

MATRIX

MODEL	DESCRIPTION	GRADE TRANS.	MSRP	DEALER INVOICE	COMMENTS
1931	4X2 4-DOOR	BAS 5M	\$16,550	\$15,474	
1932	4X2 4-DOOR	BAS 4AT	\$17,360	\$16,231	
1933	4X2 4-DOOR	S 5M	\$18,460	\$16,890	
1934	4X2 4-DOOR	S 5AT	\$19,650	\$17,979	
1938	4X4 4-DOOR	S 4AT	\$20,760	\$18,994	
1935	4X2 4-DOOR	XRS 5M	\$20,770	\$19,003	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION						CONFLICTS	REQUIREMENTS
			1931	1932	1933	1934	1938	1935		

AUDIO

EJ	JBL AM/FM/6CD	\$1,010	\$760							O	S, XRS: EV, NV	S: CL
EJ	JBL AM/FM/6CD	\$1,230	\$936			O	O	O			S, XRS: EV, NV	S: CL
EV	AM/FM/6CD w/ 6 Spkr	\$420	\$326			O	O	O			S, XRS: EJ, NV	S: CL
EV	AM/FM/6CD w/ 6 Spkr	\$200	\$150							O	S, XRS: EJ, NV	S: CL
EV	AM/FM/6CD w/ 6 Spkr	\$240	\$180	O	O						S, XRS: EJ, NV	S: CL
NV	AVN Navigation	\$1,520	\$1,281			O	O	O			S, XRS: EJ, NV	S: CL
NV	AVN Navigation	\$1,300	\$1,105							O	S, XRS: EJ, NV	S: CL

OPTION

AA	17" Aluminum Alloy Wheels	\$880	\$704			O	O	O				
AW	16" Alloy Wheels	\$410	\$328	O	O							
CK	All Weather Guard Package	\$330	\$269	O	O							
CK	All Weather Guard Package	\$150	\$125			O	O			O		
CL	Cruise Control	\$250	\$200	O	O	O	O	O				
FE	50 State Emissions	\$0	\$0	O	O	O	O	O	O			
PO	Power Package	\$1,020	\$816		O							
PO	Power Package	\$990	\$792	O								
SP	Sport Package	\$160	\$128			O	O	O			S: SX	

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.

MATRIX

MODEL	DESCRIPTION	GRADE	TRANS.	MSRP	DEALER INVOICE	COMMENTS
1931	4X2 4-DOOR	BAS	5M	\$16,550	\$15,474	
1932	4X2 4-DOOR	BAS	4AT	\$17,360	\$16,231	
1933	4X2 4-DOOR	S	5M	\$18,460	\$16,890	
1934	4X2 4-DOOR	S	5AT	\$19,650	\$17,979	
1938	4X4 4-DOOR	S	4AT	\$20,760	\$18,994	
1935	4X2 4-DOOR	XRS	5M	\$20,770	\$19,003	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION					CONFLICTS	REQUIREMENTS
			1931	1932	1933	1934	1938		
SP Sport Package	\$270	\$216	O	O				S: SX	
SR Power Tilt and Slide Moonroof	\$890	\$712			O	O	O	O	
SX Sport Package with Roof End Rear S	\$360	\$288			O	O	O		S: SP
UI Cigarette Lighter	\$10	\$8	O	O	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.



TOYOTA

2010 SUGGESTED PRICE GUIDE

SCHEDULE B

CONFIDENTIAL

MATRIX

EFFECTIVE DATE: 01/2009

MODEL	DESCRIPTION	GRADE TRANS.	MSRP	DEALER INVOICE	COMMENTS
1936	4X2 4-DOOR	XRS 5AT	\$21,960	\$20,092	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION					CONFLICTS	REQUIREMENTS
			1936						

AUDIO

EJ	JBL AM/FM/6CD	\$1,010	\$760	O	■				S, XRS: EV, NV	S: CL
EV	AM/FM/6CD w/ 6 Spkr	\$200	\$150	O	■				S, XRS: EJ, NV	S: CL
NV	AVN Navigation	\$1,300	\$1,105	O	■				S, XRS: EJ, NV	S: CL

OPTION

CK	All Weather Guard Package	\$150	\$125	O	■					
FE	50 State Emissions	\$0	\$0	O	■					
SR	Power Tilt and Slide Moonroof	\$890	\$712	O	■					
UI	Cigarette Lighter	\$10	\$8	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 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.



MATRIX

EFFECTIVE DATE: 01/2009

FACTORY INSTALLED OPTIONS		OPTIONAL EQUIPMENT DESCRIPTIONS
AA	17" Aluminum Alloy Wheels	17" Alloy Wheels with P215/45R17 Steel-belted Radial Tires
AW	16" Alloy Wheels	16" Alloy Wheels with P205/55R16 Steel-belted Radial Tires
CK	All Weather Guard Package	Rear Seat Heater Ducts and Heated Outside Mirrors and Intermittent Rear Window Wiper
CL	Cruise Control	Cruise Control
EJ	JBL AM/FM/6CD	JBL AM/FM/ In-Dash 6 CD Changer with WMA/MP3 Playback Capability, XM Satellite Radio with 90 day Trial Subscription, Bluetooth with 9 Speakers in Seven Locations and Steering Wheel Mounted Audio & Hands-Free Controls
EV	AM/FM/6CD w/ 6 Spkr	AM/FM/ In-Dash 6 CD Changer with WMA/MP3 Playback Capability, Satellite Capable (Requires Receiver & Subscription) with Six Speakers
FE	50 State Emissions	50 State Emissions
NV	AVN Navigation	Touch-Screen Navigation System with AM/FM/CD Player with WMA/MP3 Playback Capability, Satellite Capable (Requires Receiver & Subscription) with Six Speakers
PO	Power Package	Power Windows with Driver's Side One-Touch Down, Power Door Locks and Remote Keyless Entry
SP	Sport Package	Standard:Includes Front & Rear Underbody Spoilers and Integrated Front Fog Lamps / S, AWD: Includes Front & Rear Underbody Spoilers
SR	Power Tilt and Slide Moonroof	Power Tilt & Slide Moonroof with Sunshade
SX	Sport Package with Roof End Rear Spoiler	Includes Front & Rear Underbody Spoilers and Roof End Rear Spoiler
UI	Cigarette Lighter	Cigarette Lighter with Ash Tray

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.