



**CONFIDENTIAL**

**RAV4 4X2**

2010 SUGGESTED PRICE GUIDE

SCHEDULE B

EFFECTIVE DATE: 12/01/09

MODEL	DESCRIPTION	GRADE TRANS.	MSRP	DEALER INVOICE	COMMENTS
4430	4X2 BASE 4-CYL	4ECT	\$21,675	\$20,264	
4431	4X2 BASE V6	5ECT	\$23,710	\$22,168	
4440	4X2 SPORT 4-CYL	4ECT	\$23,375	\$21,854	
4441	4X2 SPORT V6	5ECT	\$25,305	\$23,660	
4450	4X2 LIMITED 4-CYL	4ECT	\$24,665	\$23,061	
4451	4X2 LIMITED V6	5ECT	\$26,585	\$24,855	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION						CONFLICTS	REQUIREMENTS
			4430	4431	4440	4441	4450	4451		

**AUDIO**

DJ	AM/FM 6-disc in-dash CD Changer	\$260	\$195	O	O					EJ, NV, QX	
DJ	AM/FM 6-disc in-dash CD Changer	\$310	\$233			O	O			EJ, NV, QX	
EJ	JBL AM/FM 6-disc in-dash CD Chang	\$610	\$458					O	O	DJ, NV, QX, QZ	
EJ	JBL AM/FM 6-disc in-dash CD Chang	\$920	\$690			O	O			DJ, NV, QX, QZ	

**OPTION**

AA	17" 5-Spoke Styled Steel Wheels w/	\$120	\$96	O							AW, QV	
AW	17" 5-Spoke Aluminum Alloy Wheels	\$440	\$352		O						AA, QV	
AW	17" 5-Spoke Aluminum Alloy Wheels	\$560	\$448	O							AA, QV	
BC	Integrated backup camera linked to a	\$475	\$380	O	O	O	O	O	O			(PG, QV), (PG, QW)
DR	Black Roof Rails w/Crossbars	\$220	\$176	O	O	O	O				QV, QW, QX	
FE	50 State Emissions	\$0	\$0	O	O	O	O	O	O			
LA	Premium Package	\$1,930	\$1,544			O	O				PE, QY, QZ, TH	
LA	Premium Package	\$1,930	\$1,544					O	O		PE, QY, QZ, TH	
NV	Touch Screen Navigation System	\$1,240	\$1,080					O	O		DJ, QX, EJ, QY, QZ	
NV	Touch Screen Navigation System	\$1,550	\$1,313			O	O				DJ, QX, EJ, QY, QZ	
PC	Special Color	\$220	\$176					O	O			
PE	8-way Power Adjustable Driver's Seat	\$440	\$352					O	O		LA, QY, QZ	

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.

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MODEL	DESCRIPTION	GRADE TRANS.	MSRP	DEALER INVOICE	COMMENTS
4430	4X2 BASE 4-CYL	4ECT	\$21,675	\$20,264	
4431	4X2 BASE V6	5ECT	\$23,710	\$22,168	
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4450	4X2 LIMITED 4-CYL	4ECT	\$24,665	\$23,061	
4451	4X2 LIMITED V6	5ECT	\$26,585	\$24,855	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION						CONFLICTS	REQUIREMENTS	
			4430	4431	4440	4441	4450	4451			
<b>PG</b> Rear Privacy Glass	\$310	\$248	O	O						QV, QW	
<b>QV</b> Extra Value Package (Savings of up t	\$120	\$108	O							AA, AW, DR, PG, RL	
<b>QW</b> Extra Value Package (Savings of up t	\$0	\$0		O						DR, PG, RL	
<b>QX</b> Extra Value Package (Savings of up t	\$470	\$423			O	O				DJ, DR, EJ, NV, RL, SR	
<b>QY</b> Extra Value Package (Savings of up t	\$1,480	\$1,332					O	O		EJ, LA, NV, PE, QZ, RL, SR, TH	
<b>QZ</b> Extra Value Package (Savings of up t	\$2,110	\$1,899					O	O		EJ, LA, NV, PE, QY, RL, SR, TH	
<b>RL</b> Daytime Running Lights	\$40	\$32	O	O	O	O	O	O		QV, QW, QX, QY, QZ	
<b>RM</b> Light Control System (Auto On/Off He	\$70	\$56			O	O					
<b>SR</b> Power Tilt/Slide Moonroof w/ Sunsha	\$900	\$720			O	O	O	O		QX, QY, QZ	
<b>TC</b> Tonneau Cover	\$90	\$72	O	O	O	O				TH	
<b>TH</b> Fabric Trimmed 50/50 Split & Stow 3r	\$750	\$600						O		LA, QY, QZ, TC	AA, AW, QV
<b>TH</b> Fabric Trimmed 50/50 Split & Stow 3r	\$840	\$672		O						LA, QY, QZ, TC	AA, AW, QV
<b>TH</b> Fabric Trimmed 50/50 Split & Stow 3r	\$850	\$680					O			LA, QY, QZ, TC	AA, AW, QV
<b>TH</b> Fabric Trimmed 50/50 Split & Stow 3r	\$940	\$752	O							LA, QY, QZ, TC	AA, AW, QV
<b>TO</b> V6 Tow Prep Pkg	\$160	\$128		O		O		O			

MODEL APPLICATION

■ = Not Available

O = Optional

STD =Standard Equipment

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**RAV4 4X2**

EFFECTIVE DATE: 12/01/09

FACTORY INSTALLED OPTIONS	OPTIONAL EQUIPMENT DESCRIPTIONS
<b>AA</b> 17" 5-Spoke Styled Steel Wheels w/ 225/65 R17 tires	17" 5-Spoke Styled Steel Wheels w/ 225/65 R17 tires
<b>AW</b> 17" 5-Spoke Aluminum Alloy Wheels w/ 225/65R17 tires	17" 5-Spoke Aluminum Alloy Wheels w/ 225/65R17 tires
<b>BC</b> Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor	Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor
<b>DJ</b> AM/FM 6-disc in-dash CD Changer	AM/FM 6-disc in-dash CD Changer, 6 speakers, Integrated XM Satellite Radio (Includes a 90 day trial subscription. At end of 90 day period, requires XM Radio Subscription), MP3/WMA playback capability
<b>DR</b> Black Roof Rails w/Crossbars	Black Roof Rails w/Crossbars
<b>EJ</b> JBL AM/FM 6-disc in-dash CD Changer	JBL AM/FM 6-disc in-dash CD Changer, Integrated XM Satellite Radio (Includes a 90 day trial subscription. At end of 90 day period, requires XM Radio Subscription), MP3/WMA Playback Capability, Hands-free phone capability via Bluetooth wireless technology, 9 speakers (includes sub-woofer) in 7 locations
<b>FE</b> 50 State Emissions	50 State Emissions
<b>LA</b> Premium Package	Premium Package (includes Leather-Trimmed Seats, Driver & Front Passenger Heated Seats, 8-way Power Adjustable Driver's Seat w/ Power Lumbar Support, and Height Adjustment)
<b>NV</b> Touch Screen Navigation System	Touch Screen Navigation System with AM/FM/CD Player, XM Satellite Radio Capability/XM NAVTraffic Capability (Requires XM receiver and XM subscription), MP3/WMA playback capability, and 6 speakers
<b>PE</b> 8-way Power Adjustable Driver's Seat w/ Power Lumbar Support, and Height Adjustment	8-way Power Adjustable Driver's Seat w/ Power Lumbar Support, and Height Adjustment (Includes a 120V Power Outlet)
<b>PG</b> Rear Privacy Glass	Rear Privacy Glass (on rear side, quarter, and rear door window)
<b>QV</b> Extra Value Package (Savings of up to \$570):	Extra Value Package (Savings of up to \$570): Includes 17" 5-spoke styled steel wheels with P225/65R17 tires and full-size spare tire on 17" Steel Wheel, Daytime Running Lights, Black Roof Rails and Crossbars, and Rear Privacy Glass (on rear side, quarter, and rear door window)
<b>QW</b> Extra Value Package (Savings of up to \$570):	Extra Value Package (Savings of up to \$570): Includes Daytime Running Lights, Black Roof Rails and Crossbars, and Rear Privacy Glass (on rear side, quarter, and rear door window)
<b>QX</b> Extra Value Package (Savings of up to \$1,000):	Extra Value Package (Savings of up to \$1,000): Includes Daytime Running Lights, Black Roof Rails and Crossbars, Power Tilt/Slide Moonroof with Sunshade, AM/FM 6-disc in-dash CD Changer / MP3/WMA playback capability / Integrated XM Satellite Radio (Includes a 90 day trial subscription. At end of 90 day period, requires XM Radio Subscription), and 6 speakers

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# TOYOTA

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2010 SUGGESTED PRICE GUIDE

## RAV4 4X2

EFFECTIVE DATE: 12/01/09

FACTORY INSTALLED OPTIONS	OPTIONAL EQUIPMENT DESCRIPTIONS
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<b>QY</b> <i>Extra Value Package (Savings of up to \$2,000):</i>	Extra Value Package (Savings of up to \$2,000): Includes Daytime Running Lights, Power Tilt/Slide Moonroof with Sunshade, JBL AM/FM 6-disc CD Changer / Integrated XM Satellite Radio (Includes a 90 day trial subscription. At end of 90 day period, requires XM Radio Subscription) / MP3/WMA playback capability / hands-free phone capability via Bluetooth and 9 speakers (includes subwoofer), Premium Package (includes leather seating surfaces / 8-way adjustable power driver's seat with power lumbar support / driver and front passenger heated seats / 120V AC power outlet)
<b>QZ</b> <i>Extra Value Package (Savings of up to \$2,000):</i>	Extra Value Package (Savings of up to (\$2,000): Includes Daytime Running Lights, Power Tilt/Slide Moonroof with Sunshade, Touch-screen Navigation system with AM/FM/CD player, XM Satellite Radio Capability/XM NAVTraffic Capability (Requires XM receiver and XM subscription), MP3/WMA playback capability and 6 speakers (Deletes standard AM/FM 6-Disc In-Dash CD Changer and Integrated XM Sat Radio and 90 day trial subscription), Premium Package (includes leather seating surfaces / 8-way adjustable power driver's seat with power lumbar support / driver and front passenger heated seats / and a 120V AC power outlet)
<b>RL</b> <i>Daytime Running Lights</i>	Daytime Running Lights
<b>RM</b> <i>Light Control System (Auto On/Off Headlamps)</i>	Light Control System (Auto On/Off Headlamps)
<b>SR</b> <i>Power Tilt/Slide Moonroof w/ Sunshade</i>	Power Tilt/Slide Moonroof w/ Sunshade
<b>TC</b> <i>Tonneau Cover</i>	Tonneau Cover
<b>TH</b> <i>Fabric Trimmed 50/50 Split &amp; Stow 3rd Row Seats</i>	Fabric Trimmed 50/50 Split & Stow 3rd Row Seats that Fold Flat, Height Adjustable Headrests, and Two Cup Holders (2nd Row Seats includes a Walk-In System on Passenger Side to Gain Access to 3rd Row) (Deletes 2nd Row Seat One Touch Fold Flat Levers and Rear Deck Cargo Foldable Deck Board)
<b>TO</b> <i>V6 Tow Prep Pkg</i>	V6 Tow Prep Pkg - 3,500lbs (includes upgraded radiator, fan coupling, and alternator)

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**RAV4 4X4**

2010 SUGGESTED PRICE GUIDE

SCHEDULE B

EFFECTIVE DATE: 12/01/09

MODEL	DESCRIPTION	GRADE TRANS.	MSRP	DEALER INVOICE	COMMENTS
4432	4X4 BASE 4-CYL	4ECT	\$23,075	\$21,227	
4433	4X4 BASE V6	5 ECT	\$25,110	\$23,101	
4442	4X4 SPORT 4-CYL	4ECT	\$24,775	\$22,791	
4443	4X4 SPORT V6	5ECT	\$26,705	\$24,568	
4452	4X4 LIMITED 4-CYL	4ECT	\$26,055	\$23,970	
4453	4X4 LIMITED V6	5ECT	\$27,985	\$25,744	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION						CONFLICTS	REQUIREMENTS
			4432	4433	4442	4443	4452	4453		

**AUDIO**

DJ	AM/FM 6-disc in-dash CD Changer	\$310	\$233			O	O			EJ, NV, QX	
DJ	AM/FM 6-disc in-dash CD Changer	\$260	\$195	O	O					EJ, NV, QX	
EJ	JBL AM/FM 6-disc in-dash CD Chang	\$610	\$458					O	O	DJ, NV, QX, QZ	
EJ	JBL AM/FM 6-disc in-dash CD Chang	\$920	\$690			O	O			DJ, NV, QX, QZ	

**OPTION**

AA	17" 5-Spoke Styled Steel Wheels w/	\$120	\$96	O							AW, QV	
AW	17" 5-Spoke Aluminum Alloy Wheels	\$560	\$448	O							AA, QV	
AW	17" 5-Spoke Aluminum Alloy Wheels	\$440	\$352		O						AA, QV	
BC	Integrated backup camera linked to a	\$475	\$380	O	O	O	O	O	O			(PG, QV), (PG, QW)
BD	Integrated backup camera linked to a	\$475	\$380				O				BC	SP
DR	Black Roof Rails w/Crossbars	\$220	\$176	O	O	O	O				QV, QW, QX	
FE	50 State Emissions	\$0	\$0	O	O	O	O	O	O			
LA	Premium Package	\$1,930	\$1,544			O	O				PE, QY, QZ, TH	
LA	Premium Package	\$1,930	\$1,544					O	O		PE, QY, QZ, TH	
NV	Touch Screen Navigation System	\$1,240	\$1,080					O	O		DJ, QX, EJ, QY, QZ	
NV	Touch Screen Navigation System	\$1,550	\$1,313			O	O				DJ, QX, EJ, QY, QZ	
PC	Special Color	\$220	\$176					O	O			

MODEL APPLICATION

■ = Not Available

O = Optional

STD =Standard Equipment

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## RAV4 4X4

EFFECTIVE DATE: 12/01/09

MODEL	DESCRIPTION	GRADE TRANS.	MSRP	DEALER INVOICE	COMMENTS
4432	4X4 BASE 4-CYL	4ECT	\$23,075	\$21,227	
4433	4X4 BASE V6	5 ECT	\$25,110	\$23,101	
4442	4X4 SPORT 4-CYL	4ECT	\$24,775	\$22,791	
4443	4X4 SPORT V6	5ECT	\$26,705	\$24,568	
4452	4X4 LIMITED 4-CYL	4ECT	\$26,055	\$23,970	
4453	4X4 LIMITED V6	5ECT	\$27,985	\$25,744	

FACTORY INSTALLED OPTIONS	MSRP	DEALER PRICE	MODEL APPLICATION						CONFLICTS	REQUIREMENTS	
			4432	4433	4442	4443	4452	4453			
<b>PE</b> 8-way Power Adjustable Driver's Seat	\$440	\$352						O	O	LA, QY, QZ	
<b>PG</b> Rear Privacy Glass	\$310	\$248	O	O						QV, QW	
<b>QV</b> Extra Value Package (Savings of up t	\$120	\$108	O							AA, AW, DR, PG, RL	
<b>QW</b> Extra Value Package (Savings of up t	\$0	\$0		O						DR, PG, RL	
<b>QX</b> Extra Value Package (Savings of up t	\$470	\$423				O	O			DJ, DR, EJ, NV, RL, SR	
<b>QY</b> Extra Value Package (Savings of up t	\$1,480	\$1,332						O	O	EJ, LA, NV, PE, QZ, RL, SR, TH	
<b>QZ</b> Extra Value Package (Savings of up t	\$2,110	\$1,899						O	O	EJ, LA, NV, PE, QY, RL, SR, TH	
<b>RL</b> Daytime Running Lights	\$40	\$32	O	O	O	O	O	O	O	QV, QW, QX, QY, QZ	
<b>RM</b> Light Control System (Auto On/Off He	\$70	\$56				O	O				
<b>SP</b> Sport Grade Appearance Package	\$577	\$455					O			BC	
<b>SR</b> Power Tilt/Slide Moonroof w/ Sunsha	\$900	\$720				O	O	O	O	QX, QY, QZ	
<b>TC</b> Tonneau Cover	\$90	\$72	O	O	O	O				TH	
<b>TH</b> Fabric Trimmed 50/50 Split & Stow 3r	\$750	\$600							O	LA, QY, QZ, TC	AA, AW, QV
<b>TH</b> Fabric Trimmed 50/50 Split & Stow 3r	\$840	\$672			O					LA, QY, QZ, TC	AA, AW, QV
<b>TH</b> Fabric Trimmed 50/50 Split & Stow 3r	\$850	\$680						O		LA, QY, QZ, TC	AA, AW, QV
<b>TH</b> Fabric Trimmed 50/50 Split & Stow 3r	\$940	\$752	O							LA, QY, QZ, TC	AA, AW, QV
<b>TO</b> V6 Tow Prep Pkg	\$160	\$128							O		

MODEL APPLICATION  = Not Available  = Optional STD =Standard Equipment

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**RAV4 4X4**

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FACTORY INSTALLED OPTIONS	OPTIONAL EQUIPMENT DESCRIPTIONS
<b>AA</b> 17" 5-Spoke Styled Steel Wheels w/ 225/65 R17 tires	17" 5-Spoke Styled Steel Wheels w/ 225/65 R17 tires
<b>AW</b> 17" 5-Spoke Aluminum Alloy Wheels w/ 225/65R17 tires	17" 5-Spoke Aluminum Alloy Wheels w/ 225/65R17 tires
<b>BC</b> Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor	Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor
<b>BD</b> Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor - Sport Appearance Package	Integrated backup camera linked to an electrochromic mirror with integrated backup camera monitor - Sport Appearance Package
<b>DJ</b> AM/FM 6-disc in-dash CD Changer	AM/FM 6-disc in-dash CD Changer, 6 speakers, Integrated XM Satellite Radio (Includes a 90 day trial subscription. At end of 90 day period, requires XM Radio Subscription), MP3/WMA playback capability
<b>DR</b> Black Roof Rails w/Crossbars	Black Roof Rails w/Crossbars
<b>EJ</b> JBL AM/FM 6-disc in-dash CD Changer	JBL AM/FM 6-disc in-dash CD Changer, Integrated XM Satellite Radio (Includes a 90 day trial subscription. At end of 90 day period, requires XM Radio Subscription), MP3/WMA Playback Capability, Hands-free phone capability via Bluetooth wireless technology, 9 speakers (includes sub-woofer) in 7 locations
<b>FE</b> 50 State Emissions	50 State Emissions
<b>LA</b> Premium Package	Premium Package (includes Leather-Trimmed Seats, Driver & Front Passenger Heated Seats, 8-way Power Adjustable Driver's Seat w/ Power Lumbar Support, and Height Adjustment)
<b>NV</b> Touch Screen Navigation System	Touch Screen Navigation System with AM/FM/CD Player, XM Satellite Radio Capability/XM NAVTraffic Capability (Requires XM receiver and XM subscription), MP3/WMA playback capability, and 6 speakers
<b>PE</b> 8-way Power Adjustable Driver's Seat w/ Power Lumbar Support, and Height Adjustment	8-way Power Adjustable Driver's Seat w/ Power Lumbar Support, and Height Adjustment (Includes a 120V Power Outlet)
<b>PG</b> Rear Privacy Glass	Rear Privacy Glass (on rear side, quarter, and rear door window)
<b>QV</b> Extra Value Package (Savings of up to \$570):	Extra Value Package (Savings of up to \$570): Includes 17" 5-spoke styled steel wheels with P225/65R17 tires and full-size spare tire on 17" Steel Wheel, Daytime Running Lights, Black Roof Rails and Crossbars, and Rear Privacy Glass (on rear side, quarter, and rear door window)

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FACTORY INSTALLED OPTIONS	OPTIONAL EQUIPMENT DESCRIPTIONS
<b>QW</b> <i>Extra Value Package (Savings of up to \$570):</i>	Extra Value Package (Savings of up to \$570): Includes Daytime Running Lights, Black Roof Rails and Crossbars, and Rear Privacy Glass (on rear side, quarter, and rear door window)
<b>QX</b> <i>Extra Value Package (Savings of up to \$1,000):</i>	Extra Value Package (Savings of up to \$1,000): Includes Daytime Running Lights, Black Roof Rails and Crossbars, Power Tilt/Slide Moonroof with Sunshade, AM/FM 6-disc in-dash CD Changer / MP3/WMA playback capability / Integrated XM Satellite Radio (Includes a 90 day trial subscription. At end of 90 day period, requires XM Radio Subscription), and 6 speakers
<b>QY</b> <i>Extra Value Package (Savings of up to \$2,000):</i>	Extra Value Package (Savings of up to \$2,000): Includes Daytime Running Lights, Power Tilt/Slide Moonroof with Sunshade, JBL AM/FM 6-disc CD Changer / Integrated XM Satellite Radio (Includes a 90 day trial subscription. At end of 90 day period, requires XM Radio Subscription) / MP3/WMA playback capability / hands-free phone capability via Bluetooth and 9 speakers (includes subwoofer), Premium Package (includes leather seating surfaces / 8-way adjustable power driver's seat with power lumbar support / driver and front passenger heated seats / 120V AC power outlet)
<b>QZ</b> <i>Extra Value Package (Savings of up to \$2,000):</i>	Extra Value Package (Savings of up to \$2,000): Includes Daytime Running Lights, Power Tilt/Slide Moonroof with Sunshade, Touch-screen Navigation system with AM/FM/CD player, XM Satellite Radio Capability/XM NAV/Traffic Capability (Requires XM receiver and XM subscription), MP3/WMA playback capability and 6 speakers (Deletes standard AM/FM 6-Disc In-Dash CD Changer and Integrated XM Sat Radio and 90 day trial subscription), Premium Package (includes leather seating surfaces / 8-way adjustable power driver's seat with power lumbar support / driver and front passenger heated seats / and a 120V AC power outlet)
<b>RL</b> <i>Daytime Running Lights</i>	Daytime Running Lights
<b>RM</b> <i>Light Control System (Auto On/Off Headlamps)</i>	Light Control System (Auto On/Off Headlamps)
<b>SP</b> <i>Sport Grade Appearance Package</i>	Sport Grade Appearance Package: Redesigned Rear Door w/o Spare Tire, Four P235/55R18 Run-Flat Tires, Rear Bumper Applique Protector, Unique RAV4/Sport Badges, Rear Door w/Chrome Accents, Color-Keyed Outside Heated Turn Signal Mirrors, Stainless Steel Exhaust Tip, Chrome Interior Door Handles/Parking Brake Tip/Air Vent Trim, Unique Door Sills, and Unique Chrome Accented Shift Knob with black leather insert with Sport logo) (Deletions: Five - P235/55R18 Standard Tires, Color-Keyed full-size combination hard/soft outside spare tire cover from rear door, and Black Rear Bumper Step Protector)
<b>SR</b> <i>Power Tilt/Slide Moonroof w/ Sunshade</i>	Power Tilt/Slide Moonroof w/ Sunshade
<b>TC</b> <i>Tonneau Cover</i>	Tonneau Cover
<b>TH</b> <i>Fabric Trimmed 50/50 Split &amp; Stow 3rd Row Seats</i>	Fabric Trimmed 50/50 Split & Stow 3rd Row Seats that Fold Flat, Height Adjustable Headrests, and Two Cup Holders (2nd Row Seats includes a Walk-In System on Passenger Side to Gain Access to 3rd Row) (Deletes 2nd Row Seat One Touch Fold Flat Levers and Rear Deck Cargo Foldable Deck Board)
<b>TO</b> <i>V6 Tow Prep Pkg</i>	V6 Tow Prep Pkg - 3,500lbs (includes upgraded radiator, fan coupling, and alternator)

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