

2010 AVALON



Technology advances in the fast lane.



Model Overview



XL shown in Sandy Beach Metallic



Limited shown in Classic Silver Metallic



Limited interior shown in Graphite

	XL Sedan 6-Speed Auto	XLS Sedan 6-Speed Auto	Limited Sedan 6-Speed Auto
MSRP**	\$27,945	\$32,245	\$35,285
MPG City/Highway***	19/28	19/28	19/28
Seating	5	5	5

EXTERIOR COLORS*

Blizzard Pearl
Additional Charge: \$220.00

Classic Silver Metallic

Magnetic Gray Metallic

Black

Cassis Pearl

Sandy Beach Metallic

Cocoa Bean Metallic

Silver Pine Mica

Blue Mirage Metallic

INTERIOR COLORS*

XL Sedan - Ivory Fabric

XL Sedan - Graphite Fabric

XLS Sedan - Ivory Leather trim

XLS Sedan - Graphite Leather trim

XLS Sedan - Lt Gray Leather trim

XLS Sedan - Dark Charcoal Leather trim

Limited Sedan - Ivory Leather trim

Limited Sedan - Graphite Leather trim

Limited Sedan - Lt Gray Leather trim

Limited Sedan - Dark Charcoal Leather trim

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**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **AVALON**



- not available
- S** standard
- O** optional
- P** part of package

	XL Sedan 6-Speed Auto	XLS Sedan 6-Speed Auto	Limited Sedan 6-Speed Auto
MSRP**	\$27,945	\$32,245	\$35,285
Model Number	3534	3544	3554
EXTERIOR			
Multi-reflector halogen headlamps with auto on/off feature and Daytime Running Lights (DRL)	S	S	-
High Intensity Discharge (HID) headlamps with auto leveling, auto on/off feature and Daytime Running Lights (DRL)	-	-	S
Integrated front fog lamps	-	S	S
Tinted taillamps	S	S	S
Color-keyed bumpers	S	S	S
Color-keyed rear deck spoiler	O	O	O
Dual rear exhaust outlets	S	S	S
16-in. alloy wheels with P215/60R16 tires	S	-	-
17-in. alloy wheels with P215/55R17 tires	-	S	S
Dual color-keyed power outside mirrors	S	-	-
Dual heated color-keyed power outside mirrors with driver-side auto-dimming feature	-	S	-
Dual heated color-keyed power outside mirrors with puddle lamps, turn signal indicators and auto-dimming feature	-	-	S
Chrome outside door handles	-	-	S
High Solar Energy-Absorbing (HSEA) glass	S	S	S
Acoustic noise-reducing front windshield	-	-	S
Power tilt/slide glass moonroof with sliding sunshade and indirect lighting	O	S	S

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Standard Features and Options*

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	XL Sedan 6-Speed Auto	XLS Sedan 6-Speed Auto	Limited Sedan 6-Speed Auto
Heavy-duty rear window defogger with timer	S	S	S
Washer-linked variable intermittent windshield wipers	S	S	-
Rain-sensing washer-linked variable intermittent windshield wipers	-	-	S
INTERIOR			
Manually adjustable tilt/telescopic steering wheel with audio and climate controls	S	S	S
Leather-wrapped steering wheel and shift knob	-	S	-
Wood-grain-style and leather-wrapped steering wheel and shift knob	-	-	S
Fabric multi-adjustable power driver's seat with power lumbar support	S	-	-
Leather-trimmed multi-adjustable power front seats with driver's power lumbar support	-	S	-
Perforated leather-trimmed multi-adjustable power front seats with driver's power lumbar support	-	-	S
8-way power passenger seat with power lumbar support	-	O ^[1]	O
Heated front seats with variable heat setting	-	O	S
Ventilated front seats	-	-	S
Power driver's seat cushion extension	-	-	S
Driver's seat and outside mirrors memory systems	-	O	S
Center-console storage area, sliding armrest and dual cup holder	S	S	S
Coin holder	S	S	S
Multi-function information display with audio, message, interior climate, outside temperature and trip computer information	S	S	S
Optitron meters for speedometer and tachometer, and coolant temperature and fuel level gauges	S	S	S
Driver and passenger extendable visors with illuminated vanity mirrors	S	S	S
Auto-dimming rearview mirror with compass and HomeLink® [2] universal transceiver	O ^[3]	S	S

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	XL Sedan 6-Speed Auto	XLS Sedan 6-Speed Auto	Limited Sedan 6-Speed Auto
Multi-function in-key remote keyless entry system with lock, unlock, trunk-release, panic and remote illuminated entry features	S	S	-
Power door locks with anti-lockout feature	S	S	S
Smart Key System [4] with Push Button Start and remote illuminated entry with puddle lamps	-	-	S
Power windows with auto up/down, retained power features and jam protection in all positions	S	S	S
Voice-activated DVD navigation system [5] with JBL Synthesis® AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio-enabled [6], auxiliary audio jack, hands-free phone capability via Bluetooth® [7] wireless technology, 360 watts (maximum output) with 12 speakers including subwoofer, in-glass antenna and FM diversity reception	-	O	O
AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio capability [6], MP3/WMA playback capability, auxiliary audio jack, nine speakers, in-glass antenna and FM diversity reception	S	S	-
JBL Synthesis® AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio-enabled [6], auxiliary audio jack, hands-free phone capability via Bluetooth® [7] wireless technology, 360 watts (maximum output) with 12 speakers including subwoofer, in-glass antenna and FM diversity reception	-	O	S
Cruise control	S	S	S
Dynamic Laser Cruise Control (DLCC) [8]	-	-	O
Dual zone automatic climate control with air filtration (with rear-seat vents)	S	S	S
Front-seat maplights and rear-seat reading lamps	S	S	S
Dual 12V auxiliary power outlets	S	S	S
Contoured fabric 60/40 split manually reclining rear seats with separate headrests, center armrest with cup holders and locking trunk pass-through	S	-	-
Leather-trimmed 60/40 split manually reclining rear seats with separate headrests, center armrest with cup holders and locking trunk pass-through	-	S	S
Silver metallic-style interior trim	S	-	-
Wood-grain-style interior trim	-	S	S
Power rear sunshade with auto-return	-	-	S
Remote hood, trunk and fuel-filler door releases (power for trunk and fuel-filler door)	S	S	S

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	XL Sedan 6-Speed Auto	XLS Sedan 6-Speed Auto	Limited Sedan 6-Speed Auto
Illuminated entry/exit fade-out system	S	S	S
Trunk-mounted cargo net	O	S	S
Aluminum door scuff plates	-	S	S
Digital quartz clock	S	S	S
SAFETY			
4-wheel disc brakes with Anti-lock Brake System (ABS)	S	S	S
Electronic Brake-force Distribution (EBD)	S	S	S
Vehicle Stability Control (VSC) [9] with Traction Control (TRAC) and Brake Assist [10]	S	S	S
Driver and front passenger airbags with Advanced Airbag System [11]	S	S	S
Driver and front passenger front seat-mounted side airbags [11]	S	S	S
Front and rear side curtain airbags [11]	S	S	S
Driver's knee airbag [11]	S	S	S
Direct Tire Pressure Monitor System (TPMS) [12]	S	S	S
3-point front seatbelts with adjustable shoulder anchors, driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)	S	S	S
Outboard front seatbelt pretensioners with force limiters	S	S	S
3-point rear seatbelts with Automatic/Emergency Locking Retractors (ALR/ELR) for all passengers	S	S	S
Child-protector rear door locks	S	S	S
LATCH (Lower Anchor and Tethers for Children) for outboard rear seating positions only	S	S	S
Front and rear crumple zones and side-impact door beams	S	S	S
Energy-absorbing collapsible steering column	S	S	S
Active front headrests [13]	S	S	S
Separate, adjustable headrests in all seat positions	S	S	S

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	XL Sedan 6-Speed Auto	XLS Sedan 6-Speed Auto	Limited Sedan 6-Speed Auto
Head-impact protection structure	S	S	S
Engine immobilizer [14]	S	S	S
Anti-theft system	O	S	S
Battery-saver feature - deactivates interior lights after 20 minutes	S	S	S
Internal trunk-release handle	S	S	S

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Options*

XL Packages and Options

Power tilt/slide glass moonroof with sliding sunshade and indirect lighting

Anti-theft system

Trunk-mounted cargo net

Color-keyed rear deck spoiler

XLS Packages and Options

8-way power passenger seat with power lumbar support [1]

Heated front seats with variable heat setting

Color-keyed rear deck spoiler

Driver's seat and outside mirrors memory systems

JBL Synthesis® AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio-enabled [6], auxiliary audio jack hands-free phone capability via Bluetooth® [7] wireless technology, 360 watts (maximum output) with 12 speakers including subwoofer, in-glass antenna and FM diversity reception

Voice-activated DVD navigation system [5] with JBL Synthesis® AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio-enabled [6], auxiliary audio jack, hands-free phone capability via Bluetooth® [7] wireless technology, 360 watts (maximum output) with 12 speakers including subwoofer, in-glass antenna and FM diversity reception

Limited Packages and Options

Color-keyed rear deck spoiler

8-way power passenger seat with power lumbar support

Dynamic Laser Cruise Control (DLCC) [8]

Voice-activated DVD navigation system [5] with JBL Synthesis® AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio-enabled [6], auxiliary audio jack, hands-free phone capability via Bluetooth® [7] wireless technology, 360 watts (maximum output) with 12 speakers including subwoofer, in-glass antenna and FM diversity reception

Specifications

2010 **AVALON**



	XL Sedan 6-Speed Auto	XLS Sedan 6-Speed Auto	Limited Sedan 6-Speed Auto
MSRP**	\$27,945	\$32,245	\$35,285
Model Number	3534	3544	3554
MECHANICAL			
Engine	3.5-liter DOHC 24-valve Dual VVT-i V6; 268 hp @ 6200 rpm; 248 lb.-ft. @ 4700 rpm		
Emission Rating	Ultra Low Emission Vehicle (ULEV)		
Ignition	Electronic, with Toyota Direct Ignition (TDI)		
Transmission	6-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i) and sequential shift		
Drivetrain	Front engine, front-wheel drive		
Body construction	Unitized body with front and rear anti-vibration sub-frames		
Suspension	MacPherson strut front suspension with offset coil springs and stabilizer bar; dual-link independent MacPherson strut rear suspension with offset coil springs and stabilizer bar		
Steering	Engine speed-sensing variable-assist power rack-and-pinion		
Turning circle diameter, curb to curb (ft.)	36.9		
Brakes	Power-assisted with 11.7-in. front ventilated disc/11.1-in. rear solid disc with Anti-lock Brake System (ABS) and Electronic Brake-force Distribution (EBD)		
Vehicle Stability Control (VSC) [9] with Traction Control (TRAC) and Brake Assist [10]	Standard		
EXTERIOR DIMENSIONS (IN.)			
Overall height	58.5		
Overall width	72.8		
Overall length	197.2		
Wheelbase	111.0		
Track (front/rear)	62.2/61.6		
Minimum running ground clearance	5.3		
Coefficient of drag (Cd)	0.29		
INTERIOR DIMENSIONS, FRONT/REAR (IN.)			
Head room	38.9/37.5		
Shoulder room	59.4/58.2		
Hip room	55.8/56.2		
Leg room	41.3/40.9		
Seating capacity	5		
CAPACITIES			

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Specifications

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	XL Sedan 6-Speed Auto	XLS Sedan 6-Speed Auto	Limited Sedan 6-Speed Auto
Curb weight (lb.)	3490	3570	3610
EPA passenger volume (cu. ft.)	106.9		
Luggage capacity (cu. ft.)	14.4		
Fuel tank (gal.)	18.5		
TIRES			
Size	P215/60R16	P215/55R17	
Type	All-Season steel-belted radial		
Spare	Full-size alloy		
MPG			
Mileage estimates (mpg city/highway) [15]	19/28		

Accessories

EXTERIOR ACCESSORIES



Mudguards
\$78 Parts only MSRP**



Paint Protection Film
\$395 Installed MSRP*



Wheel Locks (Alloy)
\$67 Installed MSRP*

INTERIOR ACCESSORIES



Auto-dimming Mirror
\$344 Installed MSRP*



BLU Logic® Hands-free
Communication
\$299 Installed MSRP*



Cargo Net
\$51 Installed MSRP*



Cargo Tote
\$40 Installed MSRP*



Carpet Floor Mats/Trunk Mat
\$199 Installed MSRP*



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



Remote Engine Starter
\$499 Installed MSRP*



VIP Glass Breakage Sensor
\$165 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD Oil Cap
\$45 Parts only MSRP**



TRD Oil Filter
\$13 Parts only MSRP**



TRD Radiator Cap
\$38 Parts only MSRP**

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.



WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month or 12,000 miles (whichever comes first), from the purchase date of the accessory.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A. vehicles only.

[1] Includes heated front seats with variable heat setting.

[2] HomeLink® is a registered trademark of Johnson Controls, Inc.

[3] Requires moonroof.

[4] The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system.

[5] The 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. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic updates available at an additional cost. See your Navigation System Owner's Manual for further details.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] The phones on this site have been tested for Bluetooth® compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage, and your wireless carrier. Phones are warranted by their manufacturer, not

Toyota.

[8] Dynamic Laser Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your Owner's Manual for important instructions and cautions.

[9] 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. Please see your Owner's Manual for further details.

[10] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[11] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[12] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[13] Active headrests can help prevent or limit the extent of whiplash in certain types of rear-end collisions.

[14] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a smart key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key Fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key Fob, it can be costly to replace. If you lose a key or Smart Key Fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org.

[15] 2010 EPA-estimated mileage. Actual mileage will vary.

[16] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

[17] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 AVALON



BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>