Toyota Safety Sense – C

Corolla

EXCITING NEW LOOK. SAME EXCITING RELIABILITY.

KEY FEATURES

- 1.8 L, 4-Cylinder, 16-valve, Dual VVT-i or VALVEMATIC Engine delivering 140 hp @ 6,000 rpm
- Available 6-Speed Manual, or Continuously Variable Transmission with Intelligent Shift (CVTi-S)
- AM/FM, CD and MP3 with USB Input and Bluetooth® Capability²
- Steering Wheel Audio Controls
- Power Windows and Power Door Locks
- 60/40 Split Fold-Down Rear Seats
- Power-Adjustable, Colour Keyed Heated Mirrors
- LED Headlamps
- Toyota's Star Safety System™
- Toyota Safety Sense – P



COROLLA SE SHOWN IN BLUE CRUSH METALLIC



USB INPUT PORT



PADDLE SHIFTERS



COROLLA SE DASHBOARD WITH XSE PACKAGE





COROLLA iM SHOWN IN BLIZZARD PEARL



SIDE PROFILE – OPEN FOR BUSINESS



POWERFUL, EFFICIENT ENGINE



FLEXIBLE INTERIOR FOR PASSENGERS AND CARGO



DASHBOARD WITH TOUCH-SCREEN DISPLAY³



Corolla iM

FLEXIBLE EFFICIENCY.

KEY FEATURES

- 1.8 Litre, 4-Cylinder, DOHC, 16-Valve engine delivering 137 hp @ 6,100 rpm
- Available 6-Speed Manual, or Continuously Variable Transmission with Intelligent Shift (CVTi-S)
- Pioneer® Audio System with 7" touch screen display³ featuring Aha™ Radio
- Leather-wrapped steering wheel with audio controls
- TFT multi-information display³
- Bluetooth®² connectivity
- Standard heated seats
- 60/40 rear folding seats
- Dual-zone climate control
- Dynamic backup camera⁵
- Toyota's Star Safety System™
- Toyota Safety Sense – C

Camry

ALL BUSINESS, IN A GOOD WAY.

KEY FEATURES

- Available 2.5 Litre, 16-valve, 4-cylinder engine delivering 178 HP @ 6,000 rpm, or a 3.5 Litre, 24-valve, 6-cylinder engine delivering 268 HP @ 6,000 rpm
- 6-Speed Automatic, Super Electronically Controlled Transmission
- Display Audio³ with Bluetooth[®] Compatibility² and USB Input
- Air Conditioning
- Backup Camera⁵
- Automatic Headlamp System
- Cruise Control
- Keyless Entry
- Toyota's Star Safety System[™]

AWARDS:

- 2016 IIHS Top Safety Pick
- 2016 Canadian Black Book Best Retained Value Award – Mid-size car

Based on value retained from original MSRP for 2012 model year vehicles as published by CBB, as of January 1, 2016. See CandianBlackBook.com for complete details.



CAMRY XSE V6 SHOWN IN RUBY FLARE PEARL



60/40 SPLIT FOLDING REAR SEATS



PADDLE SHIFTER



STEERING WHEEL BLUETOOTH^{®2} & AUDIO



LANE DEPARTURE ALERT^{7A}





AVALON TOURING SHOWN IN BLIZZARD PEARL



DISPLAY AUDIO³ SYSTEM WITH NAVIGATION¹⁰



SPACIOUS FRONT SEATING SHOWING AUDIO DISPLAY³



CENTRE CONSOLE WITH WIRELESS CHARGING



Avalon

ALL YOUR EMPLOYEES SHOULD BE THIS EXCEPTIONAL.

KEY FEATURES

- 3.5 Litre, 24-valve, 6-cylinder engine delivering 268 HP @ 6,000 rpm
- 6-Speed Automatic, Super Electronically Controlled Transmission
- Standard LED headlamps with Daytime Running Lights
- Unique alloy wheels
- Steering Wheel Audio Controls
- Backup Camera⁵
- Paddle Shifters
- Push Button Start
- Smart Key System
- Tire-specific Tire Pressure Monitoring System
- Toyota's Star Safety System™
- Toyota Safety Sense – P

AWARDS:

- 2016 IIHS Top Safety Pick

The all-new 86

MOVE AT THE SPEED OF BUSINESS.

KEY FEATURES

- 2.0 Litre, 4-Cylinder, Horizontally Opposed Flat 4 Boxer engine delivering 205 hp @ 7,000 rpm
- Available with 6-speed Manual or 6-Speed Automatic with Dynamic Rev Management
- 7" Touch-screen³ Pioneer Display Audio System with Bluetooth^{®2} and 8 speakers
- Flat-folding rear seats
- Automatic headlamp system
- Digital and analog gauges
- Aluminum pedals
- All-new rear view camera⁵
- Two 12-volt power outlets
- Keyless entry, variable-intermittent front windshield wipers
- Toyota's Star Safety System™



THE ALL-NEW TOYOTA 86 SHOWN IN ABLAZE



TOYOTA 86 LOGO



FLAT-FOLDING REAR BENCH SEATS



HI-TECH COCKPIT



LEATHER WRAPPED SHIFT KNOB





SIENNA SE WITH TECHNOLOGY PACKAGE SHOWN IN PRE-DAWN GREY MICA



HEATED STEERING WHEEL



BACKUP CAMERA⁵



TIP UP AND LONG SLIDE 2ND ROW SEATING



Sienna

MOVE CARGO AND PEOPLE IN STYLE
AND COMFORT.

KEY FEATURES

- 3.5 Litre, 24-Valve, 6-Cylinder engine delivering 296 hp @ 6,200 rpm
- 8-Speed Automatic Transmission
- Touchscreen³ Audio with Bluetooth® Capability²
- Steering Wheel Audio and Voice Recognition Controls
- SIRI Eyes Free Mode¹²
- 3-Zone Automatic Climate Control
- Backup Camera⁵
- Cruise Control
- Power Windows and Door Locks
- Halogen Headlamps
- Toyota's Star Safety System™

SUVs.

Versatile performers.

When your fleet requires vehicles that can move people, cargo or both simultaneously, Toyota SUVs are the answer.

With flexible seating capacity, versatile cargo room, power, comfort and fuel efficiency, they're workhorses that can take on any job.



2016 model year shown.



Please see your Toyota Dealer for details.



RAV4 LIMITED SHOWN IN BARCELONA RED METALLIC



360° BIRD'S EYE VIEW CAMERA



SMART KEY SYSTEM/PUSH BUTTON START



PRE-COLLISION SYSTEM^{9B} WITH PEDESTRIAN DETECTION



LANE DEPARTURE ALERT^{7B} W/ STEERING ASSIST



RAV4

WHATEVER YOU ASK OF IT, IT DELIVERS.

KEY FEATURES

- 2.5 Litre, 4-Cylinder engine delivering 176 hp @ 6,000 rpm
- 6-Speed Automatic Transmission
- 680 kg (1,500 lb) towing capacity¹¹
- Steering Wheel Audio & Bluetooth^{®2} Controls
- Cruise Control
- Air Conditioning
- 60/40 Split Folding and Reclining Second-Row Seats
- Power Windows
- Toyota's Star Safety System[™]
- Toyota Safety Sense – P

AWARDS:

- 2016 IIHS Top Safety Pick

Highlander

WORKS HARD, AND LOOKS GREAT DOING IT.

KEY FEATURES

- 3,5 litre V6 engine delivering 296 hp at 6,200 rpm
- 8-speed Automatic Transmission
- 2,268 kg (5,000 lb) towing capacity¹¹
- Air Conditioning
- Touchscreen Display³ Audio with Bluetooth® Capability²
- Backup Camera⁵
- 60/40 Split Reclining and Flat-Folding 3rd Row Seats
- Cruise Control
- Automatic Headlamps
- Toyota's Star Safety System™
- Toyota Safety Sense – P

2016 Model Year shown



HIGHLANDER XLE AWD SHOWN IN NAUTICAL BLUE METALLIC



ROLL-TOP CENTRE CONSOLE



8-SPEED AUTOMATIC TRANSMISSION



BACKUP CAMERA⁵





4RUNNER SR5 V6 TRAIL EDITION SHOWN IN BARCELONA RED METALLIC AND 4RUNNER LIMITED SHOWN IN BLIZZARD PEARL



LUXURIOUS INTERIOR INCLUDES DISPLAY³ AUDIO SYSTEM



40/20/40 FOLDING REAR SEAT



MULTI-TERRAIN SELECT



4Runner

WHEN THE GOING GETS TOUGH,
IT'S HOW YOU GET GOING.

KEY FEATURES

- 4.0 L V6 Engine Delivers 270 hp and 278 LB.FT. of Torque
- 5-Speed Automatic Transmission
- 2,268 kg (5,000 lb) towing capacity¹¹
- One-Touch 4WD
- 6.1" Touchscreen Display³ Audio
- USB Audio Input and Bluetooth[®] Capability²
- Backup Camera⁵
- Running Boards
- Roof Rails
- Towing Hitch and Trailer Sway Control
- Tonneau Cover
- Toyota's Star Safety System[™]

Sequoia

IT'S WHAT THE BOSS DRIVES.

KEY FEATURES

- 5.7 Litre i-Force V8 delivering 381 HP @ 5,600 rpm and 401 lb.ft. of torque @ 3,600 rpm
- 6-Speed Automatic Transmission
- Up to 3,220 kg (7,100 lb) towing capacity¹¹
- Integrated SiriusXM Satellite Radio
- Bluetooth® Capability²
- Leather Seat Surfaces
- Auto-dimming Rearview Mirror with Backup Camera⁵ and Compass
- Front and Rear Clearance Sonar
- Trailer Sway Control
- Toyota's Star Safety System™

AWARDS:

- 2016 Canadian Black Book Best Retained Value Award – Full-size SUV

Based on value retained from original MSRP for 2012 model year vehicles as published by CBB, as of January 1, 2016. See CanadianBlackBook.com for complete details.



SEQUOIA SHOWN IN BLACK



POWER FLAT FOLDING 3RD ROW BENCH SEAT



LUXURIOUS INTERIOR



Because the name '**workhorse**' was taken.

Toyota Trucks



CANADIAN WEATHER.
CANADIAN TERRAIN.
CANADIAN WORK.

Whatever you throw at them, Toyota trucks have proven their toughness in over 80 years of dependable service. And you know what reliability like that can mean for your fleet costs. What's more, today's Toyota trucks offer a host of technology and features that help get the job done, every time.

2016 Tundra shown

Please see your Toyota Dealer for details.

Tacoma

A REFINED BRUTE.

KEY FEATURES

- 3.5 Litre 6-Cylinder engine delivers 278 hp @ 6,000 rpm and 265 lb.ft. of torque @ 4,600 rpm
- 6-Speed Automatic Transmission
- 2,900 kg (6,400 lb) towing capacity¹¹
- 6.1" Touchscreen³ Audio with Voice Recognition, USB Input and Bluetooth® Capability²
- Power Windows and Door Locks
- Power Adjustable Exterior Mirrors
- Rear Step Bumper
- Removable Locking Tailgate
- Halogen Headlamps
- Fog Lamps
- Toyota's Star Safety System™

AWARDS:

- 2016 Canadian Black Book Best Retained Value Award – Small pick-up.

Based on value retained from original MSRP for 2012 model year vehicles as published by CBB, as of January 1, 2016. See CandianBlackBook.com for complete details.

- 2016 AJAC Best New Innovation Technology Award – Toyota Tacoma 6-cylinder Atkinson Cycle 3.5L Engine



TACOMA 4X4 DOUBLE CAB V6 TRD OFF-ROAD SHOWN IN INFERNO



MULTI TERRAIN SELECT WITH CRAWL CONTROL



BILSTEIN SHOCKS



SPACIOUS INTERIOR



QI WIRELESS CHARGER





TUNDRA 4X4 CREWMAX LIMITED PACKAGE SHOWN IN BLAZING BLUE METALLIC



BACKUP CAMERA⁵



1794 EDITION LEATHER INTERIOR



POWER ASSISTED FRONT AND REAR



Tundra

IF YOU CAN'T DO IT WITH A TUNDRA,
YOU CAN'T DO IT.

KEY FEATURES

- Available 4.6 Litre i-Force V8 delivering 310 HP @ 5,600 rpm and 327 lb.ft. of torque @ 3,400 rpm, or 5.7 Litre i-Force V8 delivering 381 HP @ 5,600 rpm and 401 lb.ft. of torque @ 3,600 rpm
- 6-Speed Automatic Transmission
- Up to 4,760 kg (10,500 lb) towing capacity¹¹
- Display Audio System with Touchscreen³
- Air Conditioning
- Backup Camera⁵
- Front Tow Hooks
- Heavy Duty Tow Hitch Receiver
- Toyota's Star Safety System™

AWARDS:

- 2016 Canadian Black Book Best Retained Value Award – Full-size Pick-up

Based on value retained from original MSRP for 2012 model year vehicles as published by CBB, as of January 1, 2016. See CandianBlackBook.com for complete details.

2016 Model Year shown

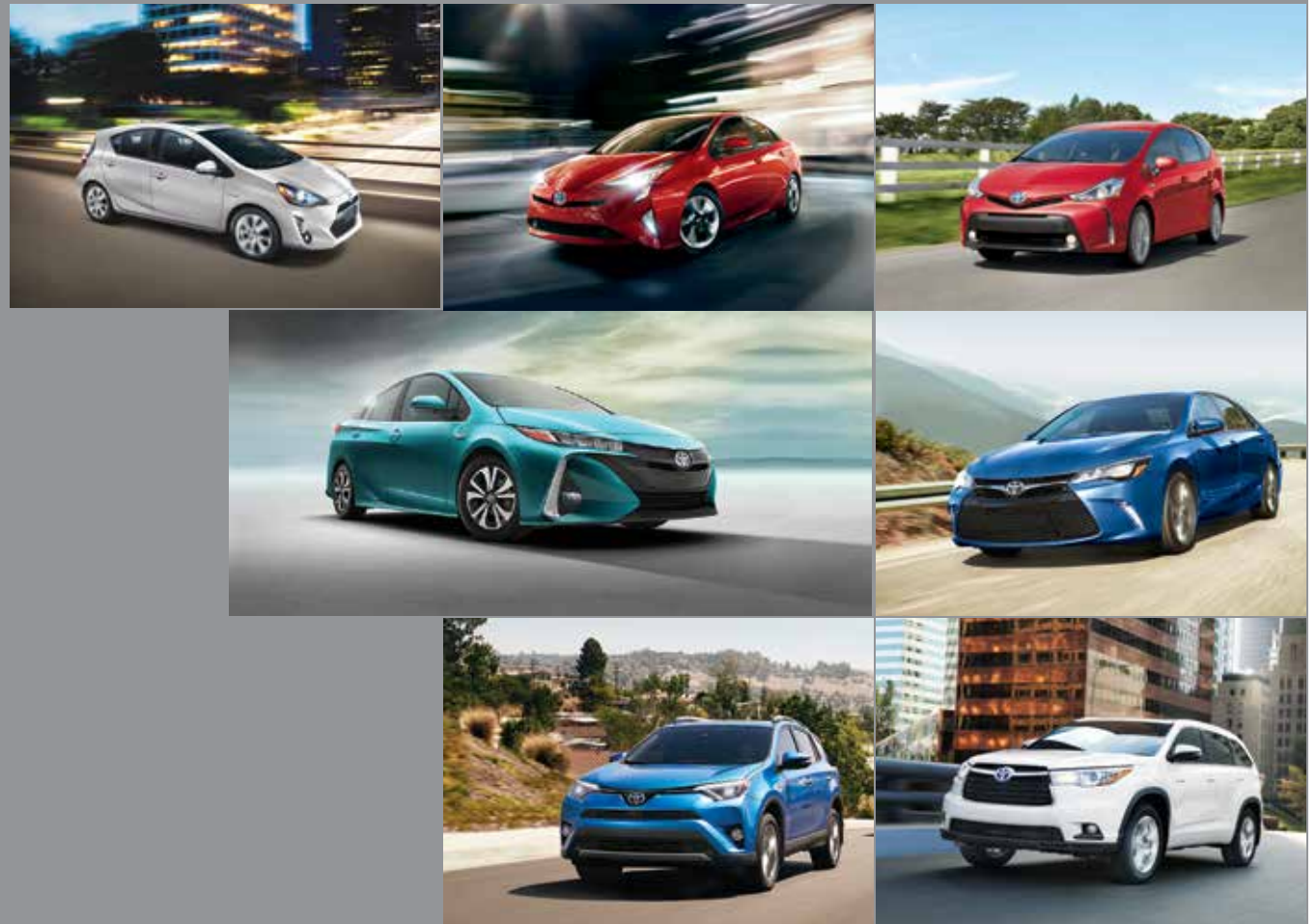
Toyota Hybrids.

The world's most proven hybrid technology.

Since introducing the first-generation Prius in 1997, Toyota has continued to refine and advance our revolutionary Hybrid Synergy Drive technology. Toyota hybrid models have been available in Canada for 15 years and to date over 8 million Toyota hybrids have been sold globally.

Think what that proven combination of performance, fuel efficiency, low emissions and reliability could mean for your fleet – and your bottom line. There are 7 hybrid models available in Canada for 2017, from the Highlander Hybrid to the sub-compact Prius c. Our unique Hybrid Synergy Drive technology can operate in electric-only mode, gas-only mode or a seamless combination of both. You get incredible fuel efficiency in city driving and powerful performance on the highway.

Our hybrids also help your budget with reduced maintenance costs. The brakes are regenerative, saving pad and rotor life. There is no transmission fluid under load and no starter, alternator or belts to be replaced.



Please see your Toyota Dealer for details.



PRIUS c SHOWN IN BLUE STREAK METALLIC



60/40 SPLIT REAR SEAT



EXCITING PRIUS c EXTERIOR



PRIUS c COCKPIT WITH DISPLAY³



Prius c

IT'S HOW YOU COVER THE CITY.

KEY FEATURES

- 1.5 Litre, 4-Cylinder, Hybrid Synergy Drive delivering 99 hp Net Power
- Continuously Variable Transmission
- 6.1" Display³ Audio Bluetooth® Capability²
- Automatic Climate Control
- Steering Wheel Audio and HVAC Controls
- Power-Adjustable Heated Mirrors
- LED Headlamps
- Toyota's Star Safety System™
- Toyota Safety Sense – C

AWARDS:

- 2016 Vincentric Best Fleet Value in Canada - Hybrid

Based on the results of the Toyota Prius c Base model.

Prius

THE BEST JUST KEEPS GETTING BETTER.

KEY FEATURES

- 1.8 Litre, 4-Cylinder, Hybrid Synergy Drive delivering 121 hp Net Power
- Continuously Variable Transmission
- LED Headlamps and Daylight Running Lights
- Advanced Full-colour TFT Gauge Cluster
- Eco Drive Monitor
- Bluetooth® Compatibility²
- 6-Speakers
- Backup Camera⁵
- Smart Key System
- Push Button Start
- Toyota's Star Safety System™
- Toyota Safety Sense – P



PRIUS SHOWN IN HYPERSONIC RED



BACKUP CAMERA⁵



PRE-COLLISION SYSTEM^{9B} WITH PEDESTRIAN DETECTION



WIRELESS CHARGING STATION



PRIUS COCKPIT INFORMATION





PRIUS v WITH TECHNOLOGY PACKAGE SHOWN IN ABSOLUTELY RED



SPACIOUS INTERIOR INCLUDES DISPLAY³ AUDIO SYSTEM



40/20/40 SPLIT REAR SEATS



SLIDING/RECLINING REAR SEATS



Prius v

THE LARGEST MEMBER OF THE FAMILY
WITH AN APPETITE FOR CARGO.

KEY FEATURES

- 1.8 Litre, 4-Cylinder, Hybrid Synergy Drive delivering 136 hp Net Power
- Continuously Variable Transmission
- Front Automatic Climate Control
- 6.1" Display³ Audio with Bluetooth[®] Capability²
- Steering Wheel Audio Controls
- Backup Camera⁵
- Driver Door Handle Touch Sensor Lock/Unlock
- Vehicle Approach Notice
- Smart Key System and Push Button Start
- LED Front Accessory Lamps
- LED Rear Tail Lamps
- Toyota's Star Safety System[™]

AWARDS:

- 2016 IIHS Top Safety Pick
- 2016 Canadian Black Book Best Retained Value Award – Compact car

Based on value retained from original MSRP for 2012 model year vehicles as published by CBB, as of January 1, 2016. See CandianBlackBook.com for complete details.

Prius Prime

THE FUTURE IS COMING SOON.

Our most advanced Prius yet is arriving soon in Canadian Toyota dealerships. Boasting sportier, more aggressive styling, the Prius Prime's co-efficient of drag is expected to be among the lowest for production sedans. Lightweight components made of aluminum and carbon fibre will further reduce weight and contribute to unprecedented fuel economy.

Prius Prime will offer a class-leading range of 965 kilometres with a full charge and a full tank of gas. And its battery will charge in just 5.5 hours using a regular home outlet – less than half that time with a 240V source.

The most futuristic-looking Toyota will also be the most technologically-advanced, with a huge 11.6" HD Display³, Qi wireless charging, an Intelligent Parking Assist system and Toyota Safety Sense, our most sophisticated safety system ever.



PRIUS PRIME SHOWN IN TURQUOISE



FRONT AND BACK – ADVANCED AERODYNAMICS ADD TO FUEL EFFICIENCY



OUR MOST TECHNOLOGICALLY INNOVATIVE PRIUS EVER



CAMRY HYBRID XLE SHOWN IN CRÉME BRÛLÉE MICA



ERGONOMIC DESIGN PUTS CONTROLS RIGHT WHERE YOU NEED THEM



V6 POWER. 4-CYLINDER EFFICIENCY



ENERGY MONITOR



QI WIRELESS CHARGING



Camry Hybrid

HIGH STYLE, HIGH PERFORMANCE, HIGH TECHNOLOGY.

KEY FEATURES

- 2.5 Litre, 4-Cylinder, Hybrid Synergy Drive delivering 200 hp Net Power
- Continuously Variable Transmission
- Display³ Audio with Bluetooth[®] Capability² and USB Input
- Backup Camera⁵
- ECO mode
- Power Adjustable Heated Mirrors
- 8-Way Power Adjustable Driver's Seat with Lumbar Support
- Smart Key System with Push Button Start
- Toyota's Star Safety System™

RAV4 Hybrid

COMPACT, CAPABLE AND MARVELOUSLY EFFICIENT.

KEY FEATURES

- 2.5 Litre, 4 Cylinder, Hybrid Synergy Drive delivering 194 hp Net Power
- 795 kg (1,750 lb) towing capacity¹¹
- Continuously Variable Transmission
- Steering Wheel Audio & Bluetooth^{®2} Controls
- Keyless Entry and Push Button Start
- Dual Zone Automatic Climate Control
- 60/40 Split Folding and Reclining Second-Row Seats
- Blind Spot Monitor with Rear Cross Traffic Alert⁶
- Toyota's Star Safety System™
- Toyota Safety Sense – P



HYBRID LIMITED WITH TECHNOLOGY PACKAGE SHOWN IN ELECTRIC STORM BLUE



SMART KEY SYSTEM/PUSH BUTTON START



LANE DEPARTURE ALERT^{7B} W/ STEERING ASSIST



THREE DRIVE MODES





HIGHLANDER HYBRID LIMITED SHOWN IN OOH LA LA ROUGE MICA



BACKUP CAMERA⁵



IN DASH SHELF. DISPLAY³ AUDIO SYSTEM W/ NAVIGATION¹⁰



HYBRID SYSTEM INDICATOR



Highlander Hybrid

CAPACITY FOR PEOPLE, CARGO AND SAVINGS.

KEY FEATURES

- 3.5 Litre, V6, Hybrid Synergy Drive delivering 292 hp Net Power
- Electronically Controlled Continuously Variable Transmission
- 1,588 kg (3,500 lb) towing capacity¹¹
- Toyota's Hybrid Synergy Drive – a hybrid system that never needs to be plugged in
- 3-Zone Independent Automatic Climate Control
- Touchscreen Display³ Audio with Bluetooth® Capability²
- Backup Camera⁵ with In-Dash Display
- 60/40 Split Reclining Middle Row and Rear Seats
- Cruise Control
- Keyless Entry with Hatch Release
- Toyota's Star Safety System™
- Toyota Safety Sense – P

2016 model year shown

Reliability.

Quality. Dependability. Reliability.
Three words that say everything.

At Toyota, quality is an obsession. From the selection of raw materials to final vehicle inspection, quality is built into every step of production. And because of our philosophy of kaizen – continuous improvement – our vehicle build quality gets better every day.

What about durability? As of June 2015, 85% of Toyotas built in Canada over the last 20 years were still on the road*. That kind of durability means your Toyota fleet vehicles will contribute to your company's bottom line with lower maintenance and repair costs and higher resale value.

Quality and durability together create reliability. You can rely on your Toyota vehicles to get the job done.

* Based on IHS Automotive: Polk Canadian vehicles in operation and new registrations for MY 1995-2014 as of June 30, 2015.



We did hybrids first. We still do them best.



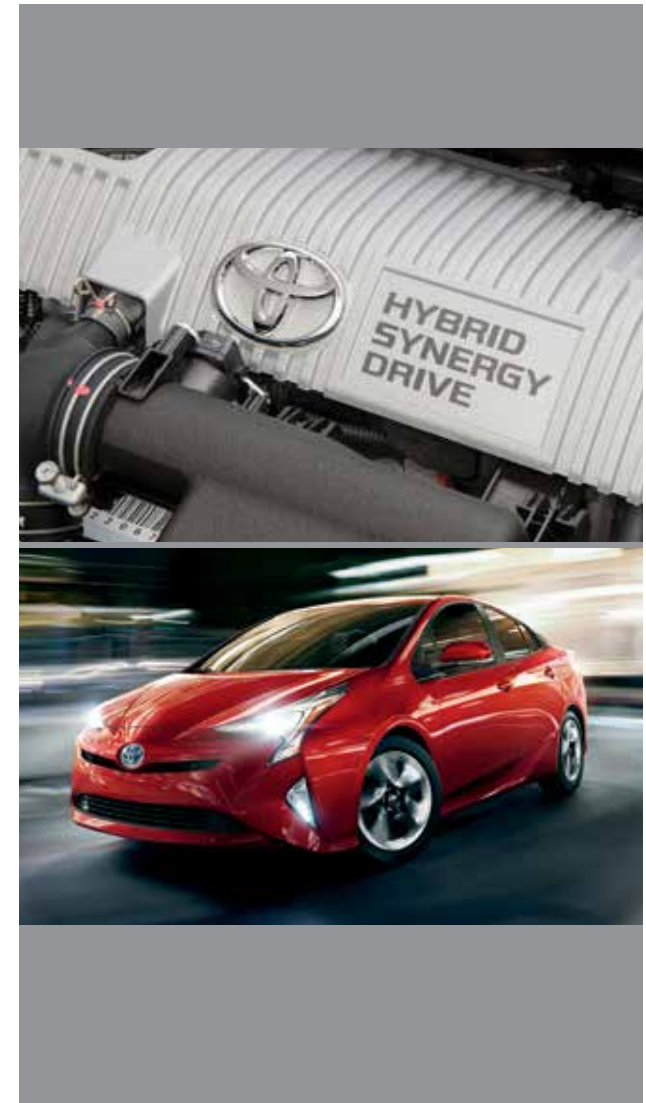
Toyota introduced the world's first widely-available production hybrid – the Prius – in 1997 and we have sold over 100,000 in Canada since.

We even made history in 2012 by becoming the first manufacturer to build a racing team entirely around a hybrid powertrain, winning 3 of our 6 races in the World Endurance Championship.

Today we offer more hybrid models than any other manufacturer, ensuring that you have the option of choosing a hybrid no matter what job your fleet has to perform.



Hybrid vehicles.



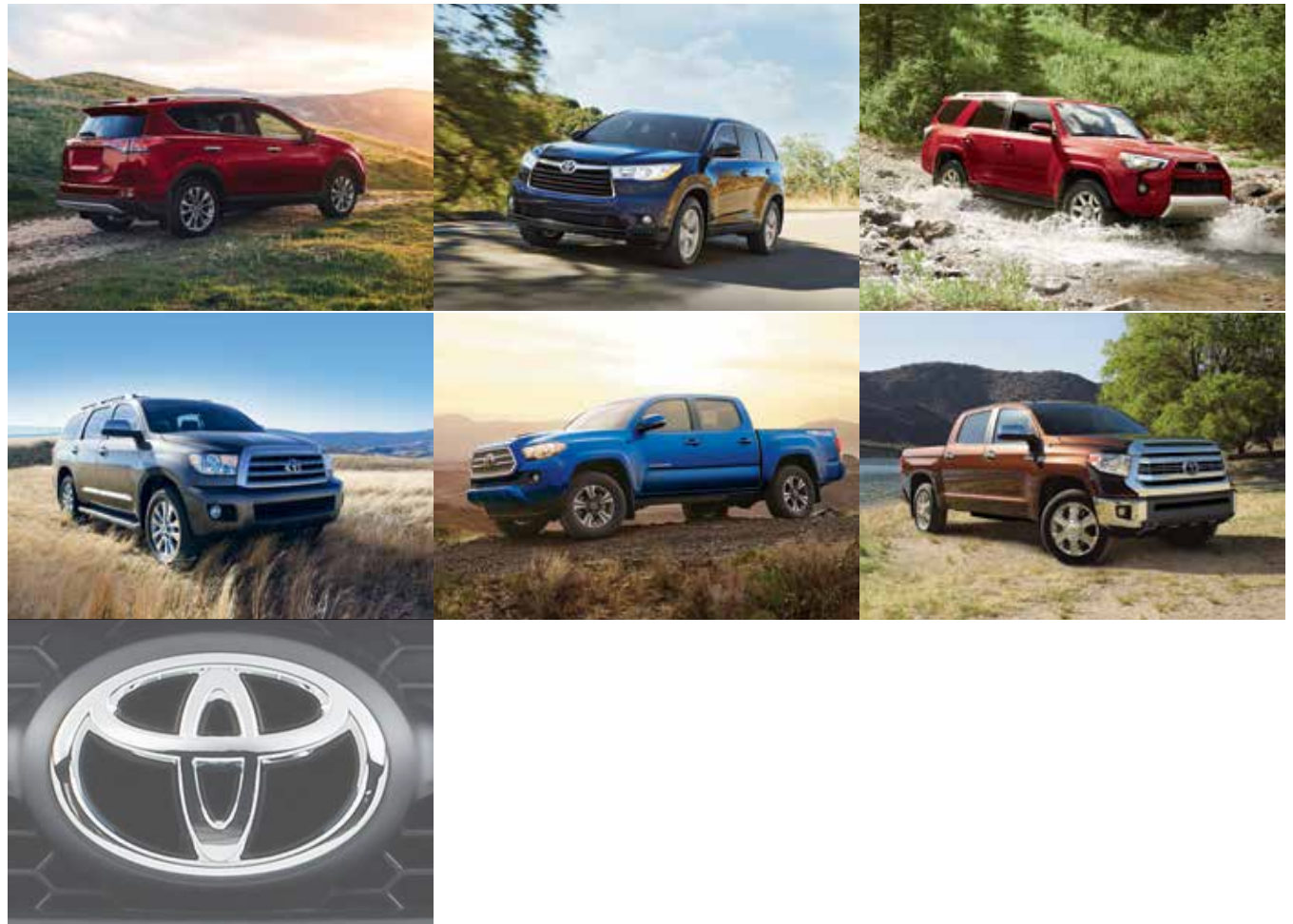
Trucks and SUVs.

The backbone of your fleet has muscle.

For tough, demanding work, Toyota trucks and SUVs deliver power, reliability, safety and comfort.

These vehicles come from the same bloodline as the Toyota Hilux that BBC's Top Gear television show drove to the North Pole, and couldn't defeat in a grueling series of torture tests.

Legendary Toyota built quality means less downtime, so you know you're getting full value from your fleet budget. Put them to the test on your job-site and they'll come through there, too.



For the fleet support your business needs.

At Toyota, we never forget that your fleet is our fleet. Choosing us as your fleet vehicle supplier is an honour, and with it comes the responsibility to help protect this vital component of your business.

We stand ready to service and maintain your vehicles at our nearly 250 Dealerships across the country. So wherever your business takes you, you're never far from experienced, factory-trained professionals dedicated to providing the service you demand.



Dealer Services.



Vehicle Warranty/ Roadside Coverage.

Under the new vehicle warranty your Toyota fleet vehicles are covered by Toyota Roadside Assistance which is also available as a 12-month renewable membership through our Extra Care Protection program.

Roadside Assistance will cover your fleet vehicles throughout Canada and the USA whenever you need emergency road service.

COVERAGE:

- Mechanical Breakdown Towing
- Accident Towing
- Battery Boost
- Lockout Service
- Fuel Delivery
- Tire Change
- Winching
- Trip Interruption
- Travel Planning

Roadside Assistance and one of the industry's most comprehensive warranties.

BASIC COMPLETE VEHICLE

POWERTRAIN

HYBRID TRANSAXLE (W/MOTOR) IS COVERED BY POWERTRAIN WARRANTY

HYBRID RELATED COMPONENTS

INCLUDES: HV BATTERY, BATTERY CONTROL MODULE, HYBRID CONTROL MODULE, INVERTER WITH CONVERTER.

CORROSION PERFORATION

EMISSION WARRANTY

DEFECT / PERFORMANCE

PERFORMANCE WARRANTY (RELATED PARTS)
COVERAGE IS FOR 24 MONTHS OR 40,000 KM, WHICHEVER COMES FIRST.

SPECIFIED MAJOR EMISSION COMPONENTS



Toyota is consistently one of the most awarded car brands in the world.

Awards & Accolades.



**AUTOMOBILE JOURNALISTS
ASSOCIATION OF CANADA**

2016 Best New
Innovation Technology,
Toyota Tacoma 6-cylinder
Atkinson Cycle 3.5L Engine



**2016 ALG Canadian Residual
Value Segment Awards**

Midsized Pickup Toyota Tacoma
Fullsize Pickup Toyota Tundra

*ALG is the industry benchmark for residual
values and depreciation data, www.alg.com.*



2016 Canadian Black Book
"Best Retained Value Awards"

COMPACT CAR Toyota Prius v
MID-SIZE CAR Toyota Camry
SMALL PICK-UP Toyota Tacoma
FULL-SIZE PICK-UP Toyota Tundra
MID-SIZE SUV Toyota FJ Cruiser
FULL-SIZE SUV Toyota Sequoia

Based on value retained from original
MSRP for 2012 model year vehicles
as published by CBB, as of January 1, 2016.
See CanadianBlackBook.com for complete details.



**2016 Vincentric
Best Fleet Value In Canada - Hybrid**

Toyota Prius c won the 2016
Best Fleet Value in Canada award
for the third consecutive year.

Based on the results of the Toyota Prius c Base model.



The Reader's Digest
Association Canada has voted
Toyota a Most Trusted
Passenger Car Manufacturer
for an 8th consecutive year."



The Reader's Digest
Association Canada has voted
Toyota as Canada's Most Trusted
Hybrid Car Manufacturer
for a 6th consecutive year.

™ Trusted Brand is a registered trademark
of Reader's Digest Association Canada ULC.

*Toyota consistently ranks as one
of the most awarded car brands
in the world, especially in terms
of retained value and reliability –
key considerations for any fleet
operator.*

Mobility Program.

Toyota is committed to personal mobility...

Toyota is committed to personal mobility, and has been from the very beginning. We understand how vehicles that get people from A to B safely contribute to independence and quality of life.

The Toyota Mobility Program will provide up to \$1,000 in assistance for the installation of adaptive driving aids or mobility assistance equipment when purchasing a new Toyota vehicle. Some conditions apply, so please contact your local Toyota Dealership for details of the program.



Toyota Manual Rear-Entry



Toyota Power Rear-Entry



Toyota Manual XT



Toyota Power Infloor

*Toyota wheelchair vans and mobility products are available from Braunability, Vantage Mobility International and Bruno.

FOOTNOTES / APPENDIX

* Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors.

- 1** For full TSS details, please see toyota.ca, your local Toyota dealer or owner's Manual. Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the TSS systems may not work as intended. Please see toyota.ca, your local Toyota Dealer or Owner's Manual for details.
- 2** Toyota tests certain Bluetooth® capable phones for compatibility with Toyota vehicles. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth technology are available with bilingual compatibility. Please see your Toyota Dealer for details.
- 3** Driving while distracted can result in loss of vehicle control. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving.
- 4** Automatic High Beam system operates at speeds above 40 km/h. Situations such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn off the high beams.
- 5** The Backup Camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance.
- 6** Do not rely exclusively on the Blind Spot Monitor System and Rear Cross-Traffic Alert System. They are not collision-avoidance systems or substitutes for safe and attentive driving.
- 7A** Lane Departure Alert is designed to read lane markers under certain conditions and provide visual and audible alerts when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving.
- 7B** Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions and provide visual and audible alerts and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving.
- 8** Dynamic Radar Cruise Control is designed to assist the driver and is not a collision-avoidance system or a substitute for safe and attentive driving practices. System effectiveness depends on many factors such as weather, traffic and road conditions.
- 9A** The TSS C Pre-Collision System is designed to help avoid or reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions.
- 9B** The TSS P Pre-Collision System with Pedestrian Detection system is designed to detect a pedestrian ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians, driver input and weather, light and road conditions.
- 10** The Toyota Navigation System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Rely on your common sense to decide whether or not to follow a specific route. Detailed coverage is not available for every city or road way. Optional periodic geographic updates are available at an additional cost. The Navigation systems in some vehicles are available with bilingual capacity. Please see your Navigation System Owner's Manual and your Toyota Dealer for further details.
- 11** Payload = Passenger, Equipment, Luggage and Cargo.
- 12** Siri Eyes Free is a trademark of Apple Inc., registered in the U.S. and other countries.

2017 TOYOTA FLEET GUIDE

There's a lot riding on your business.
Shouldn't your business be riding on Toyota?

2017 Toyota Fleet full model range:

YARIS HB, COROLLA, COROLLA iM, CAMRY, AVALON, 86, SIENNA, RAV4, HIGHLANDER, 4RUNNER, SEQUOIA, TACOMA, TUNDRA, PRIUS c, PRIUS, PRIUS v, PRIUS PRIME, CAMRY HYBRID, HIGHLANDER HYBRID, RAV4 HYBRID.

For more information on Toyota vehicles, please go to fleet.toyota.ca, email Toyota's Fleet department at fleet@toyota.ca or contact your local Toyota Dealer.

Toyota Canada Inc. has made every effort to ensure the specifications and equipment shown are accurate based on information available at the time of printing. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca - or your Toyota Dealer - is your best source for up-to-date information.

