

2010

Camry



 **TOYOTA**
make things better



A

Camry

Year after year, we're always working to refine, improve and to update our lineup of vehicles – that's how we make things better with the 2010 Camry. Models like the LE, the sporty SE, and the well-appointed XLE, are all built to give you the driving pleasure you've come to expect from Camry. And for drivers looking to reduce their carbon footprint, the fuel efficient Camry Hybrid offers all of Camry's driving enjoyment, with the added benefit of lower emissions. So no matter which Camry you prefer, refined features and thoughtful engineering are built in to each and every one.



FRONT COVER

Camry SE shown in
Magnetic Grey Metallic.

A. Camry XLE shown in Black.

Camry LE

Surround yourself in luxury, inside the lavishly appointed Camry LE. Available with a V6 or a fuel efficient 4-cylinder engine, the LE has the power to move you in more ways than one. Outside, you'll notice the sleek lines and dramatic curves which draw you closer, and invite you in to experience a vehicle that conveys refinement to all five senses.

FUEL CONSUMPTION²

9.0 City/6.1 Highway L/100 km
2.5-litre, 4-cylinder with automatic transmission
10.7 City/7.0 Highway L/100 km
3.5-litre, V6 with automatic transmission

SELECT FEATURES

- 169 hp, 2.5-litre, 4-cylinder, DOHC, 16-valve, Dual VVT-i engine with sequential multiport electronic fuel injection.
- 268 hp, 3.5-litre, V6, DOHC, 24-valve, Dual VVT-i engine with sequential multiport electronic fuel injection.
- 6-speed automatic Electronically Controlled Transmission (ECT), sequential shift mode.
- Power-assisted, ventilated front disc and solid rear disc brakes, Antilock Braking System (ABS).
- Seven airbags including a driver's knee airbag (SRS).¹
- AM/FM CD/MP3/WMA player, 6-speakers, audio auxiliary input jack, steering wheel audio controls, XM[®] satellite ready antenna with prewire.
- Front bucket seats, driver and front passenger seat recline, 60/40 split rear bench seat with fold-down seat back.
- Dual body coloured, heated, power adjustable mirrors.
- Power windows with auto up/down for all-positions.
- Optitron electronic gauges.
- Tilt telescopic steering wheel.

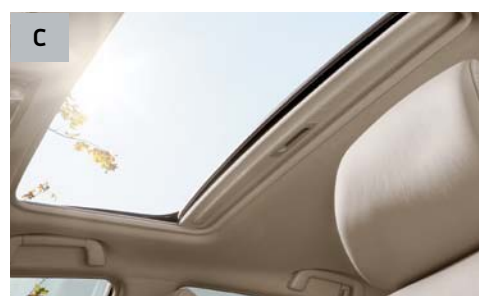
A. Camry LE shown in Sandy Beach Metallic. **B.** LE V6 with silver instrument panel accents. **C.** Available moonroof. **D.** LE interior shown in Ash with 60/40 split fold-down rear bench seat folded forward.



A



B



C



D

Camry SE

If you think the sight of the Camry SE will send your heart racing, just wait until you hit the accelerator. Available in a V6 or fuel efficient 4-cylinder model, the sleek and sporty SE is built to perform. SE boasts front and rear underbody spoilers, side rocker panel mouldings, and a striking front grille. Inside, the SE features 8-way adjustable sport fabric front seats to keep you firmly and comfortably seated during those tight twists and turns.

FUEL CONSUMPTION²

9.5 City/6.1 Highway L/100 km
2.5-litre, 4-cylinder with manual transmission
9.0 City/6.1 Highway L/100 km
2.5-litre, 4-cylinder with automatic transmission
10.7 City/7.0 Highway L/100 km
3.5-litre, V6 with automatic transmission

SELECT FEATURES

- 179 hp, 2.5-litre, 4-cylinder, DOHC, 16-valve, Dual VVT-i engine with 6-speed manual or automatic transmission.
- 268 hp, 3.5-litre, V6, DOHC, 24-valve, Dual VVT-i engine with sequential multiport electronic fuel injection.
- Front wheel drive, sport tuned suspension with 25 mm front and rear stabilizer bars.
- Power-assisted, ventilated front disc and solid rear disc brakes, Antilock Braking System (ABS).
- Seven airbags including a driver's knee airbag (SRS).¹
- P215/55R17 all-season radial tires.
- 17-inch aluminum alloy wheels.
- Trunk-mounted body V-brace for increased rigidity.
- Tinted halogen projector headlamps.
- Dual exhaust with chrome outlets.
- Fog lamps.
- Front and rear underbody spoilers and rocker panel mouldings.
- Black sport grille.
- Sport design scuff plates.
- Aluminum sport pedals with rubber inserts.

A. Camry SE shown in Magnetic Grey Metallic. **B.** SE V6 with aluminum instrument panel accents.



A



B

Camry XLE

Inside and out, the Camry XLE is a shining example of automotive sophistication and style. Included in the XLE's list of upscale amenities is the Plasmacluster™^{TM1} ionizer. Typically found in high-end luxury vehicles, it is designed to remove dust allergens and pollen by surrounding and removing these harmful airborne substances. No matter your personal brand of comfort, one thing is certain, the XLE is ready to deliver.

FUEL CONSUMPTION²

9.0 City/6.1 Highway L/100 km
 2.5-litre, 4-cylinder with automatic transmission
 10.7 City/7.0 Highway L/100 km
 3.5-litre, V6 with automatic transmission

SELECT FEATURES

- 169 hp, 2.5-litre, 4-cylinder, DOHC, 16-valve, Dual VVT-i engine with sequential multiport electronic fuel injection.
- 268 hp, 3.5-litre, V6, DOHC, 24-valve, Dual VVT-i engine with sequential multiport electronic fuel injection.
- Power-assisted, ventilated front disc and solid rear disc brakes.
- Antilock Braking System (ABS).
- 6-speed automatic Electronically Controlled Transmission (ECT) with lock-up torque converter.
- Vehicle Stability Control (VSC), Traction Control (TRAC).
- JBL® 440-watt 8-channel digital audio system with in-dash 6-disc CD changer.
- Digital media auxiliary audio jack and USB audio input.
- Dual zone automatic climate control with Plasmacluster™^{TM1} ionizer.
- 8-way heated power-adjustable driver's seat, 4-way power-adjustable passenger seat.
- Manually reclining rear bench seat.
- Multi-information display with outside temperature, remaining driving range, average speed and average fuel economy.
- Leather-wrapped steering wheel with controls for climate, audio, trip computer and hands-free cell phone capability with Bluetooth.^{®4}
- Push Button Start, Smart Key System.

A. Camry XLE V6 shown in Aloe Green Metallic. **B.** Dual zone air conditioning. **C.** Available DVD navigation system.⁵



Camry Hybrid

Clean lines. Cleaner air. Clean conscience. Enjoy advanced technology today with the 2010 Camry with Hybrid Synergy Drive. With a 5.7/5.7 city/highway L/100 km rating, Camry Hybrid gives you more kilometres per tank, reducing your impact on the environment.

FUEL CONSUMPTION²

5.7 City/5.7 Highway L/100 km
 2.4-litre, 4-cylinder with Hybrid Synergy Drive (HSD)

SELECT FEATURES

- 187 hp hybrid system net power.³
- 2.4-litre, 4-cylinder, VVT-i, Hybrid Synergy Drive (HSD).
- Low co-efficiency of drag (.27 Cd).
- Sealed Nickel-Metal Hydride HV battery.
- Continuously Variable Transmission (CVT), Vehicle Dynamics Integrated Management (VDIM).
- Dual zone automatic climate control with Plasmacluster™^{TM1} ionizer.
- Push Button Start, Smart Key System.
- Power 8-way driver's seat and 60/40 split rear bench seat.
- Bluetooth^{®4} capability, power tilt/slide moonroof with sliding sunshade.
- Optional Navigation System⁵ with 7-inch LCD display screen.

A. Camry Hybrid with Premium package shown in Classic Silver Metallic. **B.** Push Start Button, Smart Key System. **C.** Camry Hybrid cockpit. **D.** Available backup camera.

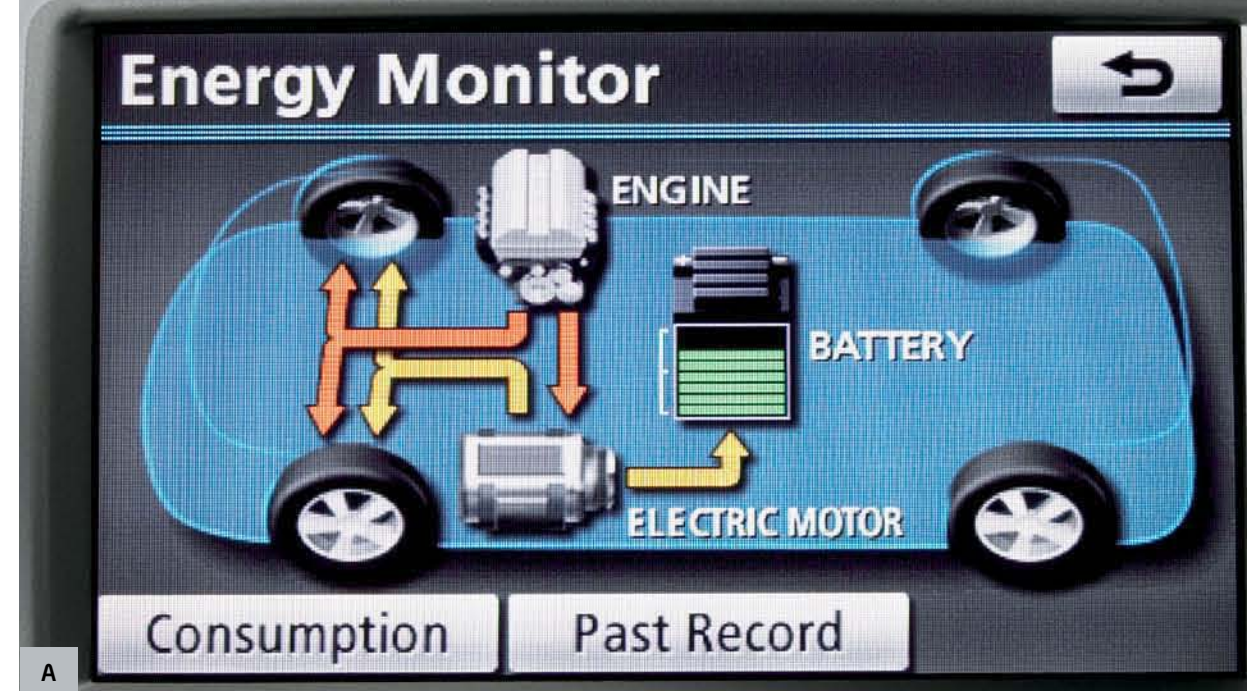




HYBRID SYNERGY DRIVE

TOYOTA'S HYBRID SYNERGY DRIVE combines driving pleasure with lower emissions. Toyota Hybrids produce nearly 70% fewer smog-forming emissions than typical new conventional vehicles¹ and offers economy and energy efficiency by combining gas and electric power. Toyota's Hybrid Synergy Drive automatically determines the vehicle's proper power distribution to ensure strong acceleration, a smooth response and top fuel economy.

¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.



A. The multi-information screen shows how Hybrid Synergy Drive manages the flow of energy in your Camry Hybrid. **B.** Manual ECO mode conserves fuel by reducing energy used by heating and air conditioning. **C.** Optitron gauges with ECO Drive Level show current fuel economy while driving. **D.** Inverter cover - Part of Hybrid Synergy Drive's Power Control Unit is an inverter that transforms direct current supplied by the battery to alternating current used by the system to turn the electric motor and for use in the generator.

HYBRID SYNERGY DRIVE 1. When braking/coasting the front wheels turn a generator that collects otherwise wasted kinetic energy and stores it in the battery. **2.** The battery is charged continuously as needed, so that Camry Hybrid never needs to be plugged in. **3.** Direct current flows from the battery and is converted into alternating current. **4.** The alternating current powers the electric motor. **5.** The electric motor can then work by itself at low speeds, yield to the gasoline engine at moderate speeds or work in tandem with the gasoline engine during heavy acceleration. [Hybrid shown in Black.]

STARTING From initial "light" or "moderate" acceleration to low speeds, the Camry Hybrid is powered solely by a high-torque electric motor.^A

NORMAL RUNNING In normal driving conditions, the gasoline engine will start to supplement the electric power to the wheels and also charge the battery when needed.

FULL ACCELERATION Under full throttle acceleration, power from both the gasoline engine and the electric motor are committed to providing power to the wheels.

DECELERATION/BRAKING When slowing, the gas engine shuts off and resistance from the braking system provides energy to charge the battery.

STOPPING When the Camry Hybrid comes to a stop, its gasoline engine shuts off to conserve fuel and reduce emissions.^B

^AGasoline engine utilized for acceleration on cold starts and full acceleration. ^BThe preceding are based on a "likely scenario" for driving conditions.



Safety and Performance

Year in and year out, there is one thing you can be sure of. When it comes to building automobiles, safety is Toyota's primary concern. It is no different in 2010 for the Camry. At the core of Camry safety is a body structure that is designed to help protect occupants during front, rear and side impacts. And, loaded with a host of the most vital safety features, Camry pays special attention to its complement of airbags. Their placement is calculated to ensure maximum effectiveness in helping achieve optimum protection for driver and all passengers.

SELECT FEATURES

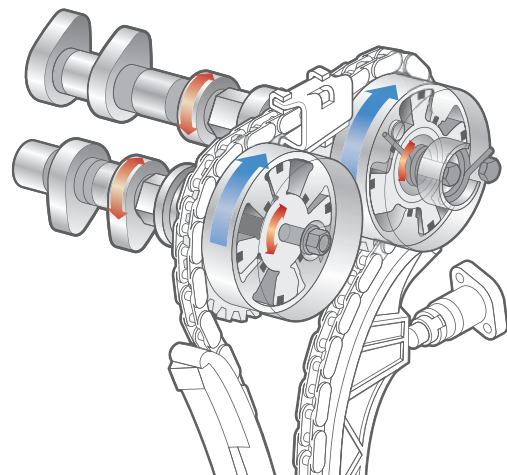
- Front and rear energy absorbing crumple zones.
- Side impact door beams.
- Antilock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA).
- Dual-stage driver and front passenger airbag Supplemental Restraint System (SRS).¹
- Front seat-mounted side airbags (SRS).¹
- Front and rear head/side curtain airbags (SRS).¹
- Driver knee airbag (SRS).¹
- Front passenger airbag occupancy classification indicator.
- Energy absorbing collapsible steering column.
- All-position 3-point lap and shoulder belts.
- Energy absorbing upper interior trim.
- Anchor points for child restraint seats, child protector rear door locks.
- Adjustable front and rear headrests.
- Door ajar, low fuel and washer fluid warnings.
- Engine immobilizer.
- Internal trunk release handle.



ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD) AND BRAKE ASSIST (BA)

Electronic Brake-force Distribution (EBD) distributes brake-force between the left and right wheels to help maintain vehicle control

during cornering. In emergencies, should sufficient brake pressure fail to be applied, Brake Assist instantaneously applies sufficient added brake pressure to help compensate.



DUAL VARIABLE VALVE TIMING WITH INTELLIGENCE (DUAL VVT-i)

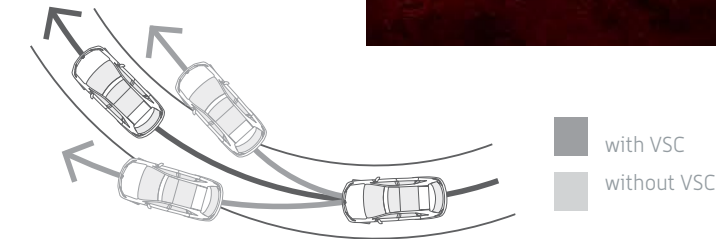
The Variable Valve Timing with intelligence, or VVT-i, constantly adjusts the intake valve timing to meet specific driving conditions and deliver optimum performance, fuel economy and lower emissions over a variety of engine speeds. At low engine speeds, the intake valve timing is set to open after the exhaust valve has already closed. At higher speeds, intake valve opening is advanced to overlap with the exhaust valve to promote efficient cylinder filling.

Toyota has accomplished astonishing advances in the engines that power the 2010 Camry. The 4-cylinder has been made more powerful with a new 2.5-litre engine which will improve its performance. The 3.5-litre V6 was engineered to create the exhilarating experience of power at your control. More torque, more power and more driving thrill have all been added while sacrificing nothing. Lastly, the creation of the 6-speed automatic transmission takes the unequalled experience of driving Camry over the top.



VEHICLE STABILITY CONTROL (VSC)

New for 2010, every Camry comes standard with Vehicle Stability Control (VSC), which counteracts front or rear wheelslip while turning and helps restore driving control.



ANTILOCK BRAKING SYSTEM (ABS) One of the most critical aspects of Camry's prowess as a premium sedan is its performance under uncertain conditions. In the event of hard or sudden braking, Camry's Antilock Braking System (ABS) helps maintain vehicle control by automatically releasing and re-applying brake pressure as needed to help prevent wheel lockup.

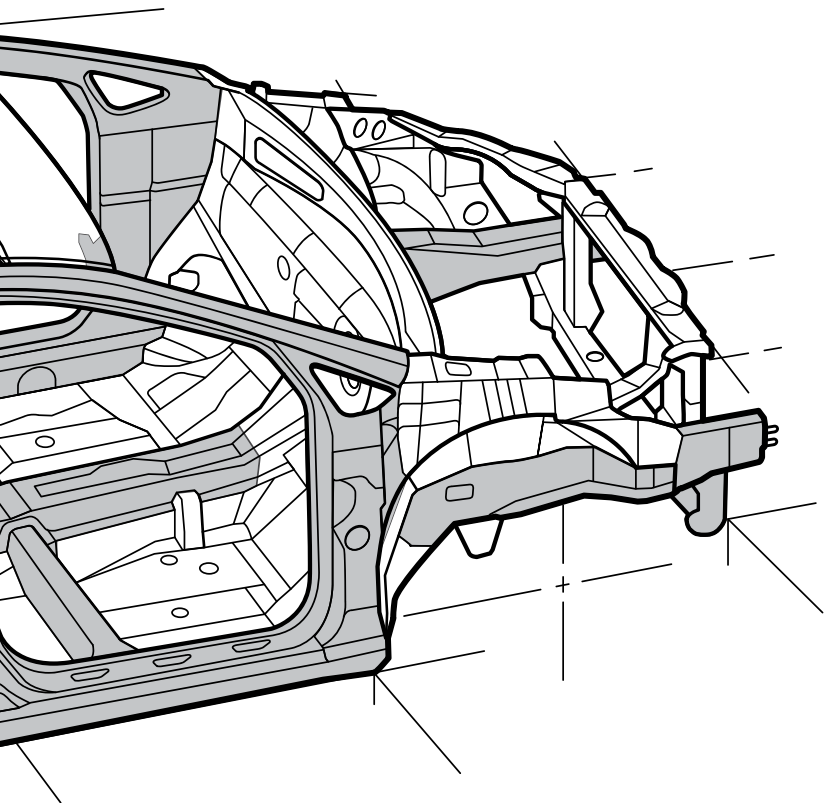
Toyota Quality

Quality is not something tacked on at the end, it's built right into the production process - from the very beginning with the selection of raw materials, right down to the vehicle's final inspection. And it is the responsibility of everyone to ensure the highest quality possible on each and every vehicle. It's through Toyota's philosophy of 'Kaizen' that we are always looking for ways to continually improve. That's how we make things better.

PRODUCTION PROCESS The Toyota Production process is one that is constantly evolving. With our "Just-In-Time" practice, the goal is to make certain that during the manufacturing process, only what is needed gets produced. The result is twofold: because there's no excess supply, any issues are exposed and promptly resolved to ensure that everything off of the Toyota assembly line is of exceptional quality. In part, this is what gives us our competitive edge.



THE HUMAN TOUCH As impressive as the machinery is, the achievement of perfect fit and finish is also the result of a continuous human touch every step of the way. That's why there are constant quality control checks performed on each of the press lines.



SOUND PROOFING TECHNOLOGY Using sophisticated equipment, our Toyota team seeks out every source of noise within the vehicle and works to ensure that they are no longer an issue. This is achieved by using a network of complex sound-absorbing and vibration-damping materials to isolate our interiors from the outside.

TOYOTA WINTER TESTING TRACK With our Toyota Winter Testing Track, located in Timmins, Ontario, we simulate Canadian winter conditions to make certain that our vehicles remain dependable throughout the long winter months.



COMMITMENT TO QUALITY Our commitment to quality is evident by the frequent awards won by Toyota vehicles, our Canadian manufacturing plants, as well as the millions of satisfied customers who continue to choose Toyota vehicles year after year. For more information visit toyota.ca



2010 Colours



040 Alpine White^{A,B,C,D}



1F7 Classic Silver Metallic^{A,B,C,D}



1G3 Magnetic Grey Metallic^{A,B,C,D}



202 Black^{A,B,C,D,G}



3R3 Barcelona Red Metallic^{C,D}



4T8 Sandy Beach Metallic^{E,F}



776 Aloe Green Metallic^{E,F}

Interior colour options

- ^A Ash Fabric on LE, LE V6, Hybrid.
- ^B Ash Leather on XLE, XLE V6, optional on LE, LE V6, Hybrid.
- ^C Dark Charcoal Sport Fabric on SE, SE V6.
- ^D Dark Charcoal Leather optional on SE, SE V6.

- ^E Bisque Fabric on LE, LE V6, Hybrid.
- ^F Bisque Leather on XLE, XLE V6, optional on LE, LE V6, Hybrid.
- ^G Bisque Leather available on XLE, XLE V6.

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 Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

HYBRID-RELATED COMPONENTS - 8 YEARS OR 160,000 KM** This warranty covers repairs to hybrid-related components that are defective in material or workmanship under normal use and maintenance.

**Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

Accessories

Personalize your vehicle to enhance its appearance and performance with Toyota Accessory Parts. Your Toyota Dealer can help you select the right accessories to suit your individual style. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the time of a new vehicle sale, and all are backed by a Toyota Warranty. To view a complete list of accessories specifically designed for your vehicle, visit customizemytoyota.ca, your local Dealer or toyota.ca.

Whether your purpose is business or leisure, touring or commuting; adding accessories will help create a Camry that's uniquely yours.

- All-Season Mats
- Ashtray
- Block Heater
- Bluetooth®
- Bodyside Mouldings
- Cargo Liner
- Emergency Assistance Kit
- Exhaust Tip
- First Aid Kit
- Hood Deflector
- Licence Plate Cover
- Navigation System⁵
- Owner's Manual Wallet
- Rear Bridge Spoiler
- Rear Lip Spoiler
- Remote Starter
- Satellite Radio
- Security System
- Shift Knob
- Side Window Visors
- Sport Pedals
- Towing Accessories
- Wheel Locks



Hood Deflector Protect your vehicle with a high impact deflector that minimizes damage caused by road debris, pebbles and insects.



Exhaust Tip



Bodyside Mouldings



All-Season Mats Safeguard your vehicle's interior against mud, slush and salt with custom-fitted All-Season Mats.



Cargo Liner Protect your interior with this durable vinyl liner which features a raised lip to contain spills for easy cleanup.



ACCESSORIES SHOWN Camry all dressed up with a Hood Deflector, Bodyside Mouldings, Side Window Visors, Rear Bridge Spoiler and Exhaust Tip.



Towing Accessories Haul with confidence with a towing hitch.

Rear Bridge Spoiler



Sport Pedals



Bluetooth® Keep your hands on the wheel and your eyes on the road as you talk conveniently and safely through the Bluetooth® hands free system.

Navigation System⁵ Find any destination with the push of a button.



Rear Lip Spoiler



Working together to make things better.

Through education, inspiration, financial support and a long standing commitment to the environment, Toyota Canada is proud to contribute to various community programs that are devoted to the betterment of our planet. To learn more about how we are working to make things better, visit us at Toyota.ca



Photo: Joshua Berson



Photo: Evergreen – Jane Churchill



Toyota Evergreen Learning Grounds
Toyota Canada Inc. and its Dealerships partnered with Evergreen in 2000 to create the Toyota Evergreen Learning Grounds Program, that is transforming Canadian school grounds into natural learning environments. For more information visit evergreen.ca



Toyota Earth Day Scholarship Program
Toyota Canada Inc. and Earth Day Canada established the Toyota Earth Day Scholarship Program in 2003 to recognize and reward graduating high school students who have distinguished themselves through environmental, volunteer and academic excellence. Each year, 15 scholarships are awarded coast to coast, allowing Canada's future environmental leaders to continue their studies. For more information visit earthday.ca



Special Olympics Canada
Toyota Canada Inc. and its Dealers are National Sponsors of Special Olympics Canada, which is dedicated to making a difference in the lives of Special Olympics athletes. Toyota Canada Inc. reaches out to Special Olympics athletes whenever possible through participation in events at a local, regional, provincial and national level. For more information visit specialolympics.ca

Discover more with Toyota

At Toyota, our goal is to continuously make things better for you. That's why we offer a wide range of programs and services before and after your vehicle purchase designed to help make your Toyota experience the best it can be.



Fewer emissions and pollutants! More kilometres on less fuel. And power and performance second to none. Available in Prius, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. We service your Toyota the way we built it. So you can count on quality parts and professional service.



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



Enhance your Toyota ownership experience by joining Club Toyota – a complimentary and exclusive online service for Toyota owners. Benefit from an abundance of interactive, convenient services, and information conveniently at your fingertips. Register today at clubtoyota.ca.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's affordable peace of mind. Consult your Toyota Dealer for details.



The Toyota Mobility program is dedicated to addressing the transportation needs of Toyota Owners who have a disability, or know a family member with a disability or mobility issue. The program offers cash assistance, resource information and financing for adaptive equipment for their vehicle.



All new Toyota cars and trucks include a full tank of gas, roadside assistance and floor mats.



Our Toyota Dealers realize that building a lasting relationship is about more than just selling a vehicle. That's why our approachable staff is always happy to assist you, whatever your need may be. To find a Dealer nearest you, visit toyota.ca



¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.



Yaris Hatchback



Camry Hybrid



RAV4



4Runner



Yaris



Prius



Highlander



Sequoia



Corolla



Venza



Highlander Hybrid



Tacoma



Matrix



Avalon



FJ Cruiser



Tundra



Camry



Sienna

For more information on Toyota vehicles, please visit your local Dealer or toyota.ca.

