

2010 **FJ CRUISER**



Leave no stone unclimbed.

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Model Overview



FJ Cruiser shown in Iceberg with available Upgrade Package #2. [6]



FJ Cruiser 4WD shown in Dark Charcoal with available Upgrade Package #2. 2008 model shown. [6]



FJ Cruiser shown in Sun Fusion and Silver Fresco Metallic with accessory rock rails.

	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
MSRP**	\$24,180	\$25,360	\$25,770
MPG City/Highway***	17/22	15/19	17/21
Seating	5	5	5

EXTERIOR COLORS*

Iceberg White		Army green	
Sun Fusion			
Brick			
Silver Fresco Metallic			
Black			

INTERIOR COLORS*

Dark Charcoal Fabric	
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*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.

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas 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 Toyotas 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 will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **FJ CRUISER**



- not available
- S** standard
- O** optional
- P** part of package

	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
MSRP**	\$24,180	\$25,360	\$25,770
Model Number	4702	4703	4704
EXTERIOR			
Two-tone exterior color (color-keyed body with white roof top)	S	S	S
Multi-reflector halogen headlamps	S	S	S
Black bumpers with metallic silver trim	S	S	S
Silver-painted mirrors	S	S	S
Washer-linked variable intermittent windshield wipers	S	S	S
Rear window defogger with intelligent timer	S	S	S
Rear hatch glass window with release lever	S	S	S
Two full doors and two access doors with silver tone door handles	S	S	S
Spare tire cover	P	P	P
Black overfenders with integrated mudguards	S	S	S
17in. black steel wheels with P265/70R17 tires and full-size spare (exterior rear door mounted)	S	S	S
17in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mounted)	O P	O P	O P
16-in. 5-spoke aluminum alloy wheels with P265/75R16 BFGoodrich® Rugged Trail tires	-	P	P
16-in. 6-spoke alloy wheels with P265/75R16 BFGoodrich® All-Terrain tires	P	-	-
INTERIOR			
Flat dash panels with pipe-like structure with silver instrument-panel trim	S	S	S
Exterior color-keyed center instrument-panel trim	S	S	S

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Standard Features and Options*

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	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
Tilt 3-spoke steering wheel with silver trim	S	S	S
Analog instrument meters with backlit white surface area on tachometer, speedometer, fuel, temp and volt meters	S	S	S
CFC-free air conditioning	S	S	S
AM/FM CD player, MP3/WMA playback capability and six speakers	S	S	S
AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and eight speakers	P	P	P
AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and nine speakers (includes subwoofer with off switch)	P	P	P
Backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor	P	P	P
Auxiliary Audio Jack	S	S	S
Digital clock	S	S	S
Dual sun visors with vanity mirrors	S	S	S
Four assist grips (two A-pillars, two above front doors)	S	S	S
Four cup holders (center console) and two bottle holders (access doors)	S	S	S
Power windows and door locks	S	S	S
Four map pockets (one per door)	S	S	S
Map lamps	S	S	S
Fabric-trimmed 8-way manual-adjustable driver's seat with armrest	S	S	S
Fabric-trimmed 4-way manual-adjustable passenger seat with seatback pocket	S	S	S
Fabric-trimmed 60/40 split rear seats with tumble/removable bottom cushion and fold down seatback	S	S	S
Water-resistant seats with adjustable headrest in each position	S	S	S
Rubber-type floor and deck mat	S	S	S
Rear cargo tie-down hooks	S	S	S

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Standard Features and Options*

2010 **FJ CRUISER**



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	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
Key cylinder light	S	S	S
Rear window defogger	S	S	S
SAFETY			
Star Safety System™ - includes Vehicle Stability Control (VSC) [2] + Active Traction Control (TRAC), 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD), and Brake Assist [3]	S	S	S
Driver and front passenger dual stage airbags [4]	S	S	S
Driver and front passenger front seat-mounted side airbags and front- and second-row roll-sensing side curtain airbags (RSCA) [4]	S	S	S
3-point Automatic/Emergency Locking Retractor (ALR/ELR) seatbelts in all outboard and second-row center seating positions (driver's belt is ELR only)	S	S	S
Driver and front passenger seatbelt pretensioners with force limiters	S	S	S
Driver and front passenger seatbelt warning with buzzer	S	S	S
Driver and front passenger active headrests [5]	S	S	S
Side-impact door beams	S	S	S
Daytime Running Lights (DRL)	O	O P	O P
Center High-Mount Stop Lamp (CHMSL)	S	S	S
LATCH (Lower Anchors and Tethers for Children) for rear seating	S	S	S
Rear Intuitive Parking Assist	P	P	P
Engine immobilizer	S	S	S
Tire Pressure Monitoring System	S	S	S

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FJ Cruiser Packages and Options

Trail Teams Special Edition Package [6]

- Sandstorm exterior color (including roof)
- Hood blackout, plus blackout mirrors, bumper ends, rear tow hitch cover, door handles and grille
- TRD beadlock-style alloy wheels with BFGoodrich® All-Terrain P265/75R16 tires
- Trail-tuned Bilstein® shock absorbers
- Active Traction Control
- Locking rear differential
- Rock rails
- AM/FM/MP3 6-disc CD changer and nine speakers (including subwoofer with off switch)
- Leather-wrapped steering wheel with integrated audio controls
- Remote keyless entry system
- Cruise control
- Power outside mirrors with illuminated markers
- Rear privacy glass
- Rear wiper
- Backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor
- 115V AC power outlet
- Exterior color-keyed door trim inserts
- Exterior color-keyed fabric seat inserts
- Multi-information display floating ball-type (inclinometer, compass, temperature)
- All-weather floor mats/cargo mat
- Wheel locks
- Daytime Running Lights (DRL)
- Trail Teams badge

TRD Package [7]

- TRD 16-in. 6-spoke alloy wheels with silver paint finish
- BFGoodrich® All-Terrain P265/70R17 tires
- TRD Bilstein shocks
- All-Iceberg White body color and TRD decals

All-Terrain Package [6]

- Off-road 16-in. 5-spoke aluminum alloy wheels with BFGoodrich® Rugged Trail P265/75R16 tires
- Trail-tuned Bilstein® shock absorbers

- Active Traction Control (4WD Models)
- Locking rear differential
- Multi-information display floating ball-type (inclinometer, compass, temperature)

Convenience Package

- Remote keyless entry system
- Cruise control
- Power outside mirrors with illuminated markers
- Rear privacy glass
- Rear wiper
- Backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor
- Spare tire cover

Upgrade Package 1 [6]

- 17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount)
- Active Traction Control (4WD models)
- Locking rear differential
- 115V AC power outlet
- AM/FM/MP3 6-disc CD changer and eight speakers
- Exterior color-keyed door trim inserts
- Multi-information display floating ball type (inclinometer, compass, temperature)
- Leather-wrapped steering wheel with integrated audio controls
- Shift knob and transfer case levers with silver-tone accents (transfer lever on 4WD models only)
- Rear Intuitive Parking Assist

Upgrade Package 2 [6]

- 17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount)
- Active Traction Control (4WD models)
- Locking rear differential
- 115V AC power outlet
- AM/FM/MP3 6-disc CD changer and nine speakers (including subwoofer with off switch)
- Exterior color-keyed door trim inserts
- Multi-information display floating ball type (inclinometer, compass, temperature)
- Leather-wrapped steering wheel with integrated audio controls
- Shift knob and transfer case levers with silver-tone accents (transfer lever on 4WD models only)
- Rear Intuitive Parking Assist

Options*

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17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount)

Locking rear differential

Running boards

Daytime Running Lights (DRL)

Specifications

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	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
MSRP**	\$24,180	\$25,360	\$25,770
Model Number	4702	4703	4704
MECHANICAL/PERFORMANCE			
Engine	4.0-liter DOHC 24-valve V6 with Dual VVT-i; 260hp@5600rpm, 271lb.-ft.@4400rpm		
Emission rating	(LEV-II)		
Ignition	Electronic, with Toyota Direct Ignition System (TDIS)		
Transmission	5-speed Electronically Controlled Automatic Overdrive (ECT)	6-speed manual	5-speed Electronically Controlled Automatic Overdrive (ECT)
Drivetrain	Rear-wheel 2WD automatic with limited-slip differential	Full-time 4WD	Part-time 4WD
Front suspension	High-mounted, double-wishbone suspension and stabilizer bar		
Rear suspension	4-link suspension with lateral rod with coil springs and stabilizer bar		
Steering	Power-assisted variable-gear rack-and-pinion		
Turning circle diameter, curb to curb (ft.)	40.7		
Brakes	Power-assisted 4-piston front/2-piston rear ventilated disc brakes with Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [3]		
Vehicle Stability Control (VSC) [2]	Standard		
Traction Control (TRAC)	Standard		
Active Traction Control (A-TRAC)	N/A	Available	
EXTERIOR DIMENSIONS (in.)			
Overall height	71.3	72	
Overall width	75.0		
Overall length	183.9		
Wheelbase	105.9		
Track (front/rear)	63.2/63.6		
INTERIOR DIMENSIONS FRONT/REAR (in.)			
Head room	41.3/40.3		
Shoulder room	58.4/53.9		
Hip room	55.4/51.0		
Leg room	41.9/31.3		
Seating capacity	5		

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Specifications

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	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
OFF-HIGHWAY			
Skid plates	On engine/front suspension and fuel tank	On engine/front suspension, fuel tank and transfer case	
Angle of approach/departure (degrees)	32/30	34/31	
Minimum running ground clearance (in.)	8.7	9.6	
Rear axle ratio [8]	3.72:1	3.91:1	3.72:1
Transfer case ratios, 2-speed (high/low)	1.000/2.566		
WEIGHTS AND CAPACITIES			
Curb weight (lb.)	4079	4332	4343
Gross Vehicle Weight Rating (GVWR) (lb.)	5330	5570	
Cargo volume (cu. ft.) [9] (behind front/rear seats)	66.8/27.9		
Towing capacity [10] (lb.)	5000		
Fuel tank (gal.)	19.0		
TIRES			
Size	P265/70R17		
Type	Mud-and-snow-rated steel-belted radial blackwall		
Spare	Full-size		
MILEAGE ESTIMATES (mpg city/highway)			
Miles Per Gallon	17/22	15/19	17/21

Accessories

2010 **FJ CRUISER**



EXTERIOR ACCESSORIES



Alloy Wheel Lock Set
\$81 Installed MSRP*



Bike Rack Attachment - w/
Adaptor
\$274 Parts Only MSRP**



Exhaust Tip
\$75 Installed MSRP*



Hood Protector
\$155 Installed MSRP*



Off-Road Lights w/ Air Dam
\$799 Installed MSRP*



Paint Protection Film
\$395 Installed MSRP*



Rock Rails
\$575 Installed MSRP*



Roof Rack
\$649 Installed MSRP*



Roof Rack, Towing Hitch and
Wire Harness, Spare Tire
Cover
\$1,167 Installed MSRP*



Ski/Snowboard Attachment
w/ Adaptor
\$224 Parts Only MSRP**



Spare Tire Cover
\$169 Installed MSRP*



Towing Hitch & Wire Harness
\$349 Installed MSRP*

INTERIOR ACCESSORIES



All Weather Cargo Mat
\$79 Parts Only MSRP**



Armrest
\$125 Installed MSRP*



Ashtray Kit
\$17 Parts Only MSRP**



Billet Door Sills
\$149 Installed MSRP*



Cargo Cover
\$90 Installed MSRP*



Cargo Net
\$49 Installed MSRP*



Cargo Tote
\$40 Parts Only MSRP**



Carpet Cargo Mat
\$69 Parts Only MSRP**

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Accessories

2010 **FJ CRUISER**



Carpet Floor Mats (4-piece set)
\$119 Parts Only MSRP**



Carpet Floor Mats & Cargo Mat
\$199 Installed MSRP*



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



iPod Interface
\$299 Installed MSRP*



Molded Dash Applique
\$350 Installed MSRP*



Rear Door Storage Net
\$89 Installed MSRP*



VIP Security RS3200 Plus System
\$479 Installed MSRP*

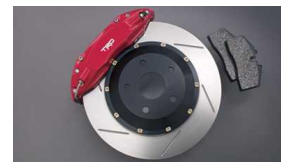


XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" Off-road Beadlock Wheel
\$219 Parts Only MSRP**



TRD High Performance Brake Kit
\$2,195 Installed MSRP*



TRD Oil Cap
\$45 Parts Only MSRP**



TRD Oil Filter
\$13 Parts Only MSRP**



TRD Performance Brake Pads
\$95 Parts Only MSRP**



TRD Quickshifter
\$450 Installed MSRP*



TRD Radiator Cap
\$37 Parts Only MSRP**



TRD Shiftknob
\$59 Installed MSRP*

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Accessories

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TRD Wheel Locks
\$150 Parts Only MSRP**

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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 for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

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).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, 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.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month or 12,000 miles (whichever comes first), from the purchase date of the accessory.

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 refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[1] 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.

[2] Toyota's 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] 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.

[4] 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.

[5] Active headrests can help prevent or limit the extent of whiplash in certain types of rear-end collisions.

[6] Requires Convenience Package.

[7] 2WD model only.

[8] Front and rear for 4x4 models

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

[10] Before towing, confirm your vehicle and trailer are compatible, hooked up properly and you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions and cautions from your trailer hitch manufacturer and Toyota vehicle Owner's Manual. The maximum amount you can tow depends on the total weight of any cargo, occupants and optional equipment.

[11] EPA-estimated mileage. Actual mileage will vary.

[12] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

[13] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **FJ CRUISER**



BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>