



↗ 04 MATRIX

Matrix XR

ALL KINDS OF POSSIBILITIES. AND PERSONALITIES.

The only thing better than one Matrix loaded with potential is three. Start with the standard Matrix, with its available full-time 4WD and great value. Or try Matrix XR, which flaunts a 5-speed manual transmission, side rocker panels, available front and rear spoilers and integrated fog lamps. And if you want to blast through the gears of a 6-speed manual transmission, there's only one Matrix: the XRS with its 180-hp VVT*i*-engine and available 17" alloy wheels. The 2004 Toyota Matrix: personality to spare.

You may not know what today holds, but you know there's plenty of room for it. Like 53 cu. ft. of cargo space¹ and versatile seating combinations that split, fold and, yes, seat up to five friends comfortably. Thanks to its tall doors and generous head room, squeezing in and out is a thing of the past. So check out the Optitron meters, dial in your choice of settings on the available 6-disc in-dash CD changer and grab the wheel. You've got one thing off your list already: "Get a great car that can hold all my stuff."

MODEL GRADE FEATURES
EXTERIOR

MATRIX XR XRS

MATRIX XR XRS

Aerodynamic multi-reflector halogen headlamps with Daytime Running Lights (DRL) S S S
 Integrated fog lamps — P S
 Black door handles and remote outside mirrors S — —
 Color-keyed door handles, side rocker panels and power outside mirrors — S S
 Intermittent windshield wipers with mist cycle S — —

Washer-linked variable intermittent windshield wipers with mist cycle — S S
 Intermittent rear window wiper 0 S S
 All-Weather Guard Package with intermittent rear window wiper 0¹ 0¹ 0
 Color-keyed front and rear underbody spoilers — P S
 16" steel wheels with full wheel covers with P205/55R16 tires S S —
 16" aluminum alloy wheels with P205/55R16 tires — 0 S
 17" aluminum alloy wheels with P215/50R17 tires — 0² 0

INTERIOR

MATRIX XR XRS

MATRIX XR XRS

4-way adjustable front seats with fold-flat passenger seat S S S
 Fabric seat and front door trim with integrated armrests and dual front map pockets S S S
 Fabric rear door trim — S S
 60/40 split fold-down rear seat S S S
 Driver's seat vertical height adjuster — S S
 Two 12V auxiliary power outlets S S S
 115V auxiliary power outlet — S S
 Cup holders (two front and two rear) S S S
 Cruise control 0 0 S
 Power door locks P S S
 Power windows with driver's auto-down and retained-power features P S S
 Heavy-duty rear window defogger S S S
 Multi-function remote keyless entry system with lock, unlock and rear window release features P S S
 3-spoke sport steering wheel S S S
 Red projector Optitron meters with speedometer, tachometer with LCD odometer, twin tripmeters and outside temperature gauge, coolant temperature and fuel level gauges S S S
 Airbag, seatbelt, low-fuel level, door-ajar, battery, check engine, oil pressure, brake and taillamp bulb failure warning lights

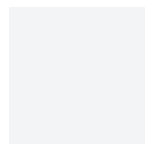
(ABS warning light on ABS-equipped models) S S S
 Defroster-linked CFC-free air conditioning with air filter S S S
 Deluxe AM/FM CD with four speakers S S —
 Deluxe 3-in-1 AM/FM Cassette/CD with four speakers 0 — —
 Premium 3-in-1 AM/FM Cassette/CD with six speakers — 0 S
 Premium AM/FM 6-disc in-dash CD changer with six speakers — 0 0
 DVD navigation system³ with Premium AM/FM with 6-disc CD changer and six speakers — — 0
 Cut-pile carpeting with driver-side footrest S S S
 Tilt steering wheel S S S
 Illuminated entry S S S
 Day/night rearview mirror S S S
 Interior mirror-mounted maplights⁴ — S S
 Rear cargo track system with eight adjustable tie-down hooks and under-deck storage compartment S S S
 Cargo nets (one side, one rear) S S S
 Tonneau cover S S S
 Driver and front passenger 3-point seatbelts with adjustable shoulder anchors S S S

S = Standard

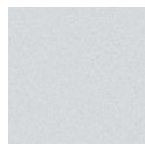
0 = Optional

— = Not Available

P = Feature available only as part of an option package.

COLORS


Super White with Charcoal or Stone interior



Lunar Mist Metallic with Charcoal or Stone interior



Phantom Gray Pearl with Charcoal or Stone interior



Solar Yellow with Charcoal interior



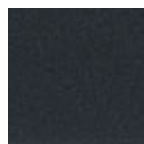
Radiant Red with Charcoal or Stone interior



Cosmic Blue Metallic with Charcoal or Stone interior



Indigo Ink Pearl with Charcoal or Stone interior



Black Sand Pearl with Charcoal or Stone interior

¹Standard on 4WD models.

²Available with summer or All-Season tires. 2WD models only, requires ABS.

³The Toyota DVD 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. Changes in street names, road closures,

traffic flow or other road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. Optional periodic geographic updates available at an additional cost. See your Navigation System Owner's Manual and your Toyota dealer for further details.

⁴On models equipped with a sunroof, maplights are located in the overhead console.

All information presented herein is based on data available at the time of printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only (may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions).

1-800-GO-TOYOTA

Have you logged 100,000, 200,000 or more miles on your Toyota with the original engine, transmission and drivetrain? If you have, give us a call at 1-800-GO-TOYOTA and tell us your story.

AVAILABLE PACKAGES AND OPTIONS

MATRIX PACKAGE

Power Package — includes power windows and door locks, and remote keyless entry system

All-Weather Guard Package — intermittent rear window wiper, windshield molding, heavy-duty heater and rear-seat heater ducts⁷

MATRIX XR PACKAGE

Sport Package — includes 16" aluminum alloy wheels with P205/55R16 tires and power tilt/slide moonroof

Extra Value Package #1 — includes cruise control, color-keyed front and rear underbody spoilers and integrated fog lamps

Extra Value Package #2 — includes 16" aluminum alloy wheels with P205/55R16 tires, power tilt/slide moonroof with sunshade, cruise control, fog lamps, and color-keyed front and rear underbody spoilers

All-Weather Guard Package — windshield molding, heavy-duty heater and rear-seat heater ducts

MATRIX XRS PACKAGE

All-Weather Guard Package — windshield molding, heavy-duty heater and rear-seat heater ducts

MATRIX OPTIONS

- 16" aluminum alloy wheels with P205/55R16 tires
- 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD)⁷
- Front seat-mounted side airbags⁶
- Deluxe 3-in-1 AM/FM Cassette/CD with four speakers
- Cruise control
- Intermittent rear window wiper⁷

MATRIX XR OPTIONS

- 16" aluminum alloy wheels with P205/55R16 tires
- 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD)⁷
- Front seat-mounted side airbags⁶
- Deluxe 3-in-1 AM/FM Cassette/CD with four speakers
- Cruise control
- Intermittent rear window wiper⁷

MATRIX XRS OPTIONS

- P215/50R17 tires on 17" aluminum alloy wheels
- Power tilt/slide moonroof with sunshade
- Front seat-mounted side airbags⁶
- Premium AM/FM CD with 6-disc in-dash changer and six speakers
- DVD navigation system³ with Premium AM/FM with 6-disc CD changer and six speakers

MATRIX



Matrix standard 16" steel wheel with full wheel cover
Matrix available 16" aluminum alloy wheel

MATRIX XR



XR standard 16" steel wheel with full wheel cover
XR available 16" aluminum alloy wheel
XR available 17" aluminum alloy wheel*

MATRIX XRS



XRS standard 16" aluminum alloy wheel
XRS available 17" aluminum alloy wheel*

* Available with summer or All-Season tires. 2WD models only, requires ABS.

⁶The Toyota driver, front passenger and front seat-mounted side airbags are Supplemental Restraint Systems (SRS). The driver and front passenger airbags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceeds the design threshold level. The side airbags are designed to inflate in severe side-impact collisions. In all other accidents, the airbags will not inflate. To decrease the risk of injury from a deploying airbag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the airbag modules and do not lean against the door. Do not put objects in front of an airbag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying SRS airbag may cause serious injury or death. Please see your Owner's Manual for further instructions.

⁷Standard on 4WD models, available on 2WD models.

SPECIFICATIONS

	MATRIX	MATRIX XR	MATRIX XRS
Mechanical/Performance			
Engine	1.8-liter DOHC 16-valve VVT-i 4-cylinder 130 hp @ 6,000 rpm ¹ 125 lb.-ft. @ 4,200 rpm ¹	1.8-liter DOHC 16-valve VVT-i 4-cylinder 130 hp @ 6,000 rpm ¹ 125 lb.-ft. @ 4,200 rpm ¹	1.8-liter DOHC 16-valve VVT-i 4-cylinder 180 hp @ 7,600 rpm 130 lb.-ft. @ 6,800 rpm
Transmission	5-speed manual 6-speed manual 4-speed automatic	Standard NA Available, standard with 4WD	NA Standard NA
Body construction	Unitized body	Unitized body	Unitized body
Drivetrain	Front engine, front or 4-wheel drive (4WD available)	Front engine, front or 4-wheel drive (4WD available)	Front engine, front-wheel drive
Suspension	2WD	Independent MacPherson strut front, torsion beam rear suspension, with front and rear stabilizer bars	Independent MacPherson strut front, torsion beam rear suspension, with front and rear stabilizer bars
4WD	Independent MacPherson strut front, double-wishbone rear suspension, with front and rear stabilizer bars	Independent MacPherson strut front, double-wishbone rear suspension, with front and rear stabilizer bars	NA
Steering	Engine speed-sensing power-assisted rack-and-pinion	Engine speed-sensing power-assisted rack-and-pinion	Engine speed-sensing power-assisted rack-and-pinion
Turning circle diameter, curb to curb (ft.)	36.7	36.7	36.7
Brakes	Power-assisted front ventilated disc/rear drum	Power-assisted front ventilated disc/rear drum	4-wheel disc
4-wheel Anti-lock Brake System (ABS)	Available (standard on 4WD)	Available (standard on 4WD)	Standard
Exterior Dimensions (in.)			
Overall height	60.6	60.6 (61.0) ²	60.6 (61.0) ²
Overall width	69.9	69.9	69.9
Overall length	171.3	171.3	171.3
Wheelbase	102.4	102.4	102.4
Ground clearance	5.9	5.9	5.9
Track (front/rear)	59.6/58.9	59.6/58.9 (59.3/58.5) ²	59.6/58.9 (59.3/58.5) ²
Interior Dimensions front/rear (in.)			
Head room	40.6/39.8	40.6/39.8 (38.9/39.3) ³	40.6/39.8 (38.9/39.3) ³
Shoulder room	53.2/52.6	53.2/52.6	53.2/52.6
Hip room	51.7/47.8	51.7/47.8	51.7/47.8
Leg room	41.8/36.3	41.8/36.3	41.8/36.3
Seating capacity	5	5	5
Weights and Capacities			
Curb weight (lbs.)			
5-speed manual	2,679	2,701	NA
6-speed manual	NA	NA	2,800
4-speed automatic 2WD/4WD	2,756/2,943	2,778/2,965	2,877/NA
EPA passenger volume (cu. ft.) ^{4,5}	96.2	96.2	96.2
Luggage capacity, rear seats up/down (cu. ft.) ⁴	21.8/53.2	21.8/53.2	21.8/53.2
Fuel tank 2WD/4WD (gal.)	13.2/11.0	13.2/11.0	13.2/NA
Tires			
Size	P205/55R16	P205/55R16	P205/55R16
Type	All-Season	All-Season	All-Season
Spare	Temporary	Temporary	Temporary
Mileage Estimates (estimated mpg city/highway)⁶			
2WD manual	29/36	29/36	25/30
2WD automatic	28/33	28/33	26/30
4WD automatic	26/31	26/31	NA

¹ 123 hp @ 6,000 rpm and 119 lb.-ft. @ 4,200 rpm on 4WD models.

² With available 17" aluminum alloy wheels.

³ With available power moonroof.

⁴ Based on manufacturers' data for small wagon classification.

⁵ Cargo and load capacity limited by weight and distribution.

⁶ 2004 preliminary mileage estimates determined by Toyota. Final EPA mileage estimates not available at time of printing. Actual mileage may vary.