

# 2014 Matrix



# The 2014 Matrix is all about having fun. Today.

Sit back, relax and have a great time exploring the city. From its stylish interior all the way to its 132 hp engine with incredible fuel efficiency, Matrix has everything you'd ever want in a car.

Whether you're going to the gym, helping a friend move or even going on a long road trip, you'll have all the cargo space you'd ever need. And better yet, you'll get to enjoy a sporty ride along the way.

Proudly built at our Cambridge Ontario assembly plant,<sup>7</sup> Matrix not only comes standard with Toyota's Star Safety System™, it's also backed by the fact that 80% of Toyotas sold in Canada in the last 20 years are still on the road today.\*

With all of this and more, the 2014 Matrix is here to make sure you always have a great time, today.



FRONT COVER  
Matrix with S Package shown in  
Nautical Blue Metallic.

Matrix with S Package  
shown in Black Sand Pearl.

\*Based on R. L. Polk Canadian Vehicles In Operation and new registrations MY 1993-2012 as of June 30, 2012.



Information Provided by

**DEALER**  
E-PROCESS



**Built in Canada**

The 2014 Toyota Matrix is built at our Cambridge, Ontario assembly plant.  
The first Canadian-built Matrix rolled off the line in 2002.<sup>7</sup>





With Matrix, the inside is just as impressive as the outside. With seats that can be configured to create more space, you'll never have to worry about fitting in larger objects. And with extra storage in the front and rear door pockets, a centre console and a host of other compartments, fitting in smaller objects will never be a problem. Combine that with comfort that's second-to-none and you've got yourself one great road trip.

**SPACIOUS INTERIOR**

Your day is not routine and neither is Matrix. With an easy-to-configure interior, it can handle whatever comes your way.

**IMPRESSIVE CARGO SPACE**

The 60/40 split rear bench seat folds down flat to give you an incredible 1398 litres (49.4 cubic feet) of cargo space.

**DUAL GLOVE COMPARTMENT**

From your important documents to your MP3 player, the dual glove compartment is comprised of two large, deep bins that keep whatever you need organized and close at hand.

**OVERHEAD STORAGE**

An available overhead storage compartment means you'll never sit on or lose your sunglasses again.



It does what you do.

Versatility comes standard.

Matrix with S Package shown in Nautical Blue Metallic.



**SEATING**  
Go first-class all the way. With large bolsters that hold the driver and front passenger firmly in place, these seats are designed for the utmost in comfort. And with a gated-shifter mounted high on the centre console, control is always in reach.



# Sit back and enjoy the ride.

The drive isn't the only thing that's entertaining.

No matter where you're going, Matrix always keeps the drive fun and enjoyable. From its sleek exterior to its stylish interior, you and 4 passengers can look great and feel great - on any drive. Whether you're running errands,

commuting to work or going out with friends for a night on the town, Matrix has the comfort and entertainment to keep you moving - in more ways than one.



**AVAILABLE MOONROOF**  
Moon, sun, stars, blue-sky, the best view might be the one that's above you.



**USB PORT AND AUXILIARY AUDIO JACK**  
Plug your MP3/WMA players into the standard auxiliary audio input and bring your favourite driving tunes with you.

# Did somebody say safety?

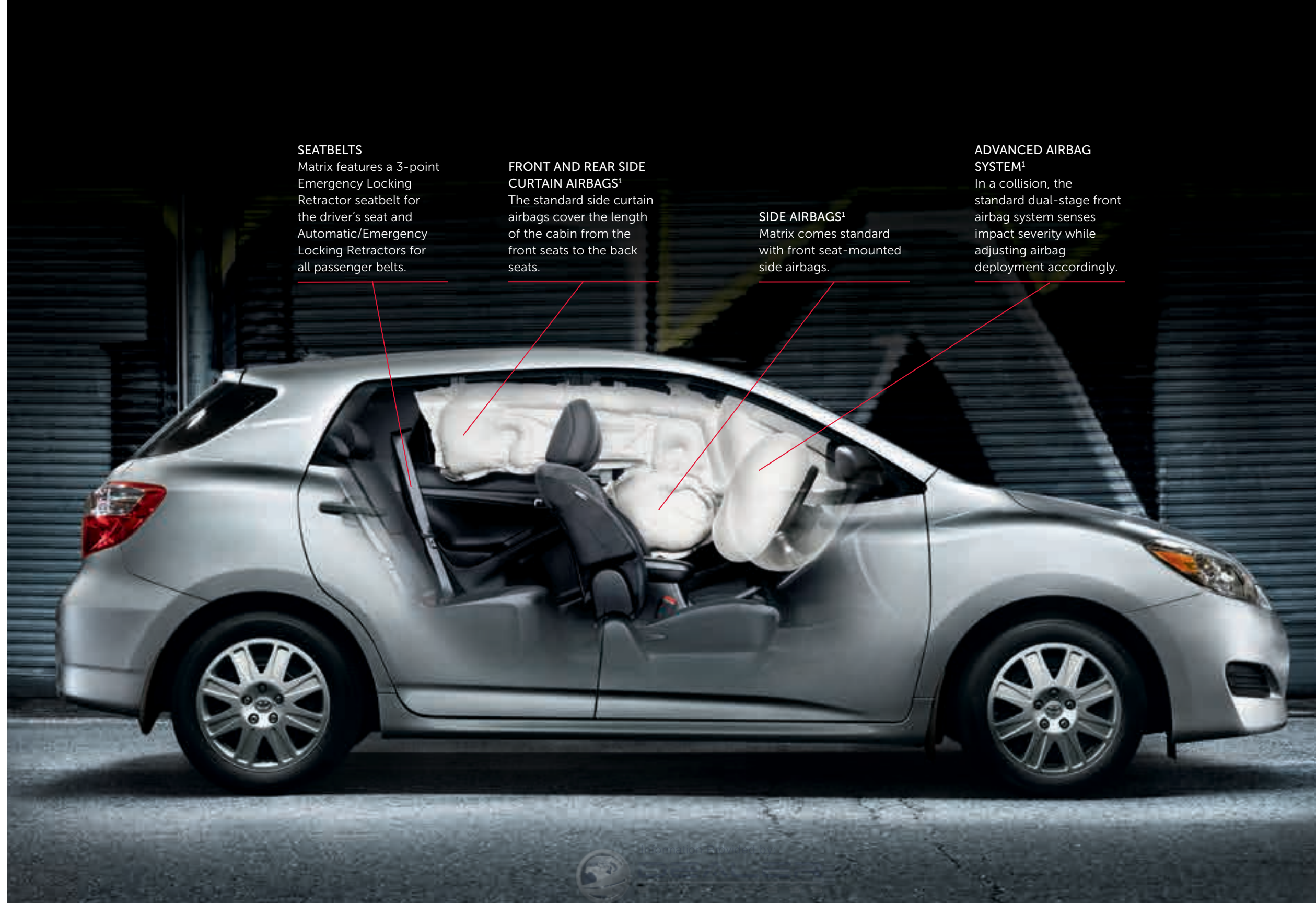
Because with Matrix, it's standard.

When it comes to sitting behind the wheel, confidence is key. Matrix has you covered by offering some of the most advanced active and passive safety equipment in the industry. And with the protection of 3-point seatbelts at every seating position, six standard airbags and front and rear crumple zones, confidence is exactly what you'll get.



## ACTIVE FRONT HEADRESTS

In the event of a rear end collision, driver and front passenger headrests automatically move up and forward to help reduce whiplash effects.



## SEATBELTS

Matrix features a 3-point Emergency Locking Retractor seatbelt for the driver's seat and Automatic/Emergency Locking Retractors for all passenger belts.

## FRONT AND REAR SIDE CURTAIN AIRBAGS<sup>1</sup>

The standard side curtain airbags cover the length of the cabin from the front seats to the back seats.

## SIDE AIRBAGS<sup>1</sup>

Matrix comes standard with front seat-mounted side airbags.

## ADVANCED AIRBAG SYSTEM<sup>4</sup>

In a collision, the standard dual-stage front airbag system senses impact severity while adjusting airbag deployment accordingly.



2014 Matrix 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.<sup>4</sup>

## 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.

## EBD 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.<sup>5</sup>

## 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.<sup>6</sup>

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](http://toyota.ca) for more details.

## Matrix Features

### INTERIOR

#### ENTERTAINMENT & CONNECTIVITY

|   |   |
|---|---|
| AM/FM/CD Audio System, MP3/WMA Playback | ● |
| Auxiliary Input Jack                    | ● |
| 4-Speakers                              | ● |
| Steering Wheel Audio Controls           | ● |

#### COMFORT & CONVENIENCE

|  |   |
|--|---|
| Cabin Air Filter, Rear Seat Heater Duct  | ● |
| Tachometer, Water Temperature Gauge, Outside Temperature Gauge, Dual Trip Odometer | ● |
| Dual Vanity Mirrors  | ● |
| 3-Spoke, Tilt & Telescopic Steering Wheel  | ● |
| Carpet Floor Mats, All-Season Floor Mats   | ● |
| Centre Console w/Lid, Front & Rear Door Integrated Bottle Holders                  | ● |
| Digital Clock  | ● |
| Driver's Coin Case Compartment   | ● |
| Cargo Area Tie-Down Rings  | ● |
| Door Map Pockets   | ● |
| Accessory Power Outlet (12 V)  | ● |
| Front & Rear Cupholders  | ● |
| Cargo Lamp   | ● |
| Map Lamps  | ● |
| Illuminated Entry  | ● |

#### SEATING & TRIM

|  |   |
|--|---|
| Front Bucket Seats   | ● |
| Fabric Seat Material   | ● |
| Driver Seat w/Recline, Fore/Aft & Cushion Height Adjustments | ● |
| Front Passenger Seat Recline, Fore/Aft Adjustments           | ● |
| 60/40 Split Rear Bench Seat w/Fold-Down Seat Back            | ● |
| All-Position Vertically Adjustable Headrests                 | ● |

### EXTERIOR

|  |   |
|--|---|
| Front & Rear Splash Guards                                 | ● |
| Colour-Keyed Bumpers                                       | ● |
| Heated, Foldable, Power Adjustable Mirrors                 | ● |
| Intermittent Wipers, Rear Window Intermittent Wiper/Washer | ● |
| Reflector-Style Halogen Headlamps                          | ● |

### SAFETY

|  |   |
|--|---|
| <b>STAR SAFETY SYSTEM™</b> Star Safety System™ – includes Vehicle Stability Control (VSC) <sup>1</sup> , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>2</sup> & Smart Stop Technology (SST) <sup>6</sup> | ● |
| Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) <sup>1</sup>  | ● |
| Front Seat-Mounted Side Airbags (SRS) <sup>1</sup>   | ● |
| Front & Rear Head/Side Curtain Airbags (SRS) <sup>1</sup>  | ● |
| 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   | ● |
| Remote Fuel Lid Release  | ● |
| Low Fuel, Low Engine Oil Level, Low Washer Fluid, Door Ajar, Head Lamps On, Driver & Front Passenger Seatbelt Warning Indicators   | ● |

## Available Packages

### Convenience Package

Air Conditioning, Power Windows w/Driver Side Auto Down, Cruise Control, Power Door Locks, Rear Bumper Protector, Keyless Entry, Colour-Keyed Door Handles, Power Auto Door Lock w/Shifter Activation (Automatic only), Bluetooth<sup>®3</sup> Hands-Free Phone Connectivity & Wireless Audio Streaming, USB Input Port, 6-Speakers

### Touring Value Package

Convenience Package plus: 16" Aluminum Alloy Wheels, Wheel Locks, Power Moonroof, Fog Lamps, Overhead Console Box

### S Package

Convenience Package plus: 17" Aluminum Alloy Wheels, Wheel Locks, P215/45R17 All-Season Tires, Power Moonroof, Roof-Mounted Spoiler, Sport Grille, Chrome Exhaust Tip, Colour-Keyed Mirrors, Front & Rear Sport Fascias, Scuff Plates, Fog Lamps, Front Passenger Seat Fold-Down Seat Back, Overhead Console Box, Cargo Area Mat (Delete Front & Rear Splash Guards)

## Genuine Accessories

|   |                       |
|---|-----------------------|
| Auto-Dimming Rear View Mirror w/Compass | Cargo Net             |
| Block Heater                            | Door Sill Protectors  |
| Bluetooth <sup>®3</sup>                 | Exhaust Tip           |
| Bodyside Mouldings                      | Hood Deflector        |
| Bongiovi Acoustics DPS                  | Paint Protection Film |
| Cargo Liner                             | Rear Bumper Protector |
|   | Roof Rack             |

**Toyota Canada Inc.** Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time 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](http://toyota.ca) - or your Toyota Dealer is your best source for up-to-date information.

## Matrix Specifications

### MECHANICAL

#### ENGINE

|                          |   |   |
|--------------------------|---|---|
| <b>Type</b>              | 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Dual Variable Valve Timing w/intelligence (Dual VVT-i), Sequential Multiport Electronic Fuel Injection | ● |
| <b>Compression Ratio</b> | 10.0:1  | ● |
| <b>Horsepower</b>        | 132 hp @ 6000 rpm   | ● |
| <b>Torque</b>            | 128 lb.ft. @ 4400 rpm   | ● |

#### DRIVETRAIN

|                            |  |   |
|----------------------------|--|---|
| <b>Drive Configuration</b> | Front Engine/Front Wheel Drive                                   | ● |
| <b>Transmission</b>        | 5-Speed, Manual  | ● |
|                            | 4-Speed, Automatic, Electronically Controlled Transmission (ECT) | ○ |

#### CHASSIS

|                           |   |   |
|---------------------------|---|---|
| <b>Suspension</b>         | Front: Independent MacPherson Struts w/Stabilizer Bar | ● |
|                           | Rear: Torsion Beam Type w/Stabilizer Bar              | ● |
| <b>Brakes</b>             | Ventilated Front Discs, Solid Rear Discs              | ● |
| <b>Steering</b>           | Electric Rack & Pinion w/Variable Power Assist        | ● |
| <b>Wheels &amp; Tires</b> | 16" Steel Wheels w/Full Wheel Covers                  | ● |
|                           | 17" Aluminium Wheels, Wheels Locks                    | ○ |
|                           | P205/55R16, All-Season Radials, Compact Spare         | ● |
|                           | P215/45R17, All-Season Radials, Compact Spare         | ○ |

### DIMENSIONS

|                          |                              |   |
|--------------------------|------------------------------|---|
| <b>Length</b>            | 4365 (171.8)                 | ● |
| <b>Width</b>             | 1765 (69.5)                  | ● |
| <b>Height (Unloaded)</b> | 1550 (61.0)                  | ● |
| <b>Wheelbase</b>         | 2600 (102.3)                 | ● |
| <b>Track</b>             | Front: 1519 (59.8)           | ● |
|                          | Rear: 1522 (59.9)            | ● |
| <b>Headroom</b>          | Front: 1029 (40.5)           | ● |
|                          | Rear: 999 (39.3)             | ● |
|                          | Front: 988 (38.9) w/Moonroof | ○ |
|                          | Rear: 982 (38.6) w/Moonroof  | ○ |
| <b>Legroom</b>           | Front: 1057 (41.6)           | ● |
|                          | Rear: 919 (36.2)             | ● |
| <b>Shoulder Room</b>     | Front: 1354 (53.3)           | ● |
|                          | Rear: 1336 (52.6)            | ● |
| <b>Turning Circle</b>    | <i>m (ft.)</i>               | ● |
|                          | 11.0 (36.0)                  | ● |
| <b>Ground Clearance</b>  | 147.2 (5.8)                  | ● |

### WEIGHT & CAPACITIES

|                         |                                |               |
|-------------------------|--------------------------------|---------------|
| <b>Curb Weight</b>      | <i>kg (lb)</i>                 |               |
|                         | Manual                         | 1290 (2844) ● |
|                         | Automatic                      | 1310 (2888) ○ |
| <b>Seating Capacity</b> | 5                              | ●             |
| <b>Cargo Capacity</b>   | <i>litres (cu.ft.)</i>         |               |
|                         | 1398 (49.4) Behind Front Seats | ●             |
|                         | 561 (19.8) Behind Rear Seats   | ●             |
| <b>Fuel Capacity</b>    | <i>litres (gal)</i>            |               |
|                         | 50 (11.0)                      | ●             |

### FUEL CONSUMPTION RATING<sup>2</sup>

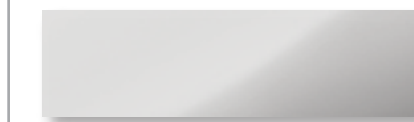
|                       |                 |                              |   |
|-----------------------|-----------------|------------------------------|---|
| City/Highway/Combined | <i>L/100 km</i> | <i>mpg (imperial gallon)</i> |   |
| Manual                | 7.7/6.1/7.0     | 37/46/40                     | ● |
| Automatic             | 8.1/6.3/7.3     | 35/45/39                     | ○ |

## Colours

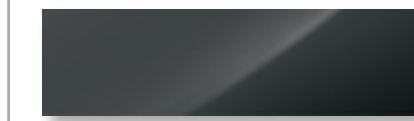
### EXTERIOR COLOUR OPTIONS



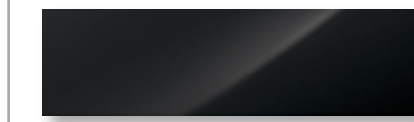
040 Alpine White



1F7 Classic Silver Metallic



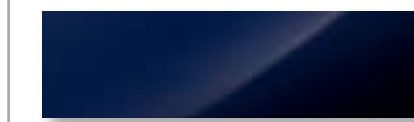
1G3 Magnetic Grey Metallic



209 Black Sand Pearl



3R3 Barcelona Red Metallic



8S6 Nautical Blue Metallic

### INTERIOR COLOUR

Dark Charcoal Fabric

Please see your Toyota Dealer for details.

## New vehicle warranty summary – No deductibles – no transfer fees

**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.



Prius c



Prius



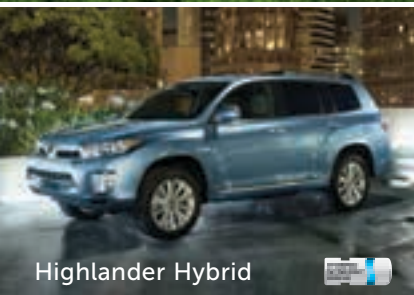
Prius Plug-in



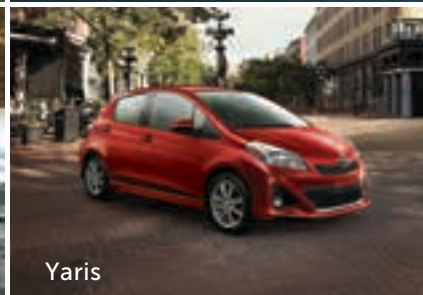
Prius v



Camry Hybrid



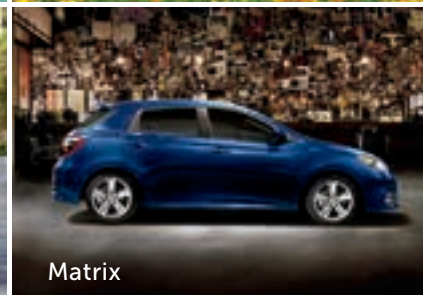
Highlander Hybrid



Yaris



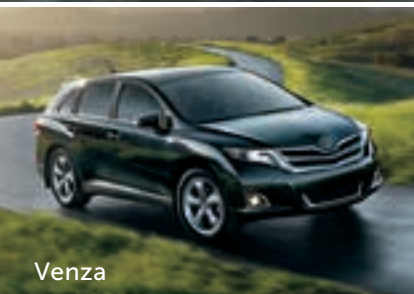
Corolla



Matrix



Camry



Venza



Avalon



Sienna



RAV4



Highlander



FJ Cruiser



4Runner



Sequoia



Tacoma



Tundra

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Toyota recognizes its duty to safeguard the environment. Please recycle.

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