



CAMRY L4

CONFIDENTIAL

MODEL	DESCRIPTION	GRADE	TRANS.	MSRP	DEALER INVOICE	COMMENTS
2531	4-DOOR SEDAN (L4)	LE	6M	\$20,850	\$18,869	
2532	4-DOOR SEDAN (L4)	LE	6ECTi	\$21,900	\$19,820	
2540	4-DOOR SEDAN (L4)	XLE	6ECTi	\$25,925	\$23,331	
2545	4-DOOR SEDAN (L4)	SE	6M	\$22,165	\$19,947	
2546	4-DOOR SEDAN (L4)	SE	6ECTi	\$23,165	\$20,847	
2513	4-DOOR SEDAN (L4)	Camr	6M	\$19,395	\$17,938	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION						CONFLICTS	REQUIREMENTS
			2531	2532	2540	2545	2546	2513		

AUDIO

EJ	JBL Premium Audio	\$1,010	\$758		O				O		EX, NV	
EX	DLX USB Audio	\$420	\$315	O	O			O	O		EJ, NV	

OPTION

AF	Standard Grade Package	\$0	\$0							O		2513: FE, 2514: CA,FE
AS	Aluminum Wheel (All Season)	\$0	\$0				O	O				
CA	California Emissions	\$0	\$0		O	O					FE	
EC	EC Mirror w/Compass	\$150	\$120		O		O					
EH	Heated Outside Mirrors	\$30	\$24						O		QC	
FE	50 State Emissions	\$0	\$0	O	O	O	O	O	O	O	CA	
IZ	Fleet Convenience Package	\$10	\$8	O	O	O	O	O	O	O		
LA	Leather Package for SE	\$1,210	\$968						O		QC	
LA'	Leather Package for XLE	\$1,050	\$840			O					QC	
NV	Navigation System	\$2,820	\$2,283						O		EJ, EX	
QA	Aluminum Wheels Cap	\$185	\$166	O	O							
QB	Sports Convenience Package	\$275	\$220						O			
QC	Sports Leather Package	\$1,680	\$1,344						O		EH, LA	
QD	Moonroof & Rear Spoiler EVP	\$490	\$441				O	O			RF, SR	

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.

CAMRY L4

MODEL	DESCRIPTION	GRADE	TRANS.	MSRP	DEALER INVOICE	COMMENTS
2531	4-DOOR SEDAN (L4)	LE	6M	\$20,850	\$18,869	
2532	4-DOOR SEDAN (L4)	LE	6ECTi	\$21,900	\$19,820	
2540	4-DOOR SEDAN (L4)	XLE	6ECTi	\$25,925	\$23,331	
2545	4-DOOR SEDAN (L4)	SE	6M	\$22,165	\$19,947	
2546	4-DOOR SEDAN (L4)	SE	6ECTi	\$23,165	\$20,847	
2513	4-DOOR SEDAN (L4)	Camr	6M	\$19,395	\$17,938	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION						CONFLICTS	REQUIREMENTS
			2531	2532	2540	2545	2546	2513		
QE Navigation System & Back Monitor E	\$1,080	\$972			O				EJ, EX	
QG Leather Package & Heated Seats EV	\$670	\$603			O				LA	
RF Color-Keyed Rear Lip Spoiler	\$200	\$160				O	O			
SK Smart Key System	\$450	\$360			O		O			
SR Moonroof Package	\$890	\$712	O	O		O	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.



CONFIDENTIAL

CAMRY L4

EFFECTIVE DATE: 09/01/20

MODEL	DESCRIPTION	GRADE TRANS.	MSRP	DEALER INVOICE	COMMENTS
2514	4-DOOR SEDAN (L4)	Camr 6ECTi	\$20,445	\$18,909	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION					CONFLICTS	REQUIREMENTS
			2514						

OPTION

AF	Standard Grade Package	\$0	\$0	<input type="radio"/>						2513: FE, 2514: CA,FE
CA	California Emissions	\$0	\$0	<input type="radio"/>					FE	
FE	50 State Emissions	\$0	\$0	<input type="radio"/>					CA	
IZ	Fleet Convenience Package	\$10	\$8	<input type="radio"/>						

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 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.



CAMRY L4

EFFECTIVE DATE: 09/01/2009

FACTORY INSTALLED OPTIONS	OPTIONAL EQUIPMENT DESCRIPTIONS
AF <i>Standard Grade Package</i>	Standard Grade Package
AS <i>Aluminum Wheel (All Season)</i>	17-in 7-spoke alloy wheels with P215/55R17 All Season Tire
CA <i>California Emissions</i>	California Emissions
EC <i>EC Mirror w/Compass</i>	Auto-dimming rearview mirror with compass
EH <i>Heated Outside Mirrors</i>	Heated outside mirrors
EJ <i>JBL Premium Audio</i>	JBL AM/FM 6-disc in-dash CD changer with integrated satellite radio, MP3/WMA playback capability, auxiliary audio jack, USB port with iPod connectivity, hands-free phone capability and music streaming via Bluetooth wireless technology, eight speakers in six locations, Vacuum Fluorescent Display and FM diversity reception. (Satellite Radio Requires Compatible Receiver and Monthly Service Fee)
EX <i>DLX USB Audio</i>	AM/FM CD player with integrated satellite radio, MP3/WMA playback capability, auxiliary audio jack, USB port with iPod connectivity, hands-free phone capability and music streaming via Bluetooth wireless technology, in-glass antenna, six speakers and Vacuum Fluorescent Display. (Satellite Radio Requires Compatible Receiver and Monthly Service Fee)
FE <i>50 State Emissions</i>	50 State Emissions
IZ <i>Fleet Convenience Package</i>	Fleet Convenience Package
LA <i>Leather Package for SE</i>	Sport leather-trimmed seats and door trim with integrated armrests and front passenger power seat
LA' <i>Leather Package for XLE</i>	Leather-trimmed seats and door trim with integrated armrests
NV <i>Navigation System</i>	Voice-activated DVD navigation system with integrated backup camera, JBL AM/FM 4-disc in-dash CD changer with integrated satellite radio, MP3/WMA playback capability, auxiliary audio jack, USB port with iPod connectivity, hands-free phone capability and music streaming via Bluetooth wireless technology, eight speakers in six locations and FM diversity reception. (Satellite Radio Requires Compatible Receiver and Monthly Service Fee)
QA <i>Aluminum Wheels Cap</i>	LE Extra Value Package - includes 16-in 7-spoke alloy wheels with P215/60R16
QB <i>Sports Convenience Package</i>	Includes Homelink universal transceiver and auto-dimming rearview mirror with compass
QC <i>Sports Leather Package</i>	Includes heated front seats, leather-trimmed seats and door trim with integrated armrests and dual front and rear map pockets and dual color-keyed, heated power outside mirrors
QD <i>Moonroof & Rear Spoiler EVP</i>	SE Extra Value Package #1 - includes power tilt/slide moonroof with sliding sunshade, dual illuminated visor vanity mirrors and rear personal reading lights and color-keyed rear lip spoiler

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

CAMRY L4

EFFECTIVE DATE: 09/01/2009

FACTORY INSTALLED OPTIONS	OPTIONAL EQUIPMENT DESCRIPTIONS
---------------------------	---------------------------------

QE <i>Navigation System & Back Monitor EVP</i>	SE Extra Value Package #2 - includes Voice-activated DVD navigation system with integrated backup camera, JBL AM/FM 4-disc in-dash CD changer with integrated satellite radio, MP3/WMA playback capability, auxiliary audio jack, USB port with iPod connectivity, hands-free phone capability and music streaming via Bluetooth wireless technology, eight speakers in six locations and FM diversity reception. (Satellite Radio Requires Monthly Service Fee)
QG <i>Leather Package & Heated Seats EVP</i>	XLE Extra Value Package #2 - includes leather-trimmed seats and door trim with integrated armrests and heated front seats
RF <i>Color-Keyed Rear Lip Spoiler</i>	Color-keyed rear lip spoiler
SK <i>Smart Key System</i>	Smart Key System with Push Button Start
SR <i>Moonroof Package</i>	Includes power tilt/slide moonroof with sliding sunshade, dual illuminated visor vanity mirrors and rear personal reading lights

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.



CAMRY V6

CONFIDENTIAL

MODEL	DESCRIPTION	GRADE	TRANS.	MSRP	DEALER INVOICE	COMMENTS
2552	4-DOOR SEDAN (V6)	LE	6ECTi	\$24,565	\$22,107	
2554	4 DOOR SEDAN (V6)	XLE	6ECTi	\$29,045	\$26,138	
2550	4-DOOR SEDAN (V6)	SE	6ECTi	\$25,840	\$23,254	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION					CONFLICTS	REQUIREMENTS
			2552	2554	2550				

AUDIO

EJ	JBL Premium Audio	\$1,010	\$758	<input type="radio"/>		<input type="radio"/>		EX, NV	
EX	DLX USB Audio	\$420	\$315	<input type="radio"/>		<input type="radio"/>		EJ, NV	

OPTION

AS	Aluminum Wheel (All Season)	\$0	\$0			<input type="radio"/>			
EC	EC Mirror w/Compass	\$150	\$120	<input type="radio"/>					
EH	Heated Outside Mirrors	\$30	\$24			<input type="radio"/>		QC	
FE	50 State Emissions	\$0	\$0	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		CA	
HD	Heated Front Seats	\$440	\$352		<input type="radio"/>				LA
IZ	Fleet Convenience Package	\$10	\$8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
LA	Leather Package for SE	\$1,210	\$968			<input type="radio"/>		QC	
QA	Aluminum Wheels Cap	\$185	\$166	<input type="radio"/>					
QB	Sports Convenience Package	\$275	\$220			<input type="radio"/>			
QC	Sports Leather Package	\$1,680	\$1,344			<input type="radio"/>		EH, LA	
QD	Moonroof & Rear Spoiler EVP	\$490	\$441			<input type="radio"/>		RF, SR	
QE	Navigation System & Back Monitor E	\$1,080	\$972		<input type="radio"/>			EJ, EX	
QE	Navigation System & Back Monitor E	\$1,700	\$1,460			<input type="radio"/>		EJ, EX	
QF	Heated Seats & Smart Key System E	\$400	\$360		<input type="radio"/>			HD, SK	

MODEL APPLICATION

= Not Available

= 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.

CAMRY V6

EFFECTIVE DATE: 09/01/2009

MODEL	DESCRIPTION	GRADE	TRANS.	MSRP	DEALER INVOICE	COMMENTS
2552	4-DOOR SEDAN (V6)	LE	6ECTi	\$24,565	\$22,107	
2554	4 DOOR SEDAN (V6)	XLE	6ECTi	\$29,045	\$26,138	
2550	4-DOOR SEDAN (V6)	SE	6ECTi	\$25,840	\$23,254	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION						CONFLICTS	REQUIREMENTS
			2552	2554	2550					
RF Color-Keyed Rear Lip Spoiler	\$200	\$160	■	■	O	■	■	■		
SK Smart Key System	\$450	\$360	■	O	O	■	■	■		
SR Moonroof Package	\$890	\$712	O	■	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.



CAMRY V6

EFFECTIVE DATE: 09/01/2009

FACTORY INSTALLED OPTIONS	OPTIONAL EQUIPMENT DESCRIPTIONS
AS Aluminum Wheel (All Season)	17-in 7-spoke alloy wheels with P215/55R17 All Season Tire
EC EC Mirror w/Compass	Auto-dimming rearview mirror with compass
EH Heated Outside Mirrors	Heated outside mirrors
EJ JBL Premium Audio	JBL AM/FM 6-disc in-dash CD changer with integrated satellite radio, MP3/WMA playback capability, auxiliary audio jack, USB port with iPod connectivity, hands-free phone capability and music streaming via Bluetooth wireless technology, eight speakers in six locations, Vacuum Fluorescent Display and FM diversity reception. (Satellite Radio Requires Compatible Receiver and Monthly Service Fee)
EX DLX USB Audio	AM/FM CD player with integrated satellite radio, MP3/WMA playback capability, auxiliary audio jack, USB port with iPod connectivity, hands-free phone capability and music streaming via Bluetooth wireless technology, in-glass antenna, six speakers and Vacuum Fluorescent Display. (Satellite Radio Requires Compatible Receiver and Monthly Service Fee)
FE 50 State Emissions	50 State Emissions
HD Heated Front Seats	Heated front seats
IZ Fleet Convenience Package	Fleet Convenience Package
LA Leather Package for SE	Sport leather-trimmed seats and door trim with integrated armrests and front passenger power seat
QA Aluminum Wheels Cap	LE Extra Value Package - includes 16-in 7-spoke alloy wheels with P215/60R16
QB Sports Convenience Package	Includes Homelink universal transceiver and auto-dimming rearview mirror with compass
QC Sports Leather Package	Includes heated front seats, leather-trimmed seats and door trim with integrated armrests and dual front and rear map pockets and dual color-keyed, heated power outside mirrors
QD Moonroof & Rear Spoiler EVP	SE Extra Value Package #1 - includes power tilt/slide moonroof with sliding sunshade, dual illuminated visor vanity mirrors and rear personal reading lights and color-keyed rear lip spoiler
QE Navigation System & Back Monitor EVP	SE Extra Value Package #2 - includes Voice-activated DVD navigation system with integrated backup camera, JBL AM/FM 4-disc in-dash CD changer with integrated satellite radio, MP3/WMA playback capability, auxiliary audio jack, USB port with iPod connectivity, hands-free phone capability and music streaming via Bluetooth wireless technology, eight speakers in six locations and FM diversity reception. (Satellite Radio Requires Monthly Service Fee)
QF Heated Seats & Smart Key System EVP	XLE Extra Value Package #1 - includes Smart Key System with Push Button Start and heated front seats

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

CAMRY V6

EFFECTIVE DATE: 09/01/2009

FACTORY INSTALLED OPTIONS		OPTIONAL EQUIPMENT DESCRIPTIONS
---------------------------	--	---------------------------------

RF	<i>Color-Keyed Rear Lip Spoiler</i>	Color-keyed rear lip spoiler
SK	<i>Smart Key System</i>	Smart Key System with Push Button Start
SR	<i>Moonroof Package</i>	Includes power tilt/slide moonroof with sliding sunshade, dual illuminated visor vanity mirrors and rear personal reading lights

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.