

"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 2012 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. 2012 Toyota Matrix. Moving Forward.

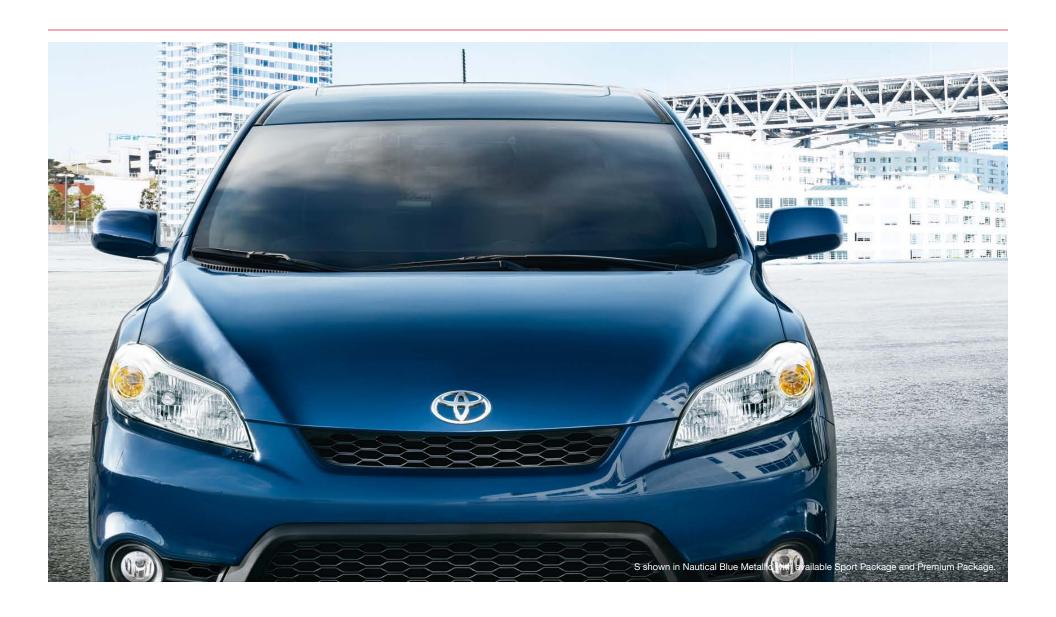
They say you can't be all things to all people. But then, you're not the 2012 Toyota Matrix. No matter what you're looking for in your ride — excitement, functionality, dependability, you name it — there's an excellent chance you'll find it here.





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.





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 an available total of six speakers, the system delivers impressive acoustic fidelity. Plus, its available *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

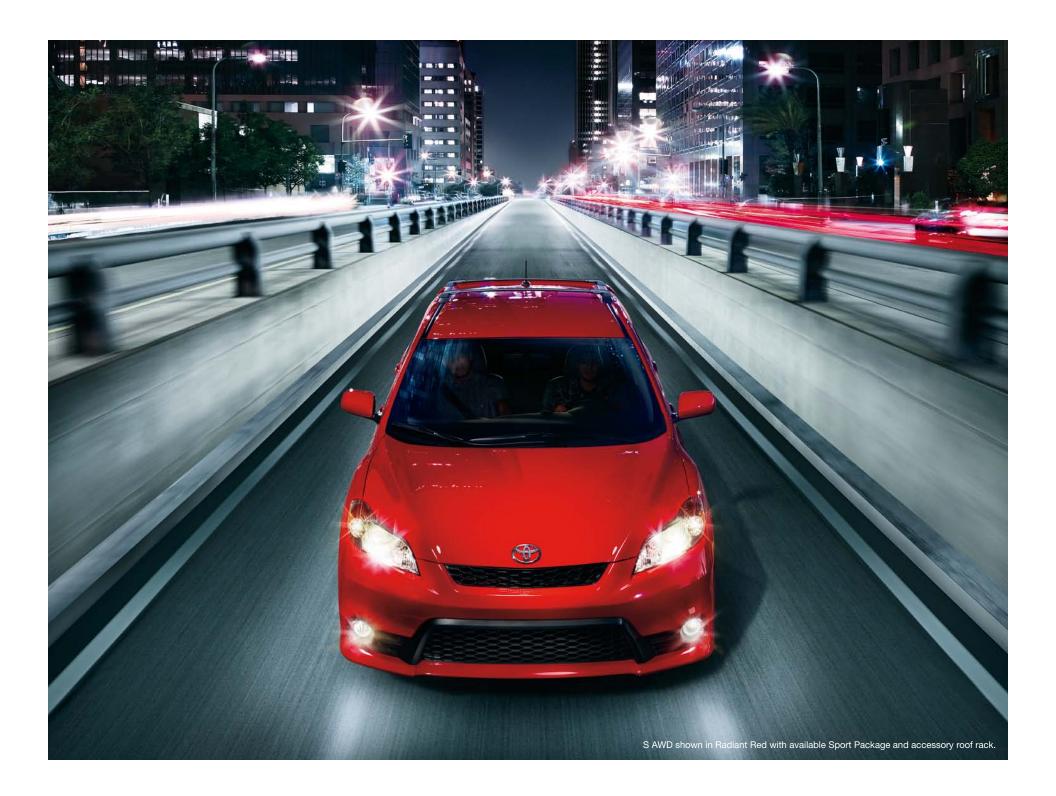
Be your own mobile mix-master. The standard audio system in Matrix lets you plug your MP3/WMA player into the auxiliary audio jack. Plus, the CD player will play back WMA or MP3 CDs and allow you to browse or shuffle within a selected folder or the entire CD.

The available upgraded audio system can be controlled by its head unit interface or the steering wheel-mounted controls, and provides a USB² port, so you can put music on a flash drive. Use the standard 12V outlet as a charging station for your player, cell phone or games. And with advanced *Bluetooth*® wireless technology, you'll be able to stream music directly to the system from your compatible *Bluetooth*®-enabled device. It even offers SiriusXM Satellite Radio³ capability, along with a three-month trial subscription.









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 achieves an EPA-estimated 21 city/29 highway mpg rating.² 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 7 in Disclaimers section.

You do get out much.

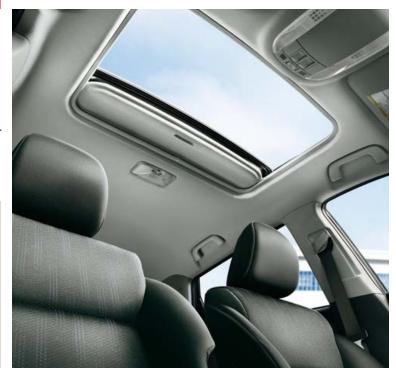
The incredibly versatile Matrix works well for everybody — with the possible exception of couch potatoes. This is a vehicle designed for those who don't just find the action, they create the action. And with spacious seating for five and its aggressive styling, Matrix makes it easy to find four friends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



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 areal 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.







STORAGE GALORE





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.







Every reason to be confident.

The 2012 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**™

Enhanced Vehicle Stability Control (VSC)1

To help compensate for a loss of traction while cornering and help prevent sideways slipping, Enhanced VSC adjusts engine power, braking and steering torque-assist control to help the vehicle follow the direction in which it is being steered.

Traction Control (TRAC)

TRAC helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

Anti-Lock Brake System (ABS)

ABS helps prevent brakes from locking up by "pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

Electronic Brake-Force Distribution (EBD)

EBD redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

Brake Assist (BA)2

BA is designed to help detect sudden or "panic" braking and applies additional pressure to help you avoid a collision.

Smart Stop Technology (SST)3

At speeds greater than five miles per hour, when the accelerator is depressed first and the brakes are then applied firmly for longer than one-half second, SST is designed to help the driver bring the vehicle to a stop.

ADVANCED AIRBAG SYSTEM¹

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

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



Combinations

INTERIOR COLOR CHOICES

FABRIC MATRIX L AND MATRIX S





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

Add a personal touch to your Matrix with Genuine Toyota Accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

EXTERIOR/INTERIOR COLOR COMBINATIONS



BLACK SAND PEARL



SPRUCE MICA



MAGNETIC GRAY METALLIC



SUPER WHITE



NAUTICAL BLUE METALLIC



RADIANT RED



CLASSIC SILVER METALLIC

DARK CHARCOAL

ASH

See numbered footnotes in Disclaimers section.











Specifications

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2.4. Line 4. Cylinder DOH. 15 (*Abe with waitsle twee Timing with intelligence (VT-5; 158 hp. 8 0000 ppm; 162 b. 4, 8 4000 ppm. White Standard	ENGINE		
Counting No	1.8-Liter 4-Cylinder DOHC 16-Valve with Dual Variable Valve Timing with intelligence (VVT-i); 132 hp @ 6000 rpm; 128 lbft. @ 4400 rpm	Standard	NA
### Description ### Descrip	2.4-Liter 4-Cylinder DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i); 158 hp @ 6000 rpm; 162 lbft. @ 4000 rpm IGNITION SYSTEM	NA	Standard
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Independent MatcPhenos prut front suspension with stabilizer bar; double-wishbone rear suspension with stabilizer bar; STEERING	Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension with stabilizer bar	Standard	Standard
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Ground clearance 5.8 5.3 INTERIOR DIMENSIONS front/rear (in.) ***********************************	Wheelbase	102.4	102.4
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Head room (with moonroof)	Ground clearance	5.8	5.3
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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 ⁶ (cu. ft.) behind front/rear seats 49.4/19.8 49.4/19.8 Fuel tank (gal.) 13.2 13.2 TIRES Type – All-Season Standard Standard Spare – Temporary Standard Standard MILEAGE ESTIMATES (mpg city/highway) ⁷ Manual 26/32 21/28	Curb weight (lb.)		
4-speed automatic 2888 3274 (AWD) EPA passenger volume (with moonroof) (cu. ft.) 94.2 94.2 (91.2) Cargo volume ⁶ (cu. ft.) behind front/rear seats 49.4/19.8 49.4/19.8 Fuel tank (gal.) 13.2 13.2 TIRES Type - All-Season Standard Standard Spare - Temporary Standard Standard MILEAGE ESTIMATES (mpg city/highway) ⁷ Manual 26/32 21/28	5-speed manual		
EPA passenger volume (with moonroof) (cu. ft.) 94.2 94.2 (91.2) Cargo volume ⁶ (cu. ft.) behind front/rear seats 49.4/19.8 49.4/19.8 Fuel tank (gal.) 13.2 13.2 TIRES Type – All-Season Standard Standard Spare – Temporary Standard Standard MILEAGE ESTIMATES (mpg city/highway) ⁷ Manual 26/32 21/28			
Cargo volume ⁶ (cu. ft.) behind front/rear seats 49.4/19.8 49.4/19.8 Fuel tank (gal.) 13.2 13.2 TIRES Type – All-Season Standard Standard Spare – Temporary Standard Standard MILEAGE ESTIMATES (mpg city/highway) ⁷ Manual 26/32 21/28			, ,
Fuel tank (gal.) 13.2 13.2 TIRES Type – All-Season Standard Standard Spare – Temporary Standard Standard MILEAGE ESTIMATES (mpg city/highway) ⁷ Manual 26/32 21/28			, ,
TIRES Type – All-Season Standard Standard Spare – Temporary Standard Standard MILEAGE ESTIMATES (mpg city/highway) ⁷ 26/32 21/28			
Spare — Temporary MILEAGE ESTIMATES (mpg city/highway) ⁷ Manual Standard Standard Standard 26/32 21/28	TIRES		
Spare — Temporary MILEAGE ESTIMATES (mpg city/highway) ⁷ Manual Standard Standard Standard 26/32 21/28	Type — All-Season	Standard	Standard
Manual 26/32 21/28	Spare — Temporary		
	MILEAGE ESTIMATES (mpg city/highway) ⁷		
Automatic (AWD) 25/32 21/29 (20/26)	Manual	26/32	21/28
	Automatic (AWD)	25/32	21/29 (20/26)

Features⁸

EXTERIOR	L	s		L	s
Multi-reflector halogen headlamps	s	s	16-in. steel wheels with wheel covers and P205/55R16 89H tires	s	S
Integrated fog lamps	Р	S	17-in. 5-spoke alloy wheels with P215/45R17 87W tires	_	Р
Color-keyed front bumper	S	_	Intermittent windshield wipers with mist cycle	S	_
Sport front and rear bumpers	_	S	Variable intermittent windshield wipers with mist cycle	_	S
Color-keyed side rocker panels	S	S	Intermittent rear window wiper	S	S
Color-keyed front and rear underbody spoilers	Р	Р	Color-keyed rear spoiler	_	Р
Color-keyed heated power outside mirrors	S	S	Chrome-tipped exhaust	_	S ⁹
Color-keyed outside door handles	S	S	Roof-mounted AM/FM antenna	S	S
Power tilt/slide moonroof with sliding sunshade	-	Р			
INTERIOR					
Air conditioning with air filter	s	s	Metallic interior trim	_	s
AM/FM CD player with MP3/WMA playback capability, four speakers, auxiliary audio jack and auto sound leveling	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			Power windows with driver-side auto down and retained power features	S	S
and auto sound leveling	-	S	Rear window defogger with timer	S	S
AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio ¹⁰			Power door locks (shift-linked automatic locking feature on automatic transmission models only)	S	S
capability (includes three-month trial subscription to XM Select Package), auxiliary audio jack, USB¹¹ port with iPod®¹² connectivity, auto sound leveling, and hands-free phone capability,			Day/night rearview mirror	S	S
phone book access and music streaming via Bluetooth®13 wireless technology	_	Р	Overhead console with maplamps and sunglasses storage	_	Р
Fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable fold-flat			Center console with storage compartment	S	S
front passenger seat	S	_	Passenger-side dual glove compartment	S	S
Sport fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable		0	Cargo area tonneau cover with clasp for under-floor stowage	S	S
fold-flat front passenger seat	_	S	Anti-slip rear cargo flooring	S	S
60/40 split fold-down rear seat Cruise control	S	S S	One 12V auxiliary power outlet	S	S
	S		Front maplamps	S	S
Tilt/telescopic sport steering wheel with metallic accents with audio controls	5	S	Front-door map pockets	S	S
Tilt/telescopic sport steering wheel with metallic accents, audio and Bluetooth®13 hands-free phone controls	_	Р	Two front and two rear cup holders	S	S
Optitron instrumentation with speedometer, tachometer, coolant temperature and fuel		•	Front- and rear-door storage pockets with sculpted bottle holders	S	S
gauges; LCD display with odometer, tripmeters, outside temperature and shift position; ¹⁴			Digital clock	S	S
and warning messages	S	S			
SAFETY AND CONVENIENCE					
STAR TM Star Safety System TM — includes Enhanced Vehicle Stability Control (VSC), ¹⁵ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force			Child-protector rear door locks	S	S
Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ¹⁶ and Smart Stop Technology (SST) ¹⁷	s	s	Energy-absorbing collapsible steering column	S	S
Six airbags ¹⁸ — includes driver and front passenger Advanced Airbag System, driver and			Front and rear energy-absorbing crumple zones with side-impact door beams	S	S
front passenger seat-mounted side airbags and front and rear side curtain airbags	S	S	Head-impact protection structure	S	S
Driver and front passenger active headrests ¹⁹	S	S	High-tensile-strength steel body panels	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	Tire Pressure Monitor System (TPMS) ²⁰ Daytime Running Lights (DRL)	S S	S S
Adjustable front shoulder anchors, driver and front passenger seatbelt pretensioners			Engine immobilizer ²¹	S	s
with force limiters	S	S		Ü	Ü
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	s	s	S = Standard — = Not Available P = Feature is available as part of an option package.		

Packages

L

L Sport Package - includes front and rear underbody spoilers, integrated fog lamps 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

Premium Package — includes power tilt/slide moonroof with sliding sunshade, overhead console with maplamps and sunglasses storage, and AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio¹⁰ capability (includes three-month trial subscription to XM Select Package), auxiliary audio jack, USB¹¹ port with iPod®¹² connectivity, auto sound leveling, hands-free phone capability, phone book access and music streaming via Bluetooth®¹³ wireless technology, and steering wheel with audio and Bluetooth®¹³ hands-free phone controls

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).

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

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

TOYOTA FINANCIAL SERVICES



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."

Visit www.toyotarewardsvisa.com for complete details.

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.

DISCLAIMERS

1. Performance of BLU Logic® compatible phones will vary based on phone software version, coverage and your wireless carrier. See www.blulogicupdate.com for more details. 2. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. 3. Paint protection film for the leading hood edges/fenders and front bumper sold as two separate packages. 4. 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. 5. Available for vehicles with factory remote keyless entry. 6. Cargo and load capacity limited by weight and distribution. 7. 2012 EPA-estimated mileage. Actual mileage will vary. 8. 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. 9. Standard on AWD models only. Dealer accessory on S FWD. 10. XM services require a subscription after trial period, and are sold separately or as a package. Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com, If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 11. May not be compatible with all mobile phones, MP3/WMA players and like models. 12. iPod® is a registered trademark of Apple Inc. All rights reserved. 13. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Tovota 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 version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. 14. Automatic transmission only. 15. 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. 16. 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. 17. Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine 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. 18. 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 rearwardfacing 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. 19. Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. 20. 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. 21. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to replace. If you lose a key, your Toyota dealer can help. or you can find a qualified independent locksmith to replace your key or perform high-security key services at www.aloa.org