



Avalon

2013

The new breed

We started with inspiration

There was only one rule we followed when creating the 2013 Avalon: If you're going to make something, it better be good. We set out to create something entirely new. We wanted it to be radical. We designed and assembled it exclusively in the United States. And we made it the purest expression of everything we love about driving. From this point forward, driving a Toyota will never be the same.



Limited shown in Magnetic Gray Metallic.



Limited shown in Classic Silver Metallic with Technology Package.

The science of luxury

A place where art and technology converge



XLE Touring interior shown in Almond.

Joy. Excitement. Desire. One touch can communicate so many things. This was the idea behind the technology that surrounds you in the 2013 Avalon. We created sleek IntelliTouch™ controls that are simple to adjust, available Entune®¹ that gives you access to more information than ever before, and an available backup camera² that helps guide you into, or out of, the tight spots. Not only can Avalon give you clear vision of what's behind you, it can also give you a glimpse of the future.

entune®

Technology that connects. With a compatible smartphone, Avalon's available Entune® multimedia system gives you access to more information than ever before. Stream music with Pandora®, locate restaurants with Bing™ and get movie tickets with MovieTickets.com. So much went into this car so you can get even more out of it.

See numbered footnotes in Disclosures section.

A high-angle, low-key photograph of a car's interior, focusing on the front seats and dashboard. The seats are upholstered in black leather with visible stitching. The dashboard features a large touchscreen display showing a navigation map. The steering wheel has the Toyota logo. The overall atmosphere is dark and sophisticated, with some ambient lighting highlighting the textures of the leather and the dashboard's controls.

A tailored environment

A new era in the art of making cars

Imagine an environment that feels as if it were created just for you. A space with controls that invite interaction, seats that cradle and lights that welcome. Technology would simplify, not complicate, and also adapt to your needs. You would be surrounded by beautifully stitched leather that feels handcrafted and luxurious to the touch. We put all of this in the Avalon's spacious interior and designed it to fit together seamlessly.

Limited interior shown in Black with Technology Package.



Limited interior shown in Black.

Second row Luxury should not be for the driver only. Avalon's spacious rear seats allow passengers in the second row to feel like they're in first class. With standard three-zone climate control and heated rear seats on Avalon Limited, riding in an Avalon is just as rewarding as driving one.

Premium leather Avalon Limited continues a heritage of ergonomic excellence with standard power-adjustable, premium perforated leather-trimmed heated and ventilated front seats, and leather-trimmed steering wheel and shift lever — like they're tailored to the driver.

eBin™ Technology simplified. Avalon's standard eBin™ features a non-slip surface for your cell phone or MP3 device that's lit and tilts toward front passengers. Plus it contains a wire management system, two 12-volt power outlets, an auxiliary audio jack and a USB port.³

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Limited shown in Attitude Black Metallic.

Passion that performs

A bold way of looking at performance

Our goal was to redefine the art of driving. No detail was overlooked. We started with less to finish with more. We designed a lighter body with a drag coefficient of .28. Each panel was sculpted to help quiet the wind. The chassis was made more rigid for better handling and a crisper response. Then we shaved 119 pounds off the final weight. This is a new era in performance, and we broke every rule to bring you the purest expression of driving.



Independent suspension with Sport Mode Avalon has fully independent suspension that adapts to the road to help give you more control. A new available Sport Mode increases throttle response and quickens the electric power steering for livelier handling when desired.

Aerodynamic efficiency Racing technology. Underneath the chassis, specially shaped diffuser panels reduce turbulence, resulting in enhanced control and reduced wind noise.

XLE Premium shown in Blizzard Pearl.

Performance that inspires

The art of driving has returned

It all started with a desire for a more connected driving experience. We designed available paddle shifters that allow a driver to change gears with the touch of a finger. We built an engine as powerful as it is efficient with a 3.5-liter V6 that produces 268 horsepower and offers an EPA-estimated 31 mpg⁴ highway. Avalon is an absolute breakthrough in high-end driving and a bold new direction for the road ahead.



A true driver's car Inspired by racing, available steering wheel-mounted paddles provide for a more hands-on driving experience by letting you control when you shift and matching each rev for seamless downshifts. Combined with a 6-speed Electronically Controlled automatic Transmission with intelligence (ECT-i) that learns your driving style, Avalon makes sure that driving a Toyota will never be the same again.

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XLE Touring shown in Moulin Rouge Mica.

A radically new drive

Introducing the Avalon Hybrid

An uncompromising level of performance was our goal for the new Avalon Hybrid. A driving experience that was more than refined — it was revolutionary. We used our proven Hybrid Synergy Drive® system that delivers a spirited ride while at the same time offering up to an EPA-estimated 40 mpg⁴ and an Advanced Technology Partial Zero Emissions Vehicle (AT-PZEV)⁵ emission rating. The world is accelerating, and we're leading the charge.



Multi-Information Display (MID) Avalon's MID shows you everything you need to know. See how much fuel you have left, check your current mpg and, on Avalon Limited, get turn-by-turn directions to your favorite spot – all in one area to help you keep your eyes on the road.

40/39
est. city est. hwy

Class-leading fuel economy⁶ Our Hybrid Synergy Drive® system and Electronically controlled Continuously Variable Transmission (ECVT) combine for fuel economy estimates that surpass that of many compact cars.⁷

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Hybrid Limited shown in Nautical Blue Metallic. Available early 2013.

Safety

Inspired by the unexpected

It would be great to drive in a world with no surprises, a world where everyone paid attention while they were driving. That world does not exist. The moments when things don't go as planned inspired the six advanced features in the Star Safety System.[™] **STAR**[™] SAFETY SYSTEM An available Blind Spot Monitor (BSM)⁸ can signal the unseen, and a backup camera² helps you with the unknown. Add a class-leading ten standard airbags^{9,10} and you have a system working together with one purpose in mind: a more confident drive.

Ten airbags

Avalon comes standard with the most airbags in its class, including driver and front passenger Advanced Airbag System (A, B), driver and front passenger seat-mounted side airbags (C, D), driver and front passenger knee airbags (E, F), rear seat-mounted side airbags (G, H) and front and rear side curtain airbags (I, J).



Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)¹¹

The available Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA) uses radar technology to help you identify vehicles that may not be visible when changing lanes or when backing out of the driveway. When a vehicle is detected, the system illuminates a warning indicator on the appropriate sideview mirror, and RCTA also makes an audible warning so you know to proceed with care.

See numbered footnotes in Disclosures section.

| Exterior colors and wheels



Attitude Black
Metallic



Nautical Blue
Metallic
Available early 2013



Cypress Pearl



Sizzling Crimson
Mica



Moulin Rouge
Mica



Champagne Mica



Magnetic Gray
Metallic



Classic Silver
Metallic



Blizzard Pearl
Extra-cost color



17-in. Hybrid alloy wheel



17-in. XLE and XLE
Premium alloy wheel



18-in. XLE Touring and
Limited alloy wheel

| 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). **Hybrid-Related Component Coverage:** Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details. **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 and Maintenance Guide* or see your Toyota dealer.

| Disclosures

1. Always drive safely, obey traffic laws and focus on the road while driving. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies. For enrollment, cost and more details, see toyota.com/entune. **2.** The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. **3.** May not be compatible with all mobile phones, MP3/WMA players and like models. **4.** 2013 EPA-estimated mileage. Actual mileage will vary. **5.** AT-PZEV rated by the California Air Resources Board. Meets Tier-2/Bin-3 Federal emissions standard. For more information please visit www.arb.ca.gov. **6.** Based on manufacturers' data for premium midsize segment. **7.** Based on compact car, manufacturer's segmentation. 2013 EPA-estimated 40 city/39 highway/40 combined mileage for Avalon Hybrid. Actual mileage will vary. **8.** Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are several limitations to the function, detection, range and clarity of the monitor. For a complete list of limitations and directions regarding use of the monitor, please see the *Owner's Manual*. **9.** 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 rearward facing 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. **10.** Airbag quantities based on Toyota industry analysis. Class based on Polk Full-Size non-luxury segment. **11.** Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. To learn more, see your *Owner's Manual*.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle. All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.

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.