





2010 MATRIX ACCESSORIES

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This brochure is based upon information available at time of printing, is subject to change without notice, is for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions.

Please see the TRD catalog, visit www.trdusa.com or call 800-688-5912 for a complete list of TRD products and warranty information.

Whether you're interested in enhancing performance, styling, or protection, only Genuine Toyota Accessories give you complete confidence and peace of mind in your decision to customize your Toyota.

Why? Only Genuine Toyota Accessories are tested and approved for use on each Toyota vehicle. Only Genuine Toyota Accessories are specifically designed and engineered to comply with Toyota's safety and reliability standards. And, when purchased at the same time as your new vehicle, only Genuine Toyota Accessories are backed by Toyota's 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.

To learn more about the benefits of Genuine Toyota Accessories compared with non-Genuine accessories, please visit www.toyota.com/genuine or contact your Toyota dealer.



SATELLITE RADIO

Celebrate freedom from static and ensure you always have the perfect soundtrack for the streets at your fingertips with XM Radio¹. With over 170 channels, XM brings you more of what you love. Get commercial-free music plus all of your favorite sports, news, talk and entertainment along with dedicated channels for instant traffic and weather reports. Everything worth listening to is now on XM.

¹Functioning XM Radio requires a compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com. XM Radio U.S. service only available in the 48 contiguous United States and the District of Columbia.



INTERFACE KIT FOR IPOD®

Enjoy the convenience of operating your iPod® through your vehicle's audio system, using either the steering pad or audio system controls, courtesy of the interface kit for iPod. Using a proprietary 30-pin Apple iPod connector—via a connection point in the glove compartment—you can connect, control and charge your iPod while it remains concealed in the glove compartment.

iPod and accessories not included. iPod is a registered trademark of Apple Inc.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA





AUTO-DIMMING MIRROR

Helping to relieve you from the glare of headlights from behind your vehicle, the auto-dimming mirror automatically reduces the reflection rate of your inside mirror to dampen glare and help improve your rear view during nighttime driving. The auto-dimming mirror also features an amber-colored Light Emitting Diode (LED) "PRNDL" console light to illuminate the gearshift area.



CARGO MAT

Designed to protect your cargo area from premature wear, the cargo mat is made from highly resilient nylon that's resistant to fading, oils and chemicals for unsurpassed durability. It's color-coordinated to your vehicle's interior and features an embroidered Matrix logo. The cargo mat's sturdy rubber-backed construction prevents sliding.



BLU LOGIC® HANDS-FREE SYSTEM

Enjoy the ultimate convenience of hands-free cell phone use—and comply with regulations restricting use of cell phones while driving—courtesy of the BLU Logic® Hands-free System. BLU Logic integrates with your factory audio system speakers, allowing you to answer incoming calls with the push of a button, while outgoing calls are as simple as speaking into the fixed microphone provided.

Visit blulogicupdate.com for a list of compatible devices.

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2010 **MATRIX** ACCESSORIES



EXHAUST TIP

This polished stainless steel exhaust tip is the ideal finishing touch to enhancing your vehicle's exterior appearance. The exhaust tip is constructed of corrosion-resistant, double-walled 304 stainless steel, polished to a brilliant shine for long-lasting beauty. Easy, bolt-on installation.

MUDGUARDS

Equip your Matrix with durable front and rear mudguards, designed specifically to integrate with your model's styling, body panels, structure and clearances—while helping to provide protection for your factory paint from mud and dirt, as well as stone-chipping. Utilizing existing vehicle attachment points, mudguards are simple to install and can be painted to match your Matrix.



REAR BUMPER PROTECTOR

Keep the top surface of your rear bumper free of scrapes and scratches and preserve your vehicle's "like new" appearance with this durable black PVC rear bumper protector. The rear bumper protector's raised tread pattern provides a custom look, while the skid-resistant surface enhances functionality.

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CARGO NET

Keep your cargo area organized and protected from spills with this cargo net, designed to hold a variety of everyday items—from groceries to athletic gear—helping to ensure they don't shift around or tip over. Made of a durable mesh netting, the cargo net attaches to defined points in the rear cargo area, making it easily accessible. Quick and simple installation.



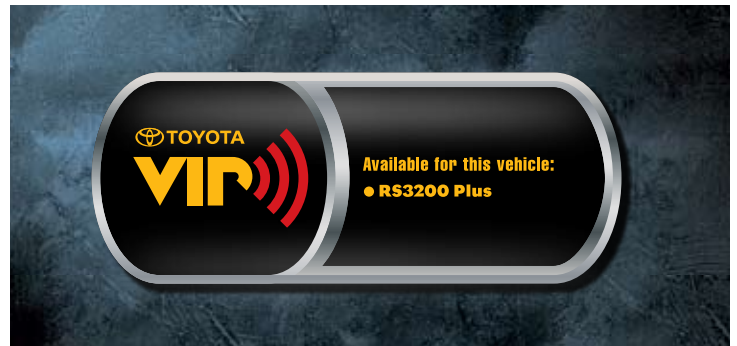
CARBON FIBER SHIFT KNOBS

With race-infused style and functionality, these anodized aluminum/carbon fiber shift knobs add a sleek, performance-inspired design to your Matrix. Featuring a carbon fiber sleeve (available in Chrome, Titanium, Red and Blue) slotted between two anodized aluminum pieces, these tuner-styled shift knobs provide ninja-quick shifting and a hardcore racer feel (for 12mm manual transmission shifters).



REMOTE ENGINE STARTER

Enjoy the luxury of having your vehicle ready and waiting with a comfortable interior temperature on cold winter mornings or hot summer afternoons, courtesy of the VIP Remote Engine Starter. This clever accessory allows you to start the engine—and to activate the air conditioner, heater, defroster and defogger functions—before entering your vehicle. It's fully integrated into your factory security/keyless entry system, so there's no need for an additional remote.



VIP SECURITY – RS3200 PLUS SYSTEM

The VIP RS3200 Plus (Vehicle Intrusion Protection) is a complete vehicle security system with alarm and glass breakage sensor for vehicles that already have factory keyless entry with remote lock/unlock. When equipped with the VIP RS3200, your vehicle's security system is activated immediately if the glass is broken or if forced entry of a side door (or the trunk) is attempted. The system includes a wide range of security and convenience features including: automatic rearming and relocking, door ajar warning, interior light activation, panic alarm, rolling code technology and disabling of the starter.

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ASHTRAY KIT

Featuring a UV protected plastic cup and hinged lid that fits snugly inside the Matrix's cup-holder, this self-contained unit offers an easily removable ashtray. Convenient for both driver and passenger use, it helps prevent flyaway ash.



DOOR SILL ENHANCEMENTS

These heavy gauge brushed stainless steel door sill enhancements are custom-fitted to help protect your Matrix's door sills from unsightly scuffs, marks and scratches that can occur when occupants are entering and exiting the vehicle. Featuring a brushed stainless steel overlay with a screen-printed Matrix logo, the door sill enhancements add a personalized touch to your vehicle's interior.

BODY SIDE MOLDINGS

Color-matched body side moldings help protect your doors from scratches, dents and chipping, while adding a touch of elegance to your Matrix's appearance. All body side moldings feature a high quality factory finish and are engineered specifically for your model, ensuring a precise fit. Body side moldings also help maintain your Matrix's resale value.



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WHEEL LOCKS

Constructed of forged, thoroughly hardened and tempered steel for structural integrity, with triple-nickel or zinc plating, these wheel locks provide inexpensive, dependable protection against wheel and tire theft. All wheel locks are precision weight-balanced to the stock lug nut weight, eliminating the need for rebalancing after installation.



CARGO TOTE

The collapsible soft-sided cargo tote is designed to hold a variety of smaller everyday items, helping to ensure they don't shift around or tip over in your cargo area. For added convenience, the tote includes removable plastic divider panels that hold items upright. It also features two carrying handles for easy loading and unloading, folds flat when not in use, and pops up easily when needed.

ALL-WEATHER FLOOR MATS

Complement your interior and help protect your original carpeting from dirt, mud, snow and slush with these all-weather floor mats, custom-fit to your vehicle's interior and embellished with a custom-molded Matrix logo. The mats feature a multi-dimensional design that channels liquids and debris away from the feet, along with a molded outer edge or perimeter "lip" to prevent moisture from reaching your vehicle's carpeting or flooring.



CARPET FLOOR MATS

Custom-tailored for an exact fit, the carpet floor mats are constructed of high-grade plush nylon carpet, color-matched to your vehicle's interior and include an embroidered Matrix logo. An aggressive no-slip backing features a "nib" texture and retention clip to help keep the mats in position and protect your original carpet from premature wear and stains.

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EMERGENCY ASSISTANCE KIT

This durable nylon kit features tools and supplies for handling minor emergency situations and repairs, without having to wait for a tow truck or repair service. Contents include booster cables, tire pressure gauge, hose clamp/tape, pocket tool and work gloves—plus essential emergency supplies such as survival wrap blankets, poncho, flashing LED lights, flashlight/lantern and water bag.



FIRST AID KIT

This soft-sided, black PVC zipper case is designed to mount inside the cabin or cargo area, ensuring practical first aid supplies are always close at hand. Contents include tweezers/magnifier, insect sting pads, towelettes, adhesive bandages, butterfly strips, sterile gauze, stretch bandage with metal clips, muslin sling, adhesive tape, scissors and an emergency blanket.

TRD 18" 5-SPOKE BLACK FINISH ALLOY WHEELS

Take an aggressive stance with this plus-size upgrade to TRD 18-inch, 5-spoke cast alloy wheels¹, featuring a durable matte finish black coating and snap-in TRD center cap. Lighter than typical steel wheels, they provide better heat dissipation and greater rigidity under high-load cornering maneuvers, while incorporating the proper weight, offset and brake clearance for fit, finish and reliability.

¹18-in performance tires are often expected to experience greater tire wear than conventional tires. Tire life may be substantially less than 24,000 miles, depending upon tires used and driving conditions.



TRD OIL FILTER

Spoil your Matrix with state-of-the-art engine protection, courtesy of the TRD high-performance oil filter. TRD high-performance oil filters use a 100-percent synthetic fiber filtration medium to provide the highest possible dirt removal efficiency, along with the lowest possible flow restriction.



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TRD 18" 5-SPOKE SILVER FINISH ALLOY WHEELS

Take an aggressive stance with this plus-size upgrade to TRD 18-inch, 5-spoke cast alloy wheels¹, featuring a durable silver finish and snap-in TRD center cap. Lighter than typical steel wheels, they provide better heat dissipation and greater rigidity under high-load cornering maneuvers, while incorporating the proper weight, offset and brake clearance for fit, finish and reliability.

¹18-in performance tires are often expected to experience greater tire wear than conventional tires. Tire life may be substantially less than 24,000 miles, depending upon tires used and driving conditions.



TRD AIR FILTER

Providing engine protection and potentially increasing engine output, the TRD high-performance air filter features a unique, oiled four-ply cotton gauze design that maximizes the filter's media area for superb filtration and enhanced airflow. A rugged polyurethane body holds the filter element, which is enclosed in durable epoxy coated mesh and an elastomeric seal for a precision, leak-free fit. It's also washable, reusable and designed to last the lifetime of your Matrix.



TRD OIL CAP, FORGED ALUMINUM, SCREW-ON STYLE

Tune up your engine compartment with this highly polished forged billet aluminum TRD oil cap. Providing a customized race-ready appearance, it's finished with a high-luster coating that will maintain its appearance for years to come and features a red on black TRD logo. Simple, twist-on application.



TRD OIL CAP, JAPAN

It may go on like the stock oil cap, but this highly polished forged billet aluminum TRD oil cap provides a customized race-ready look that's anything but stock. Finished with a high-luster coating, you can be confident it will maintain its appearance for years to come. Simple, twist-on application.

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TRD TORQUE BIASING DIFFERENTIAL

Designed specifically for your Matrix's 5-speed manual transmission, the TRD Automatic Torque Biasing (ATB) Limited Slip Differential (LSD) delivers increased traction under hard acceleration by seamlessly biasing power to the wheel with the better grip. Floating helical gears constantly re-distribute power to prevent loss of drive when wheel spin occurs.



TRD LOWERING SPRINGS

Featuring TRD's proprietary spring rate—linear in front, progressive in rear—TRD lowering springs lower your vehicle's center of gravity by 0.5" in front and 1.5" in rear. The result is enhanced on-road performance through quicker turn-in, enhanced steering response and improved cornering ability. The lowering springs have been rigorously tested through the slalom and engineered to ensure against rattles, clunking or rubbing—even when pushed to the limit.



TRD CLUTCHES

Delivering higher torque capacity and quicker engagement during aggressive acceleration, the TRD high-performance clutch kit offers direct bolt-in replacement for your factory clutch. The kit features a high-capacity TRD pressure plate for increased strength, added stiffness and greater load capacity, along with stiffer diaphragm springs and load straps, which increase clamping force approximately 25 percent—providing increased durability, especially in horsepower applications.

TRD 18" MESH ALLOY WHEELS

Upgrade your factory wheels to the "big rim" look with these TRD 18-inch cast alloy wheels featuring a stylish 9-spoke design. These stunning wheels reflect TRD's state-of-the-art CAD techniques—incorporating the proper weight, offset and brake clearance for fit, finish and reliability—to create the optimal wheel for your Matrix.



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Accessories Not Shown

TRD Sway Bar, Rear
•
TRD Wheel Lock Set

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The TRD Supercharger and/or TRD Cold Air Intake are to be sold as a dealer installed or over-the-counter option, after the retail sale of the vehicle the Supercharger and/or Cold Air Intake may not be sold to the customer at the same time as the new vehicle and may not be financed together with the new vehicle. The TRD Supercharger is not compatible with Flex Fuel Vehicles.

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