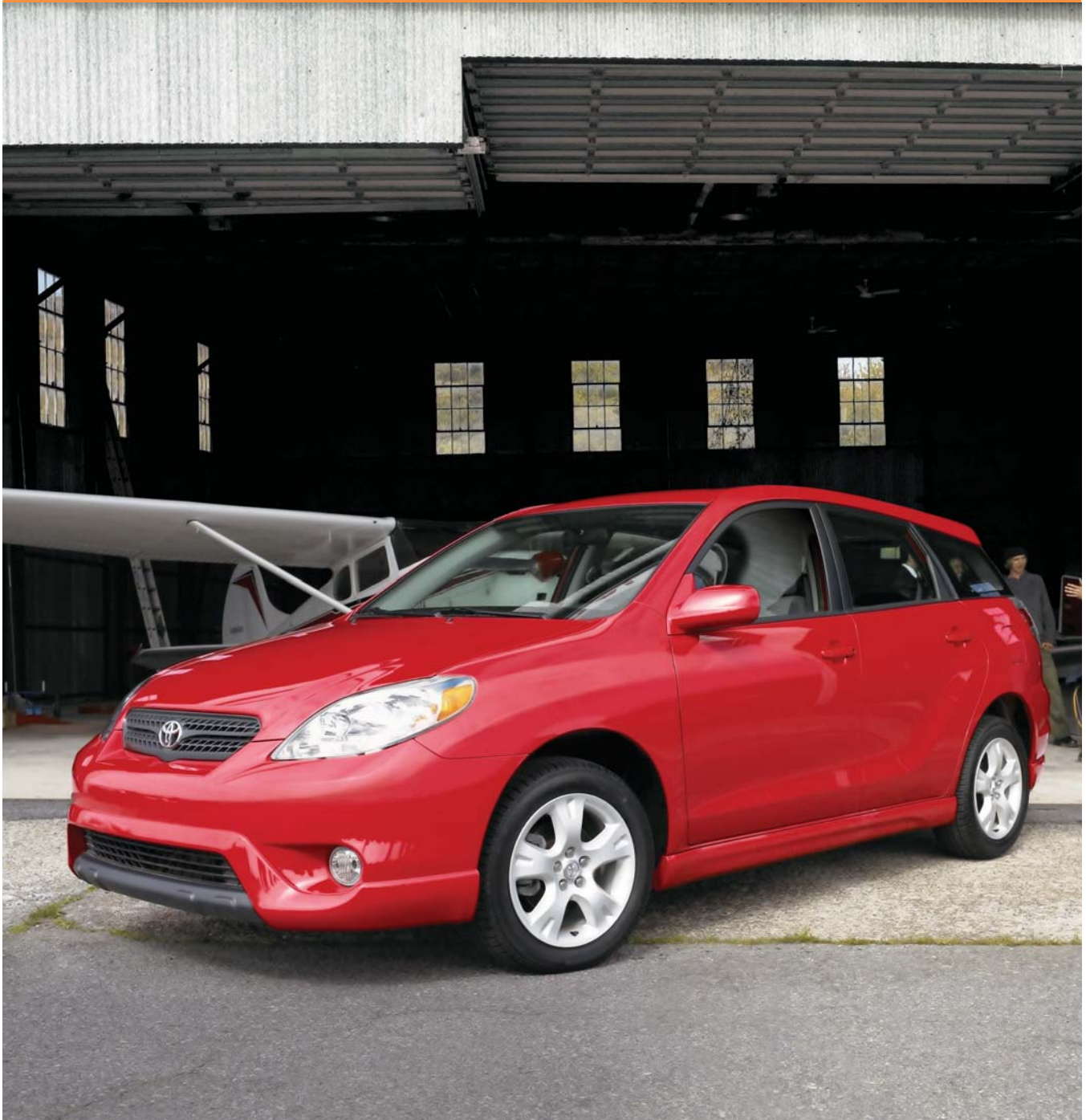


The versatile 2007 Matrix is ready for everything. Including a change of plans.

MATRIX 07

TOYOTA | *moving forward* ▶





2WD
5-Speed Manual (1901)
MSRP** Starting At: \$15,260.00



2WD
4-Speed Automatic (1902)
MSRP** Starting At: \$16,060.00











XR 2WD
5-Speed Manual (1911)
MSRP** Starting At: \$16,740.00



XR 2WD
4-Speed Automatic (1912)
MSRP** Starting At: \$17,570.00

Exterior colors available for your Matrix*

Super White		Phantom Gray Pearl		Silver Streak Mica		Black Sand Pearl	
Radiant Red		Indigo Ink Pearl		Cosmic Blue Metallic		Speedway Blue	

Interior colors available for your Matrix*

Stone Fabric		Dark Charcoal Fabric	
--------------	---	----------------------	---

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

MSRP**
2007 Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$580 for Cars and \$605 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's 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 Toyota's 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 is \$45 higher for Trucks, Sienna and SUVs, and \$55 higher for all other Toyota vehicles. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.



Standard Features and Options* S = Standard O = Optional P = Part of Package	2WD 5-Speed Manual (1901)	2WD 4-Speed Auto (1902)	XR 2WD 5-Speed Manual (1911)	XR 2WD 4-Speed Auto (1912)
MECHANICAL & PERFORMANCE				
1.8-Liter DOHC 16-Valve VVT-I 4-Cylinder 126 HP @ 6000 RPM; 122 lb.-ft. @ 4200 RPM	S	S	S	S
4-Speed Automatic	-	S	-	S
5-Speed Manual	S	-	S	-
Engine Speed-Sensing Power-Assisted Rack-and-Pinion	S	S	S	S
Power-Assisted Ventilated Front Disc/Rear Drum	S	S	S	S
Front Engine, Front-Wheel Drive	S	S	S	S
Independent MacPherson Strut Front, Torsion Beam Rear Suspension w/Front & Rear Stabilizer Bars	S	S	S	S
SAFETY				
Driver Front Airbag & Front Passenger Airbag w/Advanced Airbag System [1]	S	S	S	S
Driver & Front Passenger Front Seat-Mounted Side Airbags & Front & Rear Side Curtain Airbags [1]	O	O	O	O
Front Seatbelt Pretensioners w/Force Limiters	S	S	S	S
Vehicle Stability Control (VSC) [2,3] w/Traction Control (TRAC) & Brake Assist [4]	O[5]	O[5]	O	O
4-Wheel Anti-Lock Brake System (ABS) w/Electronic Brake-Force Distribution (EBD) & Direct Tire Pressure Monitor System [6]	O	O	O	O
3-Point Rear Seatbelts for all Positions	S	S	S	S
Automatic/Emergency Locking Retractors (ALR/ELR) for All Front & Rear Passenger Seatbelts, Emergency Locking Retractor (ELR) for Driver's Seatbelt	S	S	S	S
Child-Protector Rear Door Locks	S	S	S	S

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.



Standard Features and Options* S = Standard O = Optional P = Part of Package	2WD 5-Speed Manual (1901)	2WD 4-Speed Auto (1902)	XR 2WD 5-Speed Manual (1911)	XR 2WD 4-Speed Auto (1912)
Child Restraint System (CRS) Lower Anchors & Top Tether Anchors (LATCH)	S	S	S	S
Front & Rear Energy Crumple Zones	S	S	S	S
Side-Impact Door Beams	S	S	S	S
Engine Immobilizer	S	S	S	S
EXTERIOR				
Aerodynamic Multi-Reflector Halogen Headlamps w/Daytime Running Lights (DRL)	S	S	S	S
Black Door Handles & Remote Outside Mirrors	S	S	-	-
Color-Keyed Door Handles, Side Rocker Panels & Power Outside Mirrors	-	-	S	S
16-in. Steel Wheels w/Full Wheel Covers w/P205/55R16 Tires	S	S	S	S
16-in. Alloy Wheels w/P205/55R16 Tires	O	O	O/P	O/P
17-in. Alloy Wheels w/P215/50R17 Tires [7,8]	-	-	O	O
Power Tilt/Slide Moonroof w/Sunshade [9]	-	-	O/P	O/P
Intermittent Windshield Wipers w/Mist Cycle	S	S	-	-
Intermittent Rear Window Wiper	O/P	O/P	S	S
Washer-Linked Variable Intermittent Windshield Wipers w/Mist Cycle	-	-	S	S
COMFORT & CONVENIENCE				
4-Way Adjustable Front Seats w/Fold-Flat Passenger Seat	S	S	S	S

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.



Standard Features and Options* S = Standard O = Optional P = Part of Package	2WD 5-Speed Manual (1901)	2WD 4-Speed Auto (1902)	XR 2WD 5-Speed Manual (1911)	XR 2WD 4-Speed Auto (1912)
Fabric Seat & Front Door Trim w/Integrated Armrests & Dual Front Map Pockets	S	S	S	S
60/40 Split Fold-Down Rear Bench Seat	S	S	S	S
Driver's Seat Vertical Height Adjuster	-	-	S	S
Two 12V Auxiliary Power Outlets	S	S	S	S
115V Auxiliary Power Outlet	-	-	S	S
Cup Holders (Two Front, Two Rear)	S	S	S	S
Power Door Locks w/Shift-Activated Locking Feature [10]	P	P	S	S
Power Windows w/Driver's Auto-Down & Retained-Power Features	P	P	S	S
Heavy-Duty Rear Window Defogger	S	S	S	S
Remote Keyless Entry System w/Lock, Unlock & Hatch-Release Features	P	P	S	S
Stepless Tilt Steering Wheel	S	S	S	S
Optitron Meters w/Speedometer, Tachometer w/LCD Odometer, Twin Tripmeters & Outside Temperature Gauge, Coolant Temperature & Fuel Level Gauges	S	S	S	S
Defroster-Linked CFC-Free Air Conditioning w/Air Filter	S	S	S	S
AM/FM CD w/Four Speakers	S	S	S	S
AM/FM 6-Disc In-Dash CD Changer w/Six Speakers	-	-	O	O
JBL® AM/FM 6-Disc In-Dash CD Changer w/Seven Speakers	-	-	O	O

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.



Standard Features and Options* S = Standard O = Optional P = Part of Package	2WD 5-Speed Manual (1901)	2WD 4-Speed Auto (1902)	XR 2WD 5-Speed Manual (1911)	XR 2WD 4-Speed Auto (1912)
Illuminated Entry	P	P	S	S
Day/Night Rearview Mirror	S	S	-	-
Day/Night Rearview Mirror w/Mounted Maplights [9]	-	-	S	S
Cargo Nets (One Side, One Rear)	S	S	S	S
Rear Cargo Track System w/Eight Adjustable Tie-Down Hooks & Under-Deck Storage Compartment	S	S	S	S
Tonneau Cover	S	S	S	S
Digital Clock	S	S	S	S
Cruise Control	O	O	P	P

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.



Options*

Matrix Packages and Options

Power Package:

- Power windows with driver's auto-down and retained-power features
- Power door locks [10]
- Remote keyless entry system

All Weather Guard Package:

- Intermittent rear window wiper
- Windshield molding
- Heavy-duty heater and rear-seat heater ducts

16-in. alloy wheels with P205/55R16 tires

4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Direct Tire Pressure Monitor System [6]

Vehicle Stability Control (VSC) [2, 3, 5] with Traction Control (TRAC) and Brake Assist [4]

Cruise control

Intermittent rear window wiper

Driver and front passenger front seat-mounted side airbags front and rear side curtain airbags [1]

XR Packages and Options

Extra Value Package #1:

- Cruise control
- Integrated front fog lamps
- Color-keyed front and rear underbody spoilers

Extra Value Package #2:

- 16-in. alloy wheels with P205/55R16 tires
- Power tilt/slide moonroof with sunshade [9]
- Cruise control
- Integrated front fog lamps
- Color-keyed front and rear underbody spoilers

All Weather Guard Package:

- Windshield molding
- Heavy-duty heater and rear-seat heater ducts

16-in. alloy wheels with P205/55R16 tires

17-in. alloy wheels with P215/50R17 tires [7, 8]

4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Direct Tire Pressure Monitor System [6]

Vehicle Stability Control (VSC) [2, 3] with Traction Control (TRAC) and Brake Assist [4]

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

MATRIX 07



TOYOTA | *moving forward* ▶

Power tilt/slide moonroof with sunshade [9]

AM/FM 6-disc in-dash CD changer with six speakers

JBL® AM/FM 6-disc in-dash CD changer with seven speakers

Driver and front passenger front seat-mounted side airbags front and rear side curtain airbags [1]

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.



ACCESSORIES - EXTERIOR



Front End Mask

\$88.00

**Parts Only MSRP



Mudguards

\$73.00

**Parts Only MSRP



Rear Bumper Protector

\$58.00

*Installed MSRP



Wheel Locks

\$59.00

*Installed MSRP

* Installed MSRP is the Manufacturer's Suggest Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing.
** Installation not included. See your local dealer for installed pricing.



ACCESSORIES - INTERIOR



All Weather Mats

\$87.00

**Parts Only MSRP



Ashtray Cup

\$18.00

**Parts Only MSRP



Auto-Dimming Mirror

\$280.00

**Parts Only MSRP



Cargo Tote by Nifty Products

\$35.00

**Parts Only MSRP



Cargo Mat

\$59.00

*Installed MSRP



Carpet Floor Mats (4 Pc. set)

\$88.00

*Installed MSRP



Door Sill Enhancements

Front - \$70.00

Rear - \$50.00

**Parts Only MSRP



Emergency Assistance Kit

\$70.00

**Parts Only MSRP



Pet Screen

\$149.00

**Parts Only MSRP



Seat Back Storage/First Aid Kit

\$115.00

*Installed MSRP



Shifter Knobs by OBX Racing

\$35.00

**Parts Only MSRP



Sport Pedals by OBX Racing

\$45.00

**Parts Only MSRP

* Installed MSRP is the Manufacturer's Suggest Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing.

** Installation not included. See your local dealer for installed pricing.



ACCESSORIES - INTERIOR



VIP Security System
RS3200 Plus - \$359.00

*Installed MSRP



Xtreme Cargo Mat
\$79.00

**Parts Only MSRP

* Installed MSRP is the Manufacturer's Suggest Retail Price for accessories installed by the manufacturer.
Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing.
** Installation not included. See your local dealer for installed pricing.



Specifications	2WD 5-Speed Manual (1901)	2WD 4-Speed Auto (1902)	XR 2WD 5-Speed Manual (1911)	XR 2WD 4-Speed Auto (1912)
Mechanical/Performance				
Engine	1.8-liter DOHC 16-valve VVT-i 4-cylinder 126 hp @ 6000 rpm; 122 lb.-ft. @ 4200 rpm			
Transmission	5-speed manual	4-speed automatic	5-speed manual	4-speed automatic
Body construction	Unitized body			
Transmission	5-speed manual	4-speed automatic	5-speed manual	4-speed automatic
Drivetrain	Front engine, front-wheel drive			
Suspension	Independent MacPherson strut front, torsion beam rear suspension with front and rear stabilizer bars			
Steering	Engine speed-sensing power-assisted rack-and-pinion			
Turning circle diameter, curb to curb (ft.)	36.8			
Brakes	Power-assisted ventilated front disc/rear drum			
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD)	Available			
Vehicle Stability Control (VSC)[2,3] with Traction Control (TRAC) and Brake Assist [4]	Available [5]			
Exterior Dimensions (in.)				
Overall height (with moonroof)	61.6		61.6 (61.8) [11]	
Overall width	69.9			
Overall length	171.3			
Wheelbase	102.4			
Minimum running ground clearance	5.9			
Track (front/rear)	59.6/58.9		59.6/58.9 (59.3/58.5)[12]	
Interior Dimensions front/rear (in.)				
Head room (with moonroof)	40.6/39.8		40.6/39.8 (38.9/39.3)	

MATRIX 07



TOYOTA | *moving forward* ▶

Specifications	2WD 5-Speed Manual (1901)	2WD 4-Speed Auto (1902)	XR 2WD 5-Speed Manual (1911)	XR 2WD 4-Speed Auto (1912)
Shoulder room	53.2/52.6			
Hip room	51.7/47.8			
Leg room	41.8/36.3			
Seating capacity	5			
Weights and Capacities				
Curb weight (lb.)	2679	2756	2701	2778
Curb weight (lb.)	2679	2756	2701	2778
EPA passenger volume (with moonroof) (cu. ft.) [13]	96.2		96.2 (93.6)	
Luggage capacity, rear seats up/down (cu. ft.) [13,14]	21.8/53.2			
Fuel tank (gal.)	13.2			
Tires				
Size -- Standard	P205/55R16			
Size -- Available	NA		P215/50R17 [7]	
Size -- Available	NA		P215/50R17 [7]	
Type -- Standard	All-Season			
Type -- Available	NA		Performance or All-Season [7]	
Spare	Temporary			
Mileage Estimates (mpg city/highway)				
Miles Per Gallon [15]	30/36	29/34	30/36	29/34
Miles Per Gallon [15]	30/36	29/34	30/36	29/34



Warranties

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

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).

Federal Emission Coverage: Components under the federal emission defect warranty are covered for 36 months/36,000 miles and specified major emission control components are covered for 8 years/80,000 miles. Specified major emission control components under emission performance warranty are also covered for 8 years/80,000 miles. In addition, emission performance warranty is applicable for 24 months/24,000 miles in states and local jurisdictions that require a periodic EPA-approved inspection and maintenance program.

California Emission Control Coverage: In California and any other state that adopts California emission warranty provisions, performance warranty and defect warranty coverage is applicable for 36 months/50,000 miles, and specific control devices are covered for 7 years/70,000 miles.

Accessories: Warranty coverage is for 12 months, regardless of mileage. If the part or accessory is installed during the New Vehicle Limited Warranty period, coverage is for 12 months or the remainder of the applicable warranty coverage, whichever is greater, with the exception of car covers, which are covered for 12 months only.

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 Owner's Warranty Information booklet or see your Toyota dealer.

In addition, there may be times when we will establish a special policy adjustment that will further defray repair costs. For details about the new vehicle limited warranty, see your Toyota dealer. And for complete details of Toyota's warranties, please refer to your Owner's Warranty.

Disclaimers

[1] All the vehicle's airbag systems are Supplemental Restraint Systems (SRS). The driver and front passenger airbags are designed to inflate in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceed the design threshold level. The side airbags and side curtain airbags are designed to inflate in certain types of severe side-impact collisions. In all other accidents, the airbags will not inflate. To decrease the risk of injury from an inflating 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 a rearward-facing child seat in any front passenger seat. The force of an inflating airbag SRS may cause serious injury or death. Please see your Owner's Manual for further instructions. Vehicle complies with advanced airbag requirements of FMVSS 208.

[2] 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.

[3] Requires ABS. Available with automatic transmission only.

[4] 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.

[5] Matrix Base requires Power Package.

[6] 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.

[7] 17-in. alloy wheels with P215/50R17 performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending upon driving conditions.

[8] Available with All-Season tires.

[9] On models equipped with available moonroof, maplights are located in the overhead console.

[10] Shift-activated locking feature with automatic transmission only.

[11] With 16-in. steel/alloy wheels.

[12] With available 17-in. alloy wheels.

[13] Based on manufacturer's data for small wagon classification.

[14] Cargo and load capacity limited by weight and distribution.

[15] 2007 EPA mileage estimates. Actual mileage may vary.