



The 2014 Venza.

It's the perfect mix of style and substance.

Style, innovation, versatility:
Just some of the things that
come standard with the
2014 Venza. This vehicle really
is the total package. It's got
bold styling and design. It's
fun to drive and innovative.
It's versatile with room for
the whole family, plus plenty
of cargo space for the over
packers. It's all the handling,
manoeuvrability and efficiency
you need on four wheels.

We're proud to know fuel efficiency and performance are just some of the things you've come to expect from Toyota. And with available AWD on both the 4-cylinder and V6 engines, the Venza will take you anywhere you want to go.

Toyota's commitment to safety is demonstrated through our innovative Star Safety System™, and our dedication to reliability is proven by the fact that over 85% of Toyotas sold in Canada in the last 20 years are still on the road today*.

Just a few more reasons why you should get behind the wheel of a 2014 Venza.

FRONT COVER
Venza V6 AWD with
Limited Package shown in
Cosmic Grey Mica.









Fresh thinking. It's our calling.

Venza kicks it up a notch with cutting-edge technology.

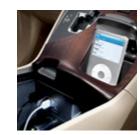
The 2014 Venza offers lots of fresh thinking that helps set it apart from other vehicles, all starting with innovation. It's packed with advanced technology designed to make your life easier.

From its vast list of standard features to its impressive high-tech components, Venza really does turn the drive into an experience – one you'll enjoy every kilometre of the way.



DISPLAY AUDIO SYSTEM8

The Display Audio System⁸ features a 6.1-inch touch panel display with Bluetooth^{®3} wireless music streaming, and a unique "text-to-voice" feature that converts text messages from your phone into voice messages, which play through the vehicle's speaker system.



iPOD®/MP3 PLAYER HOLDER WITH USB PORT AND AUXILIARY AUDIO JACK Dock your iPod® or MP3 player in the special holder in the centre console, then plug it in via the USB port and rock on.



MULTI-INFORMATION LCD DISPLAY

The Multi-Information LCD Display provides data such as climate control settings, outside temperature, fuel economy, trip information and other important details.

4













Whether you're picking up groceries, taking out the dog or going on a road trip with friends, Venza is up for anything. With space for 4 friends comfortably, your pack can travel in style. And with 1,990 litres (70.1 cubic feet) of cargo space, there's plenty of room for large items, such as luggage, beach gear or a stroller. Venza also comes with an optional power liftgate with jam protection, which makes packing for a trip a whole lot easier. It's versatility and convenience at its best. So whatever the day brings, Venza's more than equipped for the ride.

CARGO SPACE

With the pull of a latch, Venza's rear 60/40 split seats fold flat to reveal an impressive 1,990 litres (70.1 cubic feet) of cargo space. That's a whole lot of room!

BLACK LEATHER INTERIOR

Heighten your style with Venza's optional Black Leather Interior.

EXTRA STORAGE

Slide back the centre armrest to reveal a storage tray and a deep storage compartment. Under the sliding cupholder lid is another large storage compartment illuminated by LEDs, and complete with a 12 V auxiliary power outlet.

RECLINING REAR SEATS

Passengers sitting in the rear can have a truly luxurious trip with Venza's reclining seats. It takes 'sit back and relax' to a whole new level.

REAR SEAT VENTS

Venza's centre console comes complete with rear-facing vents, which are operated by the Dual Zone Climate Control system. This system also features an air filter that traps dust and other airborne particles.



All the road's a stage.

Venza's always ready to perform.

When it comes to your car, we know performance counts. Reliability, and handling are just some of the things you'll need for the road ahead. And with Venza's 4-cylinder and V6 engines, you're not only getting great fuel efficiency, you're getting a car that's ready for any road conditions. Venza's available All-Wheel Drive will help enhance traction,

no matter what the season or weather. And when it comes to manoeuvrability, Venza doesn't fall short. With a low centre of gravity you'll get surprisingly precise handling, which is pretty comforting whenever you're driving in a large city.



HILL-START ASSIST CONTROL

When accelerating from a standstill on an incline, Hill-start Assist Control will help prevent the vehicle from rolling backward. Once activated, the system holds the brakes for approximately three seconds as the driver switches from the brake pedal to the accelerator.

Venza V6 AWD with Limited Package shown in Cosmic Grey Mica.



4-CYLINDER AND V6 ENGINES

Venza's 182 hp 4-cylinder and 268 hp V6 engines are connected to a 6-speed Super Electronically Controlled Transmission that helps manage the engine's power. This means Venza will always offer smooth, seamless shifts and excellent fuel efficiency.



ALL-WHEEL DRIVE (AWD) WITH ACTIVE TORQUE CONTROL

The available AWD with active torque control monitors each wheel and distributes the engine's power to the appropriate wheel at the appropriate time. This advanced technology helps to optimize traction on any surface, rain or shine.

Venza V6 AWD with Limited Package shown in Blizzard Pearl.

Drive with confidence.

Venza knows safety.

When it comes to building automobiles, safety is Toyota's primary concern.

That's why Venza is loaded with a host of the most vital safety features
to help protect occupants during front, rear and side impacts.



BACKUP CAMERA

Venza is available with a backup camera located above the rear licence plate. When in reverse, the camera displays the area behind the vehicle that's visible to the camera on the Display Audio⁸ touch-screen.



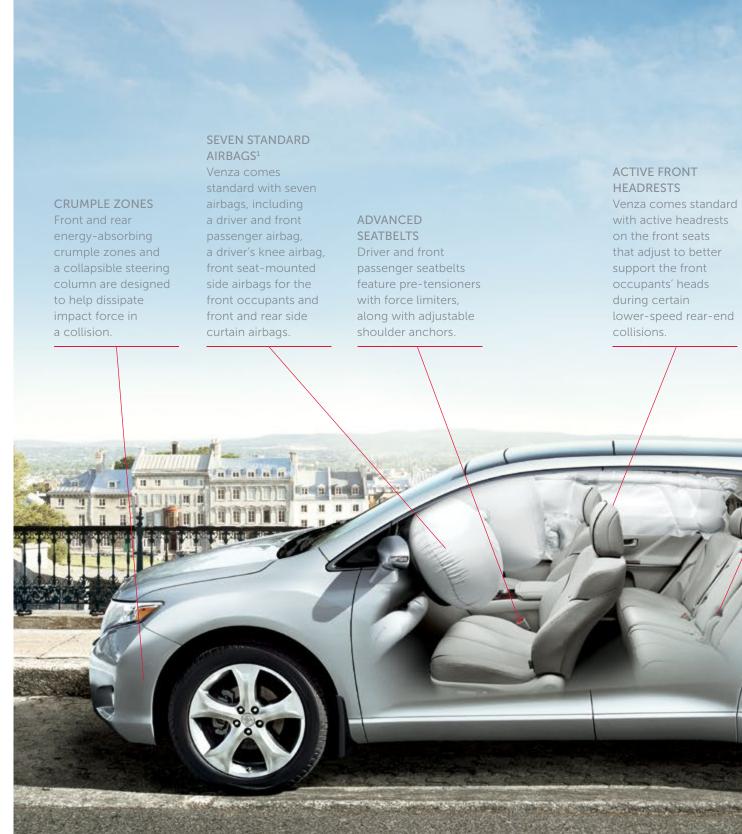
BLIND-SPOT CONVEX MIRRORS

The blind-spot convex mirrors extend your field of view on both the left and right side of the vehicle, allowing you to see if another car is approaching from either side.



AUTOMATIC HIGH BEAM SYSTEM

A sensor located behind the rear view mirror helps enhance visibility at night by detecting oncoming vehicles and depending on the circumstances, automatically switches your high beams off and on. (Limited w/Technology Package)





DIRECT TIRE

MONITORING

SYSTEM (TPMS)

Maintaining proper tire

pressure is important.

TPMS evaluates the

pressure of the tires

critically low.

and issues a warning if

the pressure becomes

PRESSURE

LATCH SYSTEM

Lower Anchor and

Tethers for Children

(LATCH) are included

on each outboard

second-row seat.

2014 Venza comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

VSC VEHICLE STABILITY CONTROL

Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.⁵

TRAC TRACTION CONTROL

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

ABS ANTI-LOCK BRAKE SYSTEM

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

BD ELECTRONIC BRAKE-FORCE DISTRIBUTION

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

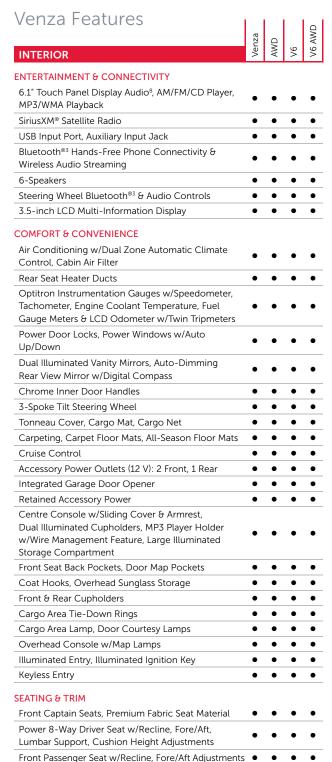
BA BRAKE ASSIST

Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.⁶

SST SMART STOP TECHNOLOGY

Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.⁷

Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System[™] standard on every new vehicle. Visit **toyota.ca** for more details.



INTERIOR (cont'd)	Venza	AWD	9/	V6 AWE
60/40 Split Rear Bench Seat w/Recline,				
Fold-Down Centre Armrest, Rear Seat Remote	•	•	•	•
Release in Cargo Area				
All-Position Vertically Adjustable Headrests	•	•	•	•
Woodgrain Interior Trim	•	•	•	•
Front Doorsill Trim w/Aluminum Accents	•	•	•	•
EXTERIOR				
Dual Heated, Power Remote-Control, Foldable Mirrors	•	•	•	•
Blind-Spot Convex Mirrors, Puddle Lamps	•	•	•	•
Electric Rear Window Defroster w/Timer	•	•	•	•
Rear Privacy Glass	•	•	•	•
Front & Rear Splash Guards, Rear Bumper Protector, Rear Spoiler w/LED Stoplamp	•	•	•	•
Coloured Door Handles, Mirrors	•	•	•	•
Chrome Exhaust Tip (Dual on V6)	•	•	•	•
Dual Exhaust	-	-	•	•
Variable Intermittent Wipers, Intermittent Rear Window Wiper/Washer	•	•	•	•
Windshield Wiper De-Icer	•	•	•	•
UV Protection Glass Windshield	•	•	•	•
Projector-Style Halogen Headlamps	•	•	•	•
Automatic Headlamp System	•	•	•	•
Fog Lamps	•	•	•	•
SAFETY				
STAR Star Safety System™ – includes				
SAFETY SYSTEM: Vehicle Stability Control (VSC) ⁵ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁶ & Smart Stop Technology (SST) ⁷	•	•	•	•
Dual-Stage Driver & Front Passenger Airbag	_	•	•	
Supplemental Restraint System (SRS) ¹	_			
Driver's Knee Airbag (SRS) ¹	•	•	•	•
Front Seat-Mounted Side Airbags (SRS) ¹	•	•	•	•
Front & Rear Head/Side Curtain Airbags (SRS) ¹	•	•	•	•
Active Front Headrests w/Whiplash Protection	•	•	•	•
Front Seatbelt Pre-Tensioners & Force Limiters	•	•	•	•
All-Position 3-Point Lap & Shoulder Belts	•	•	•	•
Front Seatbelt Anchor Height Adjusters	•	•	•	•
Anchor Points for Child Restraint Seats	•	•	•	•
Child Protector Rear Door Locks	•	•	•	•
Engine Immobilizer	•	•	•	•
Automatic Transmission Fluid Temperature, Low Fuel, Low Washer Fluid, Door Ajar, Driver & Front Passenger Seatbelt Warning Indicators	•	•	•	•

Direct Tire Pressure Monitoring System

Available Packages		Venza	AWD	9/	
Leather Package Heated Front Seats w/Console-Mounted Variab Temperature Setting, Leather Seat Surfaces	le	0	Ō	0	(
XLE Package Leather Package plus: Power Rear Door w/Jam Backup Camera, Panoramic Glass Roof, Vehicle				o tem	(
6.1" Touch Panel Display Audio ⁸ w/Navigation ⁴ , , MP3/WMA Playback, Power Rear Door w/Jam P Backup Camera, Panoramic Glass Roof, Vehicle	rotecti		Pla	yer,	
Leather Seat Surfaces, Heated Front Seats w/Co Variable Temperature Settings, Simulated Leather Leather-Wrapped Steering Wheel & Shift Knob, I Adjustable Passenger Seat, Push Button Start, Sr Auto-Levelling HID Headlamps, Chrome Accent Door Handles, Front Door Handle Touch Sensol Driver Seat Memory System w/Linked Mirrors, P Exterior Mirrors w/Reverse Auto Tilt, LED Daytin	er Dooi Power Mart Ke ted Ou r Lock/	Moi r Tri 4-V ey Sy tsid Unl	unte m, Vay yster e ock, ing	d n,	
Variable Temperature Settings, Simulated Leather-Leather-Wrapped Steering Wheel & Shift Knob, Adjustable Passenger Seat, Push Button Start, Sr Auto-Levelling HID Headlamps, Chrome Accent Door Handles, Front Door Handle Touch Sensor Driver Seat Memory System w/Linked Mirrors, P	onsole- er Dooi Power mart Ke ted Ou r Lock/ lower F ne Run	Moi r Tri 4-W Yunl Oldi ning	unte m, Vay yster e ock, ing g Lig	d m, hts	(
Variable Temperature Settings, Simulated Leather-Leather-Wrapped Steering Wheel & Shift Knob, Adjustable Passenger Seat, Push Button Start, Sr Auto-Levelling HID Headlamps, Chrome Accent Door Handles, Front Door Handle Touch Sensor Driver Seat Memory System w/Linked Mirrors, P. Exterior Mirrors w/Reverse Auto Tilt, LED Daytin Limited w/Technology Package Limited Package plus: JBL® Synthesis Audio Systems	onsole- er Dooi Power mart Ke ted Ou r Lock/ lower F ne Run	Moi r Tri 4-W Yunl Oldi ning	unte m, Vay yster e ock, ing g Lig	d m, hts	
Variable Temperature Settings, Simulated Leather Leather-Wrapped Steering Wheel & Shift Knob, I Adjustable Passenger Seat, Push Button Start, Sr Auto-Levelling HID Headlamps, Chrome Accent Door Handles, Front Door Handle Touch Sensor Driver Seat Memory System w/Linked Mirrors, P. Exterior Mirrors w/Reverse Auto Tilt, LED Daytin Limited w/Technology Package Limited Package plus: JBL® Synthesis Audio Syst Automatic High Beam System, Rear Clearance & Navigation Package	onsole- er Dooi Power mart Ke ted Ou r Lock/ ower F ne Run	Moo r Tri 4-W Yey Sy tsid 'Unl oldi ning - - 3-Sp up S	winte m, Vay yster e ock, ing Lig eake	d m, hts – ers, r	(

Heated Front Seats w/Console-Mounted Variable Temperature

Setting, Leather Seat Surfaces, 6.1" Touch Panel Display Audio⁸

Heated Front Seats w/Console-Mounted Variable Temperature

Setting, 6.1" Touch Panel Display Audio⁸ w/Navigation⁴

Heated Cloth Seats & Navigation Package

w/Navigation⁴

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Toyota Canada Inc. Every and equipment shown ar of printing. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca or your Toyota Dealer is your best source for up-to-date information.

vehicle control. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving.

Venza Specifications

	Venza	AWD	.0	V6 AWD			Venza	AWD	10	V6 AWD
MECHANICAL	Š	₹	9/	ž	MECHANICAL (cont'o)	Š	₹	9/	Š
ENGINE					CHASSIS					
Type 2.7 Litre, 4-Cylinder, DOHC, 16-Valve, Dual Variable Valve Timing w/intelligence (Dual VVT-i), Sequential Multiport Electronic Fuel Injection	•	•	-	_	Suspension Coil Spring, Independent w/Gas-Filled Shock Abso Anti-Vibration Subframe		•	•	•	•
3.5 Litre, V6, DOHC, 24-Valve, Dual Variable Valve Timing w/intelligence (Dual VVT-i), Sequential Multiport Electronic Fuel Injection	-	_	•	•	Brakes Power-Assisted, Ventilate Solid Rear Discs	d Front Discs,	•	•	•	•
Compression Ratio					Steering					
10.0:1	•	•	-		Electric Rack & Pinion w/Variable Power Assist			•	•	•
10.8:1	-	-	•	•	Wheels & Tires					
Horsepower					19" Aluminum Alloy Wheels, Wheel Locks			•	_	_
182 hp @ 5800 rpm	•	•	_		20" Aluminum Alloy Wheels, Wheel Locks			-	•	•
268 hp @ 6200 rpm	_	_	•	•	P245/55R19, All-Season Radials, Temporary Spare			•	-	-
Torque					P245/50R20, All-Season Radials, Temporary Spare			-	•	•
182 lb.ft. @ 4200 rpm	•	•	_	_						
246 lb.ft. @ 4700 rpm	_	_	•	•	DIMENSIONS	mm (in.)				
DRIVETRAIN					Length	4800 (189.0)	•	•	•	•
Drive Configuration					Width	1905 (75.0)	•	•	•	•
Front Engine/Front Wheel Drive	•	-	•	_	Height (Unloaded)	1610 (63.4)	•	•	•	•
Front Engine/Active Torque Control AWD System	_	•	-	•	Wheelbase	2775 (109.3)	•	•	•	•
Hill-start Assist Control (HAC)	•	•	•	•	Track Front: 1630 (64.2)		•	•	•	•
Transmission					Rear: 1640 (64.6)		•	-	•	_
6-Speed, Automatic, Super Electronically Controlled						Rear: 1635 (64.4)	_	•	_	•
Transmission (Super ECT) w/Overdrive, Sequential	•	•	•	•	Headroom Front: 1007 (39.6)			•	•	•
Shift Mode, Gate-Type Shifter, Lock-Up Torque Converter, Transmission Cooler						Rear: 997 (39.3)	•	•	•	•
Converter, manismission cooler					w/Panoramic Glass Roof	Front: 983 (38.7)	0	0	0	0
						Rear: 990 (39.0)	0	0	0	0
					Legroom	Front: 1022 (40.2)	•	•	•	•
						Rear: 993 (39.1)	•	•	•	•
Toyota Canada Inc. Every effort has been made to ensure t and equipment shown are accurate based on information					Shoulder Room	Front: 1525 (60.0)	•	•	•	•
of printing. In some cases, certain changes in production of						Rear: 1499 (59.0)	•	•	•	•

System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Rely on your common sense to

The Navigational systems in some vehicles are available with bilingual capability. Please see your Navigation System Owner's Manual and your Toyota Dealer for further details. (5) 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

decide whether or not to follow a specified route. Detailed coverage is not available for every city or roadway. Optional periodic geographic updates are available at an additional cost.

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. (6) 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. (7) 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, 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. (8) Driving while distracted can result in loss of

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m (ft.) **Turning Circle** 11.9 (39.1) **Ground Clearance** 205 (8.1) (1) All Toyota vehicles shown in this brochure have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer. (2) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. (3) Toyota tests certain Bluetooth® capable phones for compatibility with Toyota vehicles. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth® technology are available with bilingual compatibility. Please see your Toyota Dealer for details. (4) The Toyota Navigation

WEIGHT & CAPACITIE	:c	Venza	AWD	9/
				-
Curb Weight	kg (lb.)			
	1705 (3760)	•	_	
	1790 (3945)	_	•	
	1755 (3870)	_	-	•
	1835 (4045)	_	_	-
Seating Capacity	5	•	•	•
Cargo Capacity	litres (cu.ft.)			
	1990 (70.1)	_	_	_
	Behind Front Seats	•	•	•
	870 (30.7)			
	Behind Rear Seats	•	•	•
w/Panoramic Glass Roof	1940 (68.5)	0	0	0
	Behind Front Seats	0		
	850 (30.0)	0	0	0
	Behind Rear Seats			
Fuel Capacity	litres (gal)			
	67.0 (14.7)	•	•	•
Towing Capacity	kg (lb)			
	1134 (2500)	•	•	-
	1587 (3500)	_	_	•
FUEL CONSUMPTION	I RATING ²			
City/Highway/Combined				
L/100 km m	pg (imperial gallon)			
10.0/6.9/8.6	28/41/33	•	_	_
10.2/7.1/8.8	28/40/32	_	•	_

New vehicle warranty summary

25/37/29

25/36/29

No deductibles – no transfer fees

11.1/7.7/9.6

11.4/7.9/9.8

COMPREHENSIVE COVERAGE 3 years or 60,000 km. This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

POWERTRAIN COMPONENTS 5 years or 100,000 km. This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance. MAJOR EMISSION CONTROL COMPONENTS 8 years or 130,000 km.

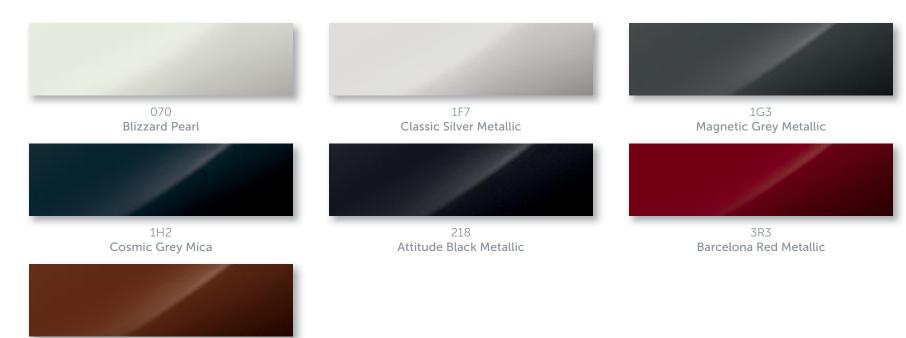
This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance. CORROSION PERFORATION 5 years/unlimited distance. This warranty covers any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

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Colours

EXTERIOR COLOUR OPTIONS



4U3 Sunset Bronze Mica

INTERIOR COLOUR OPTIONS

	Blizzard Pearl	Classic Silver Metallic	Magnetic Grey Metallic	Cosmic Grey Mica	Attitude Black Metallic	Barcelona Red Metallic	Sunset Bronze Mica
Venza	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	lvory Fabric or Leather
AWD	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	lvory Fabric or Leather
V6	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	lvory Fabric or Leather
V6 AWD	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	lvory Fabric or Leather

Please see your Toyota Dealer for details.

Genuine Accessories

Personalize your Venza to enhance both its appearance and performance. Many of Toyota's Genuine Accessories can be residualized or advanced through Toyota Financial Services when purchased at the same time as your new vehicle, and yes, they are all backed by a Toyota Warranty. For a complete list of vehicle-specific accessories, visit accessories.toyota.ca or your local Dealer.





Bodyside Mouldings
Bongiovi Acoustics DPS
Cargo Liner
Hood Deflector
Paint Protection Film
Remote Engine Starter
Roof Rack
Towing Hitch

15

Block Heater





Committed to Canadians, today and tomorrow.



Being a leader in the automotive industry does not simply start and finish with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across the country fund non-profit programs that work to make a difference for Canadians through direct community involvement.

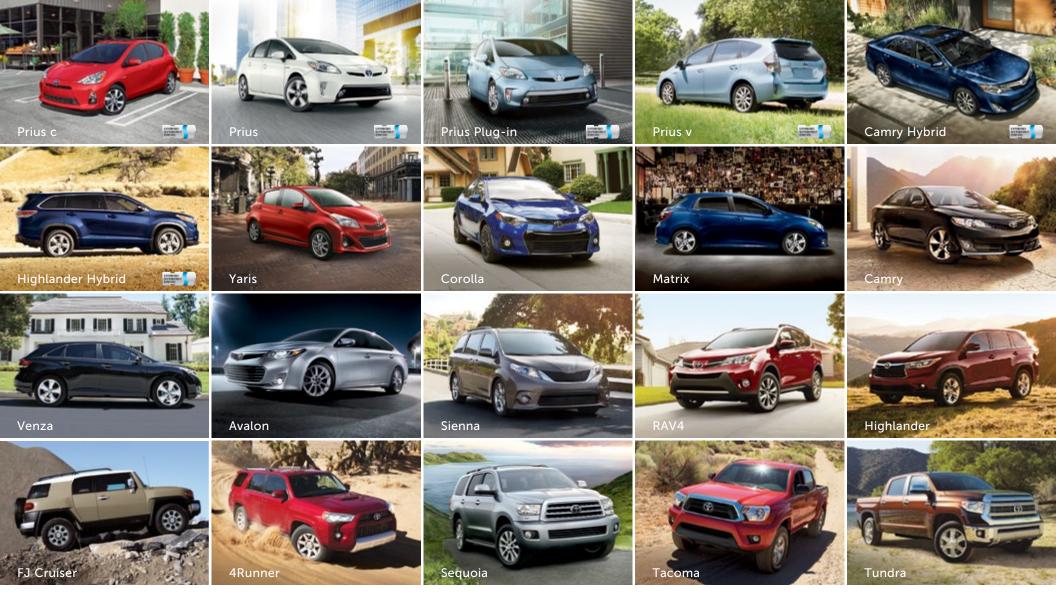
As part of our ongoing commitment to the environment and education, we established the Toyota Evergreen Learning Grounds program. This program is designed to transform Canadian school grounds into natural learning environments so that students can have a healthy place to play, learn and develop a genuine respect for nature. We also support Special Olympics Canada, which helps athletes reach their full potential through participation in events from a local to a national level.

Visit us at **toyota.ca** to learn more about our programs and commitment to build a better tomorrow for Canadian communities – today.





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At Toyota quality, safety and sustainability are built into every vehicle we make. To learn more about Toyota's commitment to manufacturing safe, high quality, long lasting vehicles – and to see the awards we've won for doing just that – visit toyota.ca.









