

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.



Model Overview



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



2009 Double Cab SR5 interior shown in Sand Beige

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
MSRP**	\$23,215	\$24,770	\$25,650
MPG City/Highway***	17/22	15/18	16/20
Seating	4	4	4

EXTERIOR COLORS*

Super White		Pyrite Mica	
Silver Streak Mica		Timberland Mica	
Magnetic Gray Metallic			
Black Sand Pearl			
Barcelona Red Metallic			

INTERIOR COLORS*

Graphite Fabric	
Sand Beige Fabric	

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**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **TACOMA**



- not available
- S** standard
- O** optional
- P** part of package

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
MSRP**	\$23,215	\$24,770	\$25,650
Model Number	7513	7553	7554
EXTERIOR			
Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate	S	S	S
Deck Rail System with four adjustable tie-down cleats	S	S	S
115V/400-watt deck-mounted power outlet	P	P	P
Dual rear-hinged access doors	S	S	S
Argent grille insert/surround, black door handles, mirrors, front and rear bumpers	S	S	S
Black overfenders	S _[1]	S _[1]	S _[1]
Front skid plate	S	S	S
Engine skid plate	P	P	P
Fog lamps	-	P	P
Color-keyed hood scoop	-	P	P
Color-keyed front bumper, overfenders and chrome rear bumper	P	P	P
Front and rear mudguards	S	S	S
Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit	-	P	P
Electronic locking rear differential	-	P	P
Automatic Limited-Slip Differential (Auto LSD)	S	S	S
Two-speed windshield wipers	S	S	S
Variable-speed windshield wipers	P	P	P

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	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
Sliding rear window with privacy glass	P	P	P
Fixed cargo bed tie-down points (2)	S	S	S
16-in. styled steel wheels with P245/75R16 tires	S	S	S
16-in. alloy wheels with P245/75R16 tires	O	O	O
16-in. alloy wheels with P265/70R16 tires [2]	-	P	P
17-in. alloy wheels with P265/65R17 tires [3]	-	P	P
Full-size spare tire	S	S	S
INTERIOR			
Defroster-linked air conditioning	S	S	S
Cruise control	P	P	P
Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console	S	S	S
Driver's seat with adjustable lumbar support	P	P	P
Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support	-	P	P
Fold-up rear seats with under-seat storage	S	S	S
Overhead console with maplights, garage door opener bin and sunglasses storage	S	S	S
Full carpeting	S	S	S
Power windows and door locks	S	S	S
Remote keyless entry system	P	P	P
Leather-wrapped steering wheel and shift lever	P	P	P
LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter	S	S	S
Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor	O	O	O

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	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
Tilt/telescopic steering wheel	S	S	S
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna	S	S	S
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna	O [7]	O [7]	O [7]
AM/FM CD with 6-disc in-dash cd changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna	O [7]	O [7]	O [7]
Dual 12V auxiliary power outlets (one, plus cigarette lighter)	S	S	S
Sun visors with passenger-side vanity mirror	S	S	S
Fabric-trimmed sun visors with sliding extensions and vanity mirror	P	P	P
Sculpted door trim with fabric insert and two bottle holders	S	S	S
Three front cup holders	S	S	S
Dual rear cup holders	S	S	S
SAFETY			
Star Safety System™-includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock brake system (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]	S	S	S
Driver and front passenger airbags with Advanced Airbag System [10]	S	S	S
Front passenger airbag cutoff switch [11]	S	S	S
Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10]	S	S	S
Active headrests [12]	S	S	S
Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors	S	S	S
3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)	S	S	S
3-point seatbelts with ELR and ALR in all rear seating positions	S	S	S

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	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
Side-impact door beams in all doors	S	S	S
Child Restraint System (CRS) lower anchors-front passenger seat on Access Cab and rear outboard seats on Double Cab	S	S	S
Child Restraint System (CRS) top tether anchors-passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab	S	S	S
Daytime Running Lights (DRL)	O	O	O
Rear center high-mount stop lamp (CHMSL)	S	S	S
Engine immobilizer [13]	-	S	S
Tire pressure monitor system [14]	S	S	S

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Access Cab Packages and Options

Convenience Package

- Power mirrors
- Remote keyless entry system
- Cruise control
- Sliding rear window with privacy glass
- Steering wheel-mounted audio controls

SR5 Extra Value Package (SL) (cost savings of \$950)

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls and shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

TRD Off-Road Extra Value Package (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC (in place of standard VSC +TRAC)
- Hill Start Assist Control (HAC) [16] and Downhill Assist Control (DAC) [16] (A/T models only)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps
- Power mirrors
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge

- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Sport Extra Value Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround bumpers, power mirrors, door handles and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Sport graphics

Specifications

2010 **TACOMA**



	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
MSRP**	\$23,215	\$24,770	\$25,650
Model Number	7513	7553	7554
MECHANICAL/PERFORMANCE			
Engine	2.7-liter DOHC EFI 4-cylinder with VVT-i, 159 hp @ 5200 rpm, 180 lb.-ft. @ 3800 rpm	4.0-liter DOHC EFI V6 with VVT-i, 236 hp @ 5200 rpm, 266 lb.-ft. @ 4000 rpm	
Emission Rating	Low Emission Vehicle (LEV-II)		
TRANSMISSION			
4WDemand: part-time 4-wheel-drive system with 2-speed electronically controlled transfer case	Standard		
5-speed manual transmission	Standard	N/A	
6-speed manual transmission	N/A	Standard	N/A
Clutch start-cancel switch	Standard		N/A
5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i)	NA		Standard
Automatic Limited-Slip Differential (Auto LSD)	Standard		
Electronically controlled locking rear differential	N/A	Available	
Hill Start Assist Control (HAC) and Downhill Assist Control (DAC) [16]	N/A	Available [2]	
Active Traction Control (A-TRAC)	N/A	Available [2]	
Final axle ratio	4.1	3.73	
BODY/SUSPENSION/CHASSIS			
Body construction	One-piece frame rails with eight cross members and fully boxed front sub-frame		
Front suspension	Coil-spring double wishbone suspension		
Rear suspension	Leaf-spring suspension with staggered outboard-mounted gas shock absorbers		
Front stabilizer bar (dia., in.)	1.18		
Steering	Variable-assist power rack-and-pinion steering		
Steering wheel turns, lock-to-lock	3.64		
Power-assisted ventilated front disc brakes (dia., in.)	12.56		
Rear brakes	Rear 10-in. drum brakes with tandem booster		
4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9]	Standard		
EXTERIOR DIMENSIONS			
Overall height (in.)	69.9		
Overall width (in.)	74.6		

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Specifications

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	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
Overall length (in.)	208.1		
Wheelbase (in.)	127.8		
Bed length (in.)	73.5		
Bed height (in.)	18.0		
Bed width (in., total/between wheelwells)	56.7/41.5		
Track (in., front/rear)	63.0/63.4		
Turning circle diameter, curb-to-curb (ft.)	40.7		
INTERIOR DIMENSIONS			
Head room (in., front/rear)	40.0/35.2		
Hip room (in., front/rear)	53.6/53.6		
Leg room (in., front/rear)	41.7/28.2		
Shoulder room (in., front/rear)	57.7/57.7		
Interior passenger volume (cu. ft., front/rear)	55.6/33.1		
Maximum seating capacity	4		
OFF-HIGHWAY			
Approach/departure angle (degrees)	35/26		
Ramp breakover angle (degrees)	21		
Minimum running ground clearance	9.4		
Transfer case ratio (high/low)	1.00/2.57		
WEIGHTS AND CAPACITIES			
Curb weight (lb.)	3955	4045	4070
Gross Vehicle Weight Rating (GVWR) (lb.)	5350		
Payload (lb.) [17]	1395	1305	1280
Tongue load (lb., standard/maximum)	350	350/650 [18]	
Standard towing capacity (lb.) [19]	3500		
Maximum towing capacity (lb.) [18,19]	3500	6500	
Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package)	8000	8100 (11,100)	
Fuel tank (gal.)	21		
TIRES			
Wheels	16-in. Styled Steel		
Size	P245/75R16		
Type	Mud-and-Snow		
EPA MILEAGE ESTIMATES			
Miles Per Gallon (city/highway) [20]	17/22	14/18	16/20



Accessories

EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adapter
\$13 Installed MSRP*



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tow Hitch
\$495 Installed MSRP*



Wheel Locks (Alloy)
\$81 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.



Accessories

INTERIOR ACCESSORIES



BLU Logic Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) & Door Sill Access Cab
\$179 Installed MSRP*



Door Sill Protector Access Cab
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



VIP-RS3200 + Security System
\$479 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road Alloy Wheel
\$1,999 Installed MSRP*



TRD 6 Speed Shift Knob
\$59 Installed MSRP*



TRD Cat-Back Exhaust System Access Cab
\$520 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*



TRD Quickshifter
\$417 Installed MSRP*

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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 for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, 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 Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, 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.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month or 12,000 miles (whichever comes first), from the purchase date of the accessory.

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 refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

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[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] 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.

[9] 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.

[10] 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.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[14] 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.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

Helpful Links

2010 **TACOMA**



BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

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