



Matrix 2013

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Gift Shop
192-3088
192-6088



NEO
ELECTRIC

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ZEBRO
2011CB

RED TATU

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“An environment in which something develops.” That’s how the dictionary defines the word “matrix.” And it’s no coincidence that this definition also describes the 2013 Toyota Matrix. With all the versatility, performance and style it offers, it’s entirely up to you to decide what that “something” will be. Whatever it is, the impressive performance of Matrix will let you run with your ideas. Ample cargo room and numerous interior configurations will let you take nearly anything along for the ride. In the end, its available All-Wheel Drive (AWD) and aggressively sculpted exterior might well make the drive itself the main event. **2013 Toyota Matrix.**

They say you can't be all things to all people. But then, you're not the 2013 Toyota Matrix. No matter what you're looking for in your ride — excitement, functionality, dependability, you name it — there's an excellent chance you'll find it here.





S shown in Nautical Blue Metallic with available Sport Package, moonroof, TRD 19-in. 5-spoke wheels¹ and accessory roof rack.

1. See footnote 5 in Disclosures section.

Your choices are: win, win.

Two Matrix models are available: the well-appointed Matrix L and the race-inspired Matrix S. They both pass the head-turning test with flying colors.



S shown in Nautical Blue Metallic with available Sport Package and moonroof.



S AWD shown in Barcelona Red Metallic with available Sport Package and accessory roof rack.

Front row at a five-seat venue.

While it is true that the available sport fabric-trimmed 6-way adjustable driver's seat is the place to be, in Matrix, there's really not a bad seat in the house. Or in this case, car. Its firm, comfortable seats and sharp dash design help provide the ideal environment to enjoy its advanced audio system. With a total of six speakers, the system delivers impressive acoustic fidelity. Plus, it's standard *Bluetooth*^{®1} wireless technology will let you stream your music and operate your compatible mobile phone with your hands securely on the wheel.

Advanced Audio Systems

Be your own mobile mix-master. The standard audio system in Matrix does it all with MP3/WMA player playback capability, six speakers, auxiliary audio jack, and USB port² with iPod^{®3} connectivity. It also has automatic sound leveling, hands-free phone capability, phone book access and *Bluetooth*[®] technology so you can access your music wirelessly. Plus, the available 6.1-in. touch-screen Display Audio gives you everything at your fingertips.

1. See footnote 10 in Disclosures section. **2.** See footnote 8 in Disclosures section.
3. See footnote 9 in Disclosures section.



S interior shown in Dark Charcoal with available automatic transmission.



S AWD shown in Barcelona Red Metallic with available Sport Package and accessory roof rack.

Because point A to point B isn't always the point.

If to you a car is merely a means of transportation, then you could drive almost anything. But we're guessing that you have livelier things in mind. From its streamlined exterior to its responsive engine, Matrix has been engineered for performance. Its engine features Variable Valve Timing with intelligence (VVT-i), a technology that automatically adjusts valve timing to optimize performance. So Matrix offers not only responsive power, but also responsible fuel economy.

Optitron Gauges

The instrument panel features bright LED Optitron gauges that look sharp and help reduce eyestrain. Start the engine and the gauges come alive with a full sweep of the needles, indicating to the driver that all systems are, indeed, go.

Available 17-In. Alloy Wheels

The sleek shape of Matrix S is even more head-turning when seen rolling on sporty 17-in. alloy wheels. Clad in performance tires, they'll help you get a grip on all things asphalt.

Available All-Wheel Drive (AWD)

When equipped with AWD, Matrix is particularly nimble — even when the road surface is less than cooperative. By automatically distributing engine power to the wheels that offer the most grip, the AWD system helps make the most of the traction available.

Suspension and Engine

Part of what gives Matrix its sporty performance is the available double-wishbone rear suspension¹ that allows each wheel to act and react to forces independently. This helps both rear wheels maintain maximum contact with the road for enhanced cornering grip. Meanwhile, power is handled by an available 158-hp 2.4-liter engine, developing 162 lb.-ft. of torque. With the available automatic transmission, Matrix S offers an EPA-estimated 21 city/29 highway mpg². The key to such efficiency is Variable Valve Timing with intelligence (VVT-i), a technology that adjusts valve timing for an optimal balance of power and economy.



1. Standard on S AWD models only. 2. See footnote 6 in Disclosures section.

You do get out much.

The incredibly versatile Matrix works well for everybody — with the possible exception of couch potatoes. This is a vehicle designed for those who don't just find the action, they create the action. And with spacious seating for five and its aggressive styling, Matrix makes it easy to find four friends to join you.



2011 S interior shown in Dark Charcoal with available Premium Package.

Call it the perfect roadie.

Whether you're heading to a gig with your gear or heading back home with a few new friends, the versatile Matrix makes sure that the show does, indeed, go on. With nearly 50 cubic feet of space in its rear cargo area¹ and a 60/40 split fold-down rear seat, not to mention a slew of convenient storage compartments, the Matrix is more than gig-ready. With or without the groupies.

AVAILABLE MOONROOF

Raise the roof on fun with the available moonroof. This popular feature opens up the cockpit to the sun, the stars and, as its name suggests, the moon.



STORAGE GALORE

Matrix provides a passenger-side dual glove compartment with a deep bin and another enclosure for important papers. There's also an available overhead compartment for everyday essentials like sunglasses.



1. See footnote 1 in Disclosures section.



2012 model year shown.

MAKING CHANGE

The compact Matrix is loaded with supersize versatility. The front passenger seat folds down and the 60/40 split fold-down rear seat folds flat to open up an incredible amount of cargo room. Whether you're packing a sound board or a snowboard, the ever-flexible Matrix has a configuration to match your gear.



2012 model year shown.



2012 model year shown.



2011 S interior shown in Dark Charcoal with available Sport Package and Premium Package.

Every reason to be confident.

Matrix helps provide protection against the unexpected with some of the most advanced safety features in the industry. It starts with the Star Safety System,[™] standard on both Matrix models, and its many active safety features that help keep you out of harm's way. Add to that a host of standard passive safety features that help protect you should trouble prove unavoidable. **STAR**[™]
SAFETY SYSTEM

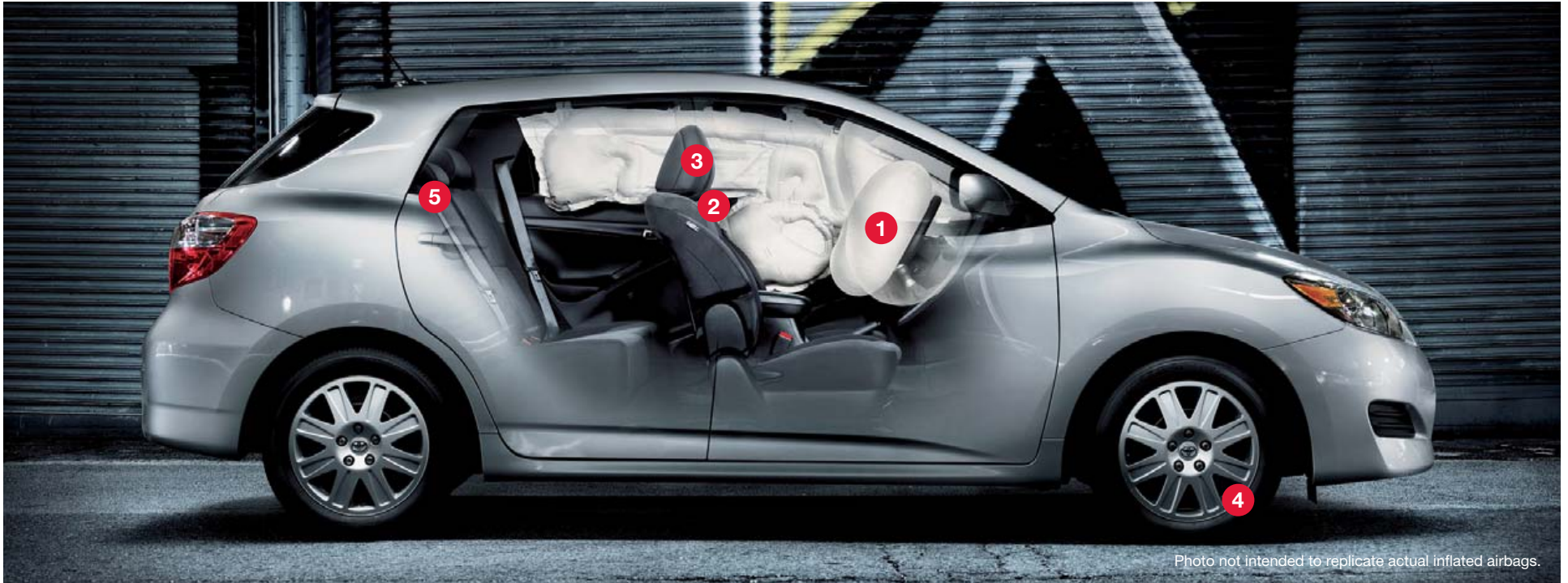


Photo not intended to replicate actual inflated airbags.

ADVANCED AIRBAG SYSTEM¹

Matrix comes standard with an advanced front airbag system that provides dual stage functionality. The system senses impact severity and adjusts airbag deployment accordingly.

ACTIVE FRONT HEADRESTS²

In certain lower-speed, rear-end collisions, sensors in the lumbar region of the front seats trigger the movement of the headrests to help position them to the back of the occupants' heads.

3-POINT SEATBELTS

Matrix provides 3-point seatbelts for all seating positions. The front seats are equipped with the added safety of pretensioners with force limiters.

TIRE PRESSURE MONITOR SYSTEM (TPMS)³

Proper tire pressure is important. TPMS evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.

LATCH

LATCH (Lower Anchors and Tethers for CHildren) helps protect the smaller members of your family. LATCH includes lower anchors on outboard rear seats and tether anchors on all rear seats.

1. See footnote 14 in Disclosures section. 2. See footnote 15 in Disclosures section. 3. See footnote 16 in Disclosures section.

Combinations

INTERIOR COLOR CHOICES

FABRIC
MATRIX L AND MATRIX S



DARK CHARCOAL

ASH

WHEELS



- 1 L standard 16-in. steel wheel with wheel cover
- 2 S standard 16-in. steel wheel with wheel cover
- 3 S available 17-in. alloy wheel

ACCESSORIES

A wide range of Genuine Toyota Accessories is available to help you make your Matrix your own. Considering how appealing Matrix is to begin with, these quality products will be like icing on the cake. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

- | | | |
|---------------------------------|--|---|
| Alloy wheel locks | First aid kit | TRD lowering springs |
| Ashtray cup | Paint protection film ³ | TRD oil filter |
| Auto-dimming mirror | Rear bumper protector | TRD performance air filter |
| Body side moldings | Remote Engine Starter ⁴ | TRD performance brake pads |
| Cargo net – spider ¹ | Roof rack | TRD radiator cap |
| Cargo tote ¹ | TRD 18-in. 5-spoke wheels ⁵ | TRD rear sway bar |
| Carpet cargo mat ¹ | TRD 19-in. 5-spoke wheels ⁵ | TRD wheel installation kit |
| Carpet floor mats ² | TRD air filter cleaning kit | Vehicle Intrusion Protection (VIP) RS3200 Plus Security System ⁴ |
| Doorsill enhancements | TRD clutches | |
| Emergency assistance kit | TRD forged oil cap | |
| Exhaust tip | TRD front strut brace | |

EXTERIOR/INTERIOR COLOR COMBINATIONS



BLACK SAND PEARL



NAUTICAL BLUE METALLIC



SPRUCE MICA



BARCELONA RED METALLIC



MAGNETIC GRAY METALLIC



CLASSIC SILVER METALLIC



SUPER WHITE

- DARK CHARCOAL**
- ASH**

See numbered footnotes in Disclosures section.



Doorsill enhancements



Rear bumper protector



Roof rack



Exhaust tip



TRD 18-in. 5-spoke wheels⁵

Specifications

MECHANICAL AND PERFORMANCE

	L	S
ENGINE		
1.8-Liter 4-Cylinder DOHC 16-Valve with Dual Variable Valve Timing with Intelligence (VVT-i), 132 hp @ 6000 rpm; 128 lb.-ft. @ 4400 rpm	Standard	NA
2.4-Liter 4-Cylinder DOHC 16-Valve with Variable Valve Timing with Intelligence (VVT-i), 158 hp @ 6000 rpm; 162 lb.-ft. @ 4000 rpm	NA	Standard
EMISSION RATING		
Ultra Low Emission Vehicle II (ULEV-II)	Standard	Standard
TRANSMISSION		
5-speed manual transmission	Available	Available
4-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	Available	Available (AWD)
5-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	NA	Available
BODY CONSTRUCTION		
Unitized body	Standard	Standard
DRIVETRAIN		
Front-Wheel Drive (FWD)	Standard	Standard
All-Wheel Drive (AWD) with active torque control	NA	Available
SUSPENSION		
Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension with stabilizer bar	Standard	Standard
Independent MacPherson strut front suspension with stabilizer bar; double-wishbone rear suspension with stabilizer bar	NA	Available (AWD)
STEERING		
Electric Power Steering (EPS); power-assisted rack-and-pinion	Standard	Standard
Turning circle diameter, curb to curb (ft.)	36.0	36.0/36.7 (AWD)
BRAKES		
Power-assisted ventilated 10.7-in. front disc brakes; solid 10.1-in. rear disc brakes and Star Safety System™	Standard	NA
Power-assisted ventilated 11.6-in. front disc brakes; solid 10.9-in. (11.0-in. AWD) rear disc brakes and Star Safety System™	NA	Standard
EXTERIOR DIMENSIONS (in.)		
Overall height	61.0	61.0/61.4 (AWD)
Overall width	69.5	69.5
Overall length	171.9	171.9
Wheelbase	102.4	102.4
Track (front/rear)	59.8/59.9	59.8/59.9
Ground clearance	5.8	5.3
INTERIOR DIMENSIONS front/rear (in.)		
Head room (with moonroof)	40.5/39.3	40.5/39.3 (38.9/38.7)
Shoulder room	53.3/52.6	53.3/52.6
Hip room	52.3/43.7	52.3/43.7
Leg room	41.6/36.2	41.6/36.3
Seating capacity	5	5
WEIGHTS AND CAPACITIES		
Curb weight (lb.)		
5-speed manual	2844	2976
5-speed automatic	NA	3053
4-speed automatic	2888	3274 (AWD)
EPA passenger volume (with moonroof) (cu. ft.)	94.2	94.2 (91.2)
Cargo volume ¹ (cu. ft.) behind front/rear seats	49.4/19.8	49.4/19.8
Fuel tank (gal.)	13.2	13.2
TIRES		
Size		
Standard	P205/55R16 89H	P205/55R16 89H
Available	P215/45R17 87W	P215/45R17 87W
Type		
All-Season	Standard	Standard
Spare		
Temporary	Standard	Standard
MILEAGE ESTIMATES (mpg city/highway/combined)⁶		
Manual	26/32/29	21/28/24
Automatic (AWD)	25/32/28	21/29/24 (20/26/22)

See numbered footnotes in Disclosures section.

Features⁷

EXTERIOR	L	S		L	S
Multi-reflector halogen headlights	S	S	Color-keyed rear spoiler	–	P
Daytime Running Lights (DRL)	S	S	Power tilt/slide moonroof with sliding sunshade	–	P
Integrated fog lights	P	S	16-in. steel wheels with wheel covers and P205/55R16 89H tires	S	S
Color-keyed front bumper	S	–	17-in. 5-spoke alloy wheels with P215/45R17 87W tires	–	P
Color-keyed front and rear underbody spoilers	P	P	Intermittent windshield wipers with mist cycle	S	–
Color-keyed side rocker panels	S	S	Variable intermittent windshield wipers with mist cycle	–	S
Sport front and rear bumpers	–	S	Intermittent rear window wiper	S	S
Color-keyed power heated outside mirrors	S	S	Chrome-tipped exhaust	–	S
Color-keyed outside door handles	S	S	Roof-mounted AM/FM antenna	S	S
INTERIOR					
Air conditioning with air filter	S	S	Multi-function in-key remote keyless entry system with lock, unlock, panic functions and remote illuminated entry	S	S
AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB port ⁸ with iPod ^{®9} connectivity, automatic sound leveling and hands-free phone capability, phone book access and music streaming via <i>Bluetooth</i> ^{®10} wireless technology	S	–	Power windows with driver-side auto down and retained power features	S	S
Display Audio — includes 6.1-in. touch-screen, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB port ⁸ with iPod ^{®9} connectivity and control, and hands-free phone capability, phone book access and music streaming via <i>Bluetooth</i> ^{®10} wireless technology	–	S	Rear window defogger with timer	S	S
Fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable fold-flat front passenger seat	S	–	Power door locks	S	S
Sport fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable fold-flat front passenger seat	–	S	Day/night rearview mirror	S	S
60/40 split fold-down rear seat	S	S	Front maplights	S	S
Cruise control	S	S	Overhead console with maplights and sunglasses storage	–	P
Tilt/telescopic sport steering wheel with metallic accents and audio controls	S	S	Center console with storage compartment	S	S
Tilt/telescopic leather steering wheel with metallic accents and audio controls	–	S	Passenger-side dual glove compartment	S	S
Optitron instrumentation with speedometer, tachometer, coolant temperature and fuel gauges; LCD display with odometer, tripmeters, outside temperature; and warning messages	S	S	Front- and rear-door storage pockets with sculpted bottle holders	S	S
Metallic interior trim	–	S	Front-door map pockets	S	S
SAFETY AND CONVENIENCE					
STAR [™] SAFETY SYSTEM Star Safety System [™] - includes Enhanced Vehicle Stability Control (VSC) ¹¹ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ¹² and Smart Stop Technology [®] (SST) ¹³	S	S	One 12V auxiliary power outlet	S	S
Six airbags ¹⁴ - includes driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags and front and rear side curtain airbags	S	S	Two front and two rear cup holders	S	S
Driver and front passenger active headrests ¹⁵	S	S	Cargo area tonneau cover with clasp for under-floor stowage	S	S
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts	S	S	Anti-slip rear cargo flooring	S	S
Adjustable front shoulder anchors, driver and front passenger seatbelt pretensioners with force limiters	S	S	Digital clock	S	S
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S	S	Child-protector rear door locks	S	S
			Energy-absorbing collapsible steering column	S	S
			Front and rear energy-absorbing crumple zones with side-impact door beams	S	S
			Head-impact protection structure	S	S
			High-tensile-strength steel body panels	S	S
			Tire Pressure Monitor System (TPMS) ¹⁶	S	S

S = Standard – = Not Available P = Feature is available as part of an option package.

Packages

PACKAGES

L Sport Package — includes front and rear underbody spoilers, integrated fog lights, and unique S badge

S

S Sport Package — includes 17-in. 5-spoke alloy wheels with P215/45R17 87W tires, front and rear underbody spoilers, color-keyed rear spoiler, and unique S badge

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa®

Visit www.toyotarewardsvisa.com for complete details.

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

[†]Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

DISCLOSURES

1. Cargo and load capacity limited by weight and distribution. **2.** To avoid potential interference with pedal operation, do not install a floor mat on top of an existing floor mat, and each mat must be secured with either quarter-turn fasteners or retention hooks (clips). This floor mat was designed to specifically for use in this model and model year vehicle and SHOULD NOT be used in any other vehicle. **3.** The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. If the floor mat is installed by anyone else, the Toyota "Parts Only" warranty—12 months—will be applicable instead. Please see dealer for details. **4.** Available for vehicles with factory remote keyless entry. **5.** 18-inch and 19-inch performance tires are often expected to experience greater tire wear than conventional tires. Tire life may be substantially less than mileage expectancy, depending upon tires used and driving conditions. **6.** 2013 EPA-estimated mileage. Actual mileage will vary. **7.** Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. **8.** May not be compatible with all mobile phones, MP3/WMA players and like models. **9.** iPod® is a registered trademark of Apple Inc. All rights reserved. **10.** The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software, coverage and wireless carrier. Phones are warranted by their manufacturer, not Toyota. **11.** Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. **12.** Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. **13.** Smart Stop Technology® operates only in the event of certain simultaneous brake and accelerator pedal applications. When engaged, the system will reduce power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology® is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your *Owner's Manual* for further details. **14.** All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. **15.** Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. **16.** The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.