

TOYOTA

details

Accessories That Enhance Your Customers' Driving Experience

Let Them Listen to What They Want, When They Want with XM® Radio¹



For the most variety of music, news, talk, comedy and sports, Toyota offers XM Radio to help make sure owners always have the perfect soundtrack at their fingertips. With over 170 channels to choose from, XM brings consumers more of what they love including commercial-free music and entertainment along with dedicated channels providing instant traffic and weather reports—and other exclusive programming.

XM offers many significant benefits over traditional radio. The digital sound quality is excellent, the range of programming is eclectic and XM is available from coast-to-coast. Since the signal is beamed from satellites, owners can hear the same great channels just about wherever they may drive at any time.

XM Radio is what every Toyota—and its owner—deserves!




ACCESSORIES



Everything
Worth
Listening to
is Now on

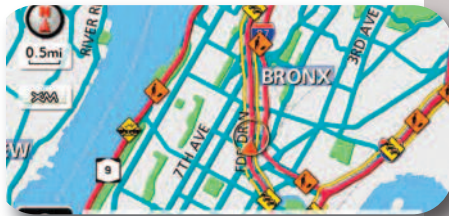
XM



Offering increased choice and convenience, XM Radio eliminates the hassle of having to search for new stations when driving long distances. XM transmits signals across the contiguous U.S. to powerful commercial satellites, giving customers unparalleled signal coverage coast-to-coast.

With over 170 channels to choose from, XM offers commercial-free music from nearly every genre—including artist-dedicated channels, live performances, exclusive entertainment talk, comedy, kids' programming, world-class news and local weather. Plus, owners can now add the Best of SIRIUS to their XM subscriptions, with every NFL game, two channels of Howard Stern, Martha Stewart Radio, every NASCAR® race, 24/7 SIRIUS NFL Radio, SIRIUS NASCAR Radio channels and more.

For most Toyota vehicles equipped with Navigation, XM also offers available XM NavTraffic®2, a satellite-delivered traffic information service. The system provides real-time traffic information including traffic speed, flow (where available) and incidents such as accidents or construction along the driver's destination path. XM NavTraffic information covers over 80 major U.S. markets and is continuously refreshed to help owner's make time-saving decisions en-route.



Sign Them Up

Both factory-installed XM and XM Radio Kits come with a complimentary 90-day trial of XM services. At the end of the 90 days, the service will automatically end unless the customer elects to sign up for an XM subscription plan. Individual plans start at \$12.95 per month, with a variety of content options as well as multi-year and multi-radio plans from which to choose.

Best of all, both factory-installed XM and the XM Radio Kits are backed by Toyota's 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide so owner's can be assured they deliver the high level of quality they've come to expect from Toyota.

Toyota Specific Technology

Almost all 2010 Toyota vehicles come equipped with an antenna pre-installed that is capable of accepting an XM satellite signal (an exception is the FJ Cruiser). Most vehicles come with an audio head unit capable of receiving a satellite signal, but not all, and there are differences in the installation required as well as the activation process. For instance, most JBL® audio systems that feature the premium navigation system include factory-installed XM and feature the satellite receiver and controls integrated directly into the vehicle's audio head unit. These vehicles arrive at dealerships activated with a working XM trial subscription.

Toyota offers optional XM Radio Kits for models or trim levels equipped with satellite radio capable audio head units (some base audio units, single-disc CD players, six-disc CD changer or the basic navigation system). For these vehicles, a separate fit kit and receiver are required for installation. The complete package includes the receiver, required wire harness and antenna. For those vehicles with an antenna already installed on the roof, an extension cable to plug into the antenna is included with the fit kit. Installation of the XM Radio Kit can be completed prior to the vehicle's delivery at the dealership or by a Toyota dealer. Visit www.toyotaasg.com for more information regarding vehicle applicability. Additional details on XM availability in Toyota vehicles can also be found through the XM Auto Dealer Resource Center at www.siriusxmdealer.com.

All of Toyota's Genuine Accessory XM Radio Kits are designed to Toyota's strict engineering specifications and feature a direct plug-in connection to the audio system which means there is never any wire splicing or other connection methods used during installation. Perhaps the largest advantage of Toyota factory-installed XM and the XM Radio Kits is full digital sound quality versus the aftermarket. Aftermarket units typically receive the digital XM signal then send it to the radio using FM modulation (analog), while Toyota is 100% digital for crystal clear fidelity along with the best signal strength available. Toyota XM Radio subscribers can also enjoy the luxury of receiving interesting metadata like the artist's name, song title, and album information featured on the audio head unit display.

Key Advantages at a Glance:

XM Radio®

Feature	Function	Benefit	Toyota XM Satellite Radio	Traditional AM/FM Radio
170 Channels of Commercial Free Music	Provides commercial free music from nearly every genre including artist-dedicated channels, live performances, exclusive entertainment talk, comedy, kids' programming, world-class news and local weather	Provides owners with a wide variety of listening choices without interruptions Allows owners to add additional features like the Best of SIRIUS to their XM subscriptions, with every NFL game, two channels of Howard Stern, Martha Stewart Radio, every NASCAR® race, 24/7 SIRIUS NFL Radio, SIRIUS NASCAR Radio channels and more	YES	NO
Crystal Clear Digital Sound Quality	XM transmits signals across the contiguous U.S. to powerful commercial satellites	Eliminates the hassle of having to search for new stations when driving long distances Owners receive unparalleled, crystal clear signal coverage coast-to-coast	YES	NO
Satellite Coverage Coast-to-Coast	Since the signal is beamed from satellites, XM can offer the same channels across the country	Owners can access their favorite channels wherever they may drive	YES	NO
XM NavTraffic^{®2}	Satellites deliver real-time traffic information (for vehicles equipped with HDD Navigation) including traffic speed, flow (where available) and incidents such as accidents or construction along the driver's destination path Covers over 80 U.S. markets	Traffic information is continuously refreshed to help owners make time-saving decisions en-route	YES	NO
Factory-Installed XM	Offers embedded integration directly into the vehicle's head unit Typically found on vehicles equipped with JBL® audio systems that feature the premium Navigation System	Provides user with easy-to-read controls to access XM services Vehicle arrives at the dealership with XM activated along with a working trial subscription	YES	NO
XM Radio Kit	Complete package that includes the receiver, required wire harness and antenna with extension cable (if vehicle is not equipped) For models or trim levels equipped with the base audio package, a single-disc CD player or six-disc CD changer, or entry level Navigation System	Provides owners with a direct plug-in connection to upgrade their current audio system to include XM services No wire-splicing or other connection methods used during installation No FM modulation (analog)—100% digital for crystal clear fidelity and the best signal strength available	YES	NO
Metadata Featured on the Audio Head Unit Display	Can display artist's name, song title, and album information on the audio head unit display	Provides owners with interesting, timely information about what they are listening to	YES	May or may not include this feature
90-Day Trial Period	Complimentary 90-day trial of XM services are offered with factory installed XM as well as XM Radio Kits	Allows owner to experience XM at no charge during 90-day trial Provides added luxury Service will automatically end unless the owner elects to sign up for an XM subscription plan	YES	Most radio stations offer their services to the public free of charge
Toyota 3 Year/36,000-mile New Vehicle Limited Warranty	Warranty will cover Toyota accessories for up to 3 years or 36,000 miles, whichever comes first	Valid at any Toyota dealership nationwide	YES	NO

FOOTNOTES:

¹ Functioning XM Radio requires a 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 governed by the XM Customer Agreement available at www.xmradio.com/serviceterms. Available only in the 48 contiguous United States and the District of Columbia.

² The navigation system is designed to assist in locating an address or point of interest. XMNavTraffic[®] requires a monthly service fee and hardware and is designed to provide real-time traffic or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic Navigation updates available at an additional cost. See your *Navigation System Owner's Manual* for further details.