



**CONFIDENTIAL**

**AVALON**

2010 SUGGESTED PRICE GUIDE

SCHEDULE B

EFFECTIVE DATE: 08/2009

MODEL	DESCRIPTION	GRADE TRANS.	MSRP	DEALER INVOICE	COMMENTS
3534	4-DOOR SEDAN	XL 6ECTi	\$27,945	\$25,246	
3544	4-DOOR SEDAN	XLS 6ECTi	\$32,245	\$28,696	
3554	4-DOOR SEDAN	LTD 6ECTi	\$35,285	\$31,401	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION				CONFLICTS	REQUIREMENTS
			3534	3544	3554			

**AUDIO**

<b>EJ</b>	JBL Synthesis AM/FM 6-Disc In-Dash	\$1,000	\$750		O			NV	
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**OPTION**

<b>CL</b>	Dynamic Laser Cruise Control	\$600	\$480			O			
<b>FE</b>	50 STATE EMISSIONS	\$0	\$0	O	O	O			
<b>HD</b>	Heated Seats	\$440	\$352		O			HM: PE	
<b>HM</b>	Driver's Seat & Outside Mirror Memor	\$720	\$576		O			HD: PE	
<b>IZ</b>	Fleet Convenience Package	\$10	\$8	O	O	O			
<b>NV</b>	Navigation System	\$3,000	\$2,450		O			EJ	
<b>NV</b>	Navigation System	\$2,000	\$1,700			O		EJ	
<b>PC</b>	Special Color	\$220	\$187	O	O	O			
<b>PE</b>	Power Seat	\$740	\$592		O			HD: HM	
<b>PE</b>	Power Seat	\$300	\$240			O		HD: HM	
<b>PN</b>	Anti-Theft System	\$220	\$176	O					
<b>SR</b>	Power Moonroof	\$860	\$688	O					

MODEL APPLICATION    ■ = Not Available    O = Optional    STD =Standard Equipment

Delivery, Processing and Handling Fee is based on the value of the processing, handling and delivery services provided by Toyota and Toyota's overall pricing strategy. Federal, state and local taxes, advertising fees, if any, and the Delivery, Processing, and Handling Fee are additional.

SUGGESTED RETAIL PRICES: These guidelines are provided by the importer. The selling dealer is free to establish its own selling price. All models comply with 2010 safety standards.



# TOYOTA

**CONFIDENTIAL**

2010 SUGGESTED PRICE GUIDE

## AVALON

EFFECTIVE DATE: 08/2009

FACTORY INSTALLED OPTIONS		OPTIONAL EQUIPMENT DESCRIPTIONS
<b>CL</b>	<i>Dynamic Laser Cruise Control</i>	Dynamic Laser Cruise Control
<b>EJ</b>	<i>JBL Synthesis AM/FM 6-Disc In-Dash CD</i>	JBL Synthesis AM/FM 6-Disc In-Dash CD 360 Watts (Maximum Output) with 12 Speakers Including Subwoofer, Bluetooth, SAT Capable (Requires Receiver and Subscription), In-Glass Antenna and FM Diversity Reception
<b>FE</b>	<i>50 STATE EMISSIONS</i>	50 STATE EMISSIONS
<b>HD</b>	<i>Heated Seats</i>	Driver and Passenger Heated Front Seats with Variable Heat Setting
<b>HM</b>	<i>Driver's Seat &amp; Outside Mirror Memory</i>	Driver's Seat & Outside Mirror Memory Systems with Seat Heater and Variable Heat Setting
<b>NV</b>	<i>Navigation System</i>	Voice Activated DVD Navigation with JBL Synthesis AM/FM 6-Disc In-Dash CD Changer, 360 Watts (Maximum Output) with 12 Speakers Including Subwoofer, Bluetooth, SAT Capable (Requires Receiver and Subscription), In-Glass Antenna and FM Diversity Reception
<b>PC</b>	<i>Special Color</i>	Special Color
<b>PE</b>	<i>Power Seat</i>	8-Way Adjustable Power Front Passenger Seat with Variable Heat Setting
<b>PN</b>	<i>Anti-Theft System</i>	Anti-Theft System
<b>SR</b>	<i>Power Moonroof</i>	Power Tilt/Slide Glass Moonroof with Sunshade and Indirect Lighting

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