

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.



Model Overview

Image not available

4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender

Image not available

4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps

Image not available

Double Cab SR5 interior shown in Sand Beige

| | |
|----------------------------|---------------------------------------|
| | 4x4 Regular Cab 5-Speed Manual |
| MSRP** | \$19,130 |
| MPG City/Highway*** | 17/22 |
| Seating | 3 |

EXTERIOR COLORS*

| | | | |
|------------------------|-----------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------------------------|
| Super White |  | Pyrite Mica |  |
| Silver Streak Mica |  | Timberland Mica |  |
| Magnetic Gray Metallic |  | | |
| Black Sand Pearl |  | | |
| Barcelona Red Metallic |  | | |

INTERIOR COLORS*

| | |
|-----------------|-------------------------------------------------------------------------------------|
| Graphite Fabric |  |
|-----------------|-------------------------------------------------------------------------------------|

*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 **TACOMA**



4x4 Regular Cab 5-Speed Manual

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

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| MSRP** | \$19,130 |
| Model Number | 7503 |
| EXTERIOR | |
| Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate | S |
| Deck Rail System with four adjustable tie-down cleats | S |
| Argent grille insert/surround, black door handles, mirrors, front and rear bumpers | S |
| Black overfenders | S _[1] |
| Front skid plate | S |
| Engine skid plate | S |
| Color-keyed front bumper, overfenders and chrome rear bumper | P |
| Front and rear mudguards | S |
| Automatic Limited-Slip Differential (Auto LSD) | S |
| Two-speed windshield wipers | S |
| Variable-speed windshield wipers | P |
| Sliding rear window with privacy glass | P |
| Fixed cargo bed tie-down points (2) | S |
| 16-in. styled steel wheels with P245/75R16 tires | S |
| Full-size spare tire | S |
| INTERIOR | |
| Defroster-linked air conditioning | O P |

**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.

Standard Features and Options*

2010 **TACOMA**



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

4x4 Regular Cab 5-Speed Manual

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Cloth-faced tilt-forward bench seat with adjustable headrests | S |
| Full carpeting | S |
| LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter | S |
| Tilt/telescopic steering wheel | S |
| AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna (on Access and Double Cabs) | S |
| Dual 12V auxiliary power outlets (one, plus cigarette lighter) | S |
| Sun visors with passenger-side vanity mirror | S |
| Sculpted door trim with fabric insert and two bottle holders | S |
| Three front cup holders | S |
| SAFETY | |
| Star Safety System™-includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock brake system (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9] | S |
| Driver and front passenger airbags with Advanced Airbag System [10] | S |
| Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10] | S |
| Active headrests [12] | S |
| Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors | S |
| 3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR) | S |
| Side-impact door beams in all doors | S |
| Child Restraint System (CRS) top tether anchors-passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab | S |
| Daytime Running Lights (DRL) | O |
| Rear center high-mount stop lamp (CHMSL) | S |
| Tire Pressure Monitor System (TPMS) [14] | S |

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Regular Cab Packages and Options

Enhancement Extra Value Package (cost savings of \$400)

- CFC-free air conditioner with air filter
- Sliding rear window

SR5 Extra Value Package (SE) (cost savings of \$400)

- CFC-free air conditioner with cabin air filter
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Sliding rear window
- Metallic-tone instrument panel trim
- Variable speed wipers
- Sun visors with mirrors and extenders
- SR5 badging

Specifications

2010 **TACOMA**



| | |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| | 4x4 Regular Cab 5-Speed Manual |
| MSRP** | \$19,130 |
| Model Number | 7503 |
| MECHANICAL/PERFORMANCE | |
| Engine | 2.7-liter DOHC EFI 4-cylinder with VVT-i, 159 hp @ 5200 rpm, 180 lb.-ft. @ 3800 rpm |
| Emission Rating | Low Emission Vehicle (LEV-II) |
| TRANSMISSION | |
| Automatic Limited-Slip Differential (Auto LSD) | Standard |
| 4WDemand: part-time 4-wheel-drive system with 2-speed electronically controlled transfer case | Standard |
| 5-speed manual transmission | Standard |
| Clutch start-cancel switch | Standard |
| Final axle ratio | 4.1 |
| BODY/SUSPENSION/CHASSIS | |
| Body construction | One-piece frame rails with eight cross members and fully boxed front sub-frame |
| Front suspension | Coil-spring double wishbone suspension |
| Rear suspension | Leaf-spring suspension with staggered outboard-mounted gas shock absorbers |
| Front stabilizer bar (dia., in.) | 1.18 |
| Steering | Variable-assist power rack-and-pinion steering |
| Steering wheel turns, lock-to-lock | 3.64 |
| Power-assisted ventilated front disc brakes (dia., in.) | 12.56 |
| Rear brakes | Rear 10-in. drum brakes with tandem booster |
| 4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9] | Standard |
| EXTERIOR DIMENSIONS | |
| Overall height (in.) | 69.9 |
| Overall width (in.) | 74.6 |
| Overall length (in.) | 190.4 |
| Wheelbase (in.) | 110.0 |
| Bed length (in.) | 73.5 |
| Bed height (in.) | 18.0 |
| Bed width (in., total/between wheelwells) | 56.7/41.5 |
| Track (in., front/rear) | 63.0/63.4 |

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Specifications

2010 **TACOMA**



| | 4x4 Regular Cab 5-Speed Manual |
|-----------------------------------------------------------------|--------------------------------|
| Turning circle diameter, curb-to-curb (ft.) | 36.1 |
| INTERIOR DIMENSIONS | |
| Head room (in., front/rear) | 40.0/N/A |
| Hip room (in., front/rear) | 53.6/N/A |
| Leg room (in., front/rear) | 41.7/N/A |
| Shoulder room (in., front/rear) | 58.1/N/A |
| Interior passenger volume (cu. ft., front/rear) | 56.1/N/A |
| Maximum seating capacity | 3 |
| OFF-HIGHWAY | |
| Approach/departure angle (degrees) | 35/26 |
| Ramp breakover angle (degrees) | 27 |
| Minimum running ground clearance | 9.5 |
| Transfer case ratio (high/low) | 1.00/2.57 |
| WEIGHTS AND CAPACITIES | |
| Curb weight (lb.) | 3665 |
| Gross Vehicle Weight Rating (GVWR) (lb.) | 5100 |
| Payload (lb.) [17] | 1435 |
| Tongue load (lb., standard/maximum) | 350 |
| Maximum towing capacity (lb.) [18,19] | 3500 |
| Standard towing capacity (lb.) [19] | 3500 |
| Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package) | 8000 |
| Fuel tank (gal.) | 21 |
| TIRES | |
| Wheels | 16-in. Styled Steel |
| Size | P245/75R16 |
| Type | Mud-and-Snow |
| EPA MILEAGE ESTIMATES | |
| Miles Per Gallon (city/highway) [20] | 17/22 |



Accessories

EXTERIOR ACCESSORIES



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tube Steps
Reg Cab
\$399 Installed MSRP*



Wheel Locks
\$81 Installed 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

INTERIOR ACCESSORIES



BLU Logic® Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) & Door Sill Reg Cab
\$115 Installed MSRP*



Door Sill Protector
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road Alloy Wheel
\$1,999 Installed 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.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's 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 Toyota's 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. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] 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.

[6] Satellite radio requires XM- or Sirius-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 or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] 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.

[9] 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.

[10] 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.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA**



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.

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

Helpful Links

2010 **TACOMA**



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>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.



Model Overview



4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



2009 Double Cab SR5 interior shown in Sand Beige



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender

| | 4x2 Double Cab PreRunner V6 5-Speed Auto | 4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto |
|----------------------------|------------------------------------------|---------------------------------------------------|
| MSRP** | \$23,500 | \$24,000 |
| MPG City/Highway*** | 16/20 | 16/20 |
| Seating | 5 | 5 |

EXTERIOR COLORS*

| | | | |
|------------------------|--|------------------------|--|
| Super White | | Pyrite Mica | |
| Silver Streak Mica | | Timberland Mica | |
| Magnetic Gray Metallic | | Speedway Blue Metallic | |
| Black Sand Pearl | | | |
| Barcelona Red | | | |

INTERIOR COLORS*

| | |
|-------------------|--|
| Sand Beige Fabric | |
| Graphite Fabric | |

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

| | 4x2 Double Cab PreRunner V6 5-Speed Auto | 4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|------------------------------------------------------|
| MSRP** | \$23,500 | \$24,000 |
| Model Number | 7188 | 7190 |
| EXTERIOR | | |
| Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate | S | S |
| Deck Rail System with four adjustable tie-down cleats | S | S |
| 115V/400-watt deck-mounted power outlet | P | P |
| Argent grille insert/surround, black door handles, mirrors, front and rear bumpers | S | S |
| Black overfenders | S ^[1] | S ^[1] |
| Front skid plate | S | S |
| Engine skid plate | P | P |
| Fog lamps | P | P |
| Color-keyed hood scoop | P | P |
| Color-keyed front bumper, overfenders and chrome rear bumper | P | P |
| Front and rear mudguards | S | S |
| Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit | P | P |
| Electronic locking rear differential | P | - |
| Automatic Limited-Slip Differential (Auto LSD) | S | S |
| Two-speed windshield wipers | S | S |
| Variable-speed windshield wipers | P | P |
| Sliding rear window with privacy glass | P | P |

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

| | 4x2 Double Cab PreRunner V6 5-Speed Auto | 4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto |
|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|------------------------------------------------------|
| Fixed cargo bed tie-down points (2) | S | S |
| 16-in. styled steel wheels with P245/75R16 tires | S | S |
| 16-in. alloy wheels with P245/75R16 tires | O | O |
| 16-in. alloy wheels with P265/70R16 tires [2] | P | P |
| 17-in. alloy wheels with P265/65R17 tires [3] | P | P |
| Full-size spare tire | S | S |
| INTERIOR | | |
| Defroster-linked air conditioning | S | S |
| Cruise control | P | P |
| Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console | S | S |
| Driver's seat with adjustable lumbar support | S | S |
| Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support | P | P |
| 60/40 split rear bench seat with adjustable headrests and under-seat storage | S | S |
| Rear bulkhead storage | S | S |
| Overhead console with maplights, garage door opener bin and sunglasses storage | S | S |
| Full carpeting | S | S |
| Power windows and door locks | S | - |
| Remote keyless entry system | P | P |
| Leather-wrapped steering wheel and shift lever | P | P |
| LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter | S | S |
| Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor | P | P |
| Tilt/telescopic steering wheel | S | S |

*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.

Standard Features and Options*

2010 **TACOMA**



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

| | 4x2 Double Cab PreRunner V6 5-Speed Auto | 4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|------------------------------------------------------|
| AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab, satellite radio receiver pre-wire and satellite antenna | S | S |
| AM/FM CD with 6-disc in-dash CD changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers, satellite radio receiver pre-wire and satellite antenna | O [7] | O [7] |
| Rear-seat heater ducts | S | S |
| Dual 12V auxiliary power outlets (one, plus cigarette lighter) | S | S |
| Sun visors with passenger-side vanity mirror | S | S |
| Fabric-trimmed sun visors with sliding extensions and vanity mirror | P | P |
| Sculpted door trim with fabric insert and two bottle holders | S | S |
| Three front cup holders | S | S |
| Dual rear cup holders | S | S |
| SAFETY | | |
| Star Safety System™ – includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9] | S | S |
| Driver and front passenger airbags with Advanced Airbag System [10] | S | S |
| Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10] | S | S |
| Active headrests [12] | S | S |
| Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors | S | S |
| 3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR) | S | S |
| 3-point seatbelts with ELR and ALR in all rear seating positions | S | S |
| Side-impact door beams in all doors | S | S |
| Child Restraint System (CRS) lower anchors — front passenger seat on Access Cab and rear outboard seats on Double Cab | S | S |
| Child Restraint System (CRS) top tether anchors — passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab | S | S |
| Child-protector rear door locks | S | S |

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x2 Double Cab PreRunner V6 5-Speed Auto | 4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto |
|------------------------------------------|---------------------------------------------|------------------------------------------------------|
| Power window lockout | S | S |
| Daytime Running Lights (DRL) | O | O |
| Rear center high-mount stop lamp (CHMSL) | S | S |
| Engine immobilizer [13] | S | S |
| Tire Pressure Monitor System (TPMS) [14] | S | S |

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Double Cab Packages and Options

SR5 Extra Value Package (SL) (cost savings of \$950)

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper & overfenders
- Fog lamps
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls & shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

SR5 Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (SN) (cost savings of \$950)

• JBL® Audio Package: AM/FM CD with 6-disc changer, six speakers and subwoofer, auxiliary audio input, MP3-capable CD player, on-board satellite radio [6] with 3-month free subscription to XM Satellite Radio, Bluetooth® [15]

- Remote keyless entry
- Cruise control
- Variable speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps
- Sliding rear window with privacy glass
- SR5 fabric trim
- Metallic-tone instrument panel trim
- Leather steering wheel with audio and Bluetooth® controls and shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

TRD Off-Road Extra Value Package (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® tires

- VSC [8] + A-TRAC
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)

- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Off-Road Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (OF) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® tires
- VSC [8] + A-TRAC (in place of standard VSC [8] + TRAC)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps
- JBL® audio package: premium JBL® AM/FM with 6-disc in-dash changer, six speakers and subwoofer, on-board XM Satellite Radio [6] with 3-month free subscription to XM, Bluetooth® [15]
- Remote keyless entry
- Cruise control
- Variable speed wipers
- Overhead console with compass and temperature gauge

Options*

2010 TACOMA



- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] Auto-dimming inside mirror with monitor
- Auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Sport Extra Value Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround/bumpers/power mirrors/door handles/overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Sport graphics

TRD Sport Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (PQ) (cost savings of \$950)

- Sport suspension with Bilstein® shocks

- 17-in. alloy wheels with P265/65R17 tires
- JBL® audio package: premium JBL® AM/FM with 6-disc in-dash changer, six speakers and subwoofer, on-board XM Satellite Radio [6] with 3-month free subscription to XM, Bluetooth® [15]
- Hood scoop
- Smoked headlamp trim
- Color-keyed grille surround/bumpers/mirrors/door handles/overfenders
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Leather steering wheel with audio and Bluetooth® controls
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- Leather shifter (A/T models only)
- TRD Sport graphics

Specifications

2010 **TACOMA**



| | 4x2 Double Cab PreRunner V6 5-Speed Auto | 4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------|
| MSRP** | \$23,500 | \$24,000 |
| Model Number | 7188 | 7190 |
| MECHANICAL/PERFORMANCE | | |
| Engine | 4.0-liter DOHC EFI V6 with VVT-i, 236hp @ 5200 rpm, 266 lb.-ft. @ 4000 rpm | |
| Emission Rating | Low Emission Vehicle (LEV-II) | N/A |
| TRANSMISSION | | |
| 5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i) | Standard | |
| Automatic Limited-Slip Differential (Auto LSD) | Standard | |
| Electronically controlled locking rear differential | Available | N/A |
| Final axle ratio | 3.73 | |
| BODY/SUSPENSION/CHASSIS | | |
| Body construction | One-piece frame rails with eight cross members and fully boxed front subframe | |
| Front suspension | Coil-spring double wishbone suspension | |
| Rear suspension | Leaf-spring suspension with staggered outboard-mounted gas shock absorbers | |
| Front stabilizer bar (dia., in.) | 1.18 | |
| Steering | Variable-assist power rack-and-pinion steering | |
| Steering wheel turns, lock-to-lock | 3.64 | |
| Power-assisted ventilated front disc brakes (dia., in.) | 12.56 | |
| Rear brakes | Rear 10-in. drum brakes with tandem booster | |
| 4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9] | Standard | |
| EXTERIOR DIMENSIONS | | |
| Overall height (in.) | 70.1 | |
| Overall width (in.) | 74.6 | |
| Overall length (in.) | 208.1 | 221.3 |
| Wheelbase (in.) | 127.8 | 140.9 |
| Bed length (in.) | 60.3 | 73.5 |
| Bed height (in.) | 18.0 | |
| Bed width (in., total/between wheelwells) | 56.7/41.5 | |
| Track (in., front/rear) | 63.0/63.4 | |

**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.

Specifications

2010 **TACOMA**



| | 4x2 Double Cab PreRunner V6 5-Speed Auto | 4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto |
|-----------------------------------------------------------------|---------------------------------------------|------------------------------------------------------|
| Turning circle diameter, curb-to-curb (ft.) | 40.7 | 44.0 |
| INTERIOR DIMENSIONS | | |
| Head room (in., front/rear) | 40.2/38.5 | |
| Hip room (in., front/rear) | 53.6/55.2 | |
| Leg room (in., front/rear) | 41.7/32.6 | |
| Shoulder room (in., front/rear) | 57.7/59.3 | |
| Interior passenger volume (cu. ft., front/rear) | 55.8/43.1 | |
| Maximum seating capacity | 5 | |
| OFF-HIGHWAY | | |
| Approach/departure angle (degrees) | 35/26 | 35/25 |
| Ramp breakover angle (degrees) | 21 | 20 |
| Minimum running ground clearance | 9.5 | |
| WEIGHTS AND CAPACITIES | | |
| Curb weight (lb.) | 3920 | 3975 |
| Gross Vehicle Weight Rating (GVWR) (lb.) | 5350 | |
| Payload (lb.) [17] | 1430 | 1375 |
| Tongue load (lb., standard/maximum) | 350/650 [18] | |
| Standard towing capacity (lb.) [19] | 3500 | |
| Maximum towing capacity (lb.) [18,19] | 6500 | |
| Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package) | 8100 (11,100) | |
| Fuel tank (gal.) | 21 | |
| TIRES | | |
| Wheels | 16-in. Styled Steel | |
| Size | P245/75R16 | |
| Type | Mud-and-Snow | |
| EPA MILEAGE ESTIMATES | | |
| Miles Per Gallon (city/highway) [20] | 17/21 | |



Accessories

EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adapter
\$13 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Roof Rack
\$339 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tow Hitch
\$495 Installed MSRP*



Tube Steps
\$459 Installed MSRP*



Wheel Locks (Alloy)
\$81 Installed 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

INTERIOR ACCESSORIES



BLU Logic® Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) & Door Sill
Double Cab
\$199 Installed MSRP*



Door Sill Protector
Double Cab
\$55 Parts Only MSRP**



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



VIP-RS3200 + Security System
\$479 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off-road Alloy Wheel
\$1,999 Installed MSRP*



TRD Cat-Back Exhaust System
Double Cab
\$520 Installed MSRP*
Double Cab Long Bed
\$535 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*

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Warranties / Disclaimers

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.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's 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 Toyota's 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. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] 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.

[6] Satellite radio requires XM- or Sirius-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.xradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] 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.

[9] 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.

[10] 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.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA**



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.

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

Helpful Links

2010 **TACOMA**



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>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.



Model Overview



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



2009 Double Cab SR5 interior shown in Sand Beige

| | 4x2 Access Cab 5-Speed Manual | 4x2 Access Cab PreRunner 5-Speed Manual | 4x2 Access Cab 4-Speed Auto | 4x2 Access Cab PreRunner V6 6-Speed Manual | 4x2 Access Cab PreRunner V6 5-Speed Auto | 4x2 X-Runner V6 6-Speed Manual |
|----------------------------|-------------------------------|-----------------------------------------|-----------------------------|--------------------------------------------|------------------------------------------|--------------------------------|
| MSRP** | \$19,205 | \$19,965 | \$20,105 | \$21,420 | \$22,300 | \$25,285 |
| MPG City/Highway*** | 20/25 | 20/25 | 19/25 | 15/19 | 16/20 | 15/19 |
| Seating | 4 | 4 | 4 | 4 | 4 | 4 |

EXTERIOR COLORS*

| | |
|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Super White  | Pyrite Mica  |
| Silver Streak Mica  | Timberland Mica  |
| Magnetic Gray Metallic  | Speedway Blue Metallic  |
| Black Sand Pearl  | |
| Barcelona Red Metallic  | |

INTERIOR COLORS*

| |
|---------------------------------------------------------------------------------------------------------------------|
| Graphite Fabric  |
| Sand Beige Fabric  |
| PreRunner - Graphite Fabric  |
| PreRunner - Sand Beige Fabric  |
| X-Runner - Graphite Fabric  |

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**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 **TACOMA**



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

| | 4x2 Access Cab 5-Speed Manual | 4x2 Access Cab PreRunner 5- Speed Manual | 4x2 Access Cab 4-Speed Auto | 4x2 Access Cab PreRunner V6 6- Speed Manual | 4x2 Access Cab PreRunner V6 5- Speed Auto | 4x2 X-Runner V6 6-Speed Manual |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------|--------------------------------|---------------------------------------------------|-------------------------------------------------|-----------------------------------|
| MSRP** | \$19,205 | \$19,965 | \$20,105 | \$21,420 | \$22,300 | \$25,285 |
| Model Number | 7113 | 7161 | 7114 | 7163 | 7164 | 7153 |
| EXTERIOR | | | | | | |
| Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate | S | S | S | S | S | S |
| Deck Rail System with four adjustable tie-down cleats | S | S | S | S | S | S |
| 115V/400-watt deck-mounted power outlet | - | P | - | P | P | S |
| Dual rear-hinged access doors | S | S | S | S | S | S |
| Argent grille insert/surround, black door handles, mirrors, front and rear bumpers | S | S | S | S | S | - |
| Front skid plate | - | S | - | S | S | - |
| Engine skid plate | - | P | - | P | P | - |
| Fog lamps | - | - | - | P | P | S |
| Color-keyed hood scoop | - | - | - | P | P | S |
| Front and rear mudguards | - | S | - | S | S | - |
| Rear mudguards only | S | - | S | - | - | - |
| Color-keyed front bumper, overfenders and chrome rear bumper | P | P | P | P | P | - |
| Black overfenders | - | S ^[1] | - | S ^[1] | S ^[1] | - |
| Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit | - | - | - | P | P | S |
| Electronic locking rear differential | - | - | - | P | P | - |
| Automatic Limited-Slip Differential (Auto LSD) | S | S | S | S | S | S |

**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.

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x2 Access Cab 5-Speed Manual | 4x2 Access Cab PreRunner 5- Speed Manual | 4x2 Access Cab 4-Speed Auto | 4x2 Access Cab PreRunner V6 6- Speed Manual | 4x2 Access Cab PreRunner V6 5- Speed Auto | 4x2 X-Runner V6 6-Speed Manual |
|---------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------|--------------------------------|---------------------------------------------------|-------------------------------------------------|-----------------------------------|
| X-brace-tuned suspension with gas-filled Bilstein® shock absorbers and rear stabilizer bar | - | - | - | - | - | S |
| Two-speed windshield wipers | S | S | S | S | S | - |
| Variable-speed windshield wipers | P | P | P | P | P | S |
| Sliding rear window with privacy glass | P | P | P | P | P | S |
| Fixed cargo bed tie-down points (2) | S | S | S | S | S | S |
| 15-in. styled steel wheels with P215/70R15 tires | S | - | S | - | - | - |
| 16-in. styled steel wheels with P245/75R16 tires | - | S | - | S | S | - |
| 16-in. alloy wheels with P245/75R16 tires | - | O | - | O | O | - |
| 16-in. alloy wheels with P265/70R16 tires [2] | - | - | - | P | P | - |
| 17-in. alloy wheels with P265/65R17 tires [3] | - | - | - | P | P | - |
| 18-in. alloy wheels with 255/45R18 Bridgestone Potenza RE 050A tires [4] | - | - | - | - | - | S |
| Full-size spare tire | S | S | S | S | S | S |
| INTERIOR | | | | | | |
| Defroster-linked air conditioning | S | S | S | S | S | S |
| Cruise control | P | P | P | P | P | S |
| Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console | S | S | S | S | S | - |
| Driver's seat with adjustable lumbar support | P | P | P | P | P | - |
| Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support | - | - | - | P | P | S |
| Fold-up rear seats with under-seat storage | S | S | S | S | S | S |
| Overhead console with maplights, garage door opener bin and sunglasses storage | S | S | S | S | S | S |
| Full carpeting | S | S | S | S | S | S |

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x2 Access Cab 5-Speed Manual | 4x2 Access Cab PreRunner 5- Speed Manual | 4x2 Access Cab 4-Speed Auto | 4x2 Access Cab PreRunner V6 6- Speed Manual | 4x2 Access Cab PreRunner V6 5- Speed Auto | 4x2 X-Runner V6 6-Speed Manual |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------|--------------------------------|---------------------------------------------------|-------------------------------------------------|-----------------------------------|
| Power windows and door locks | S | S | S | S | S | S |
| Remote keyless entry system | P | P | P | P | P | S |
| Leather-wrapped steering wheel and shift lever | P | P | P | P | P | S |
| LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter | S | S | S | S | S | S |
| Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor | P | P | P | P | P | S |
| Tilt/telescopic steering wheel | S | S | S | S | S | S |
| AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6] , six speakers including two ceiling-mounted speakers on Access Cab,satellite radio receiver pre-wire and satellite antenna | S | S | S | S | S | - |
| AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6] , seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna | O [7] | O [7] | O [7] | O [7] | O [7] | S |
| AM/FM CD with 6-disc in-dash CD changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6] , seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna | O [7] | O [7] | O [7] | O [7] | O [7] | O |
| Dual 12V auxiliary power outlets (one, plus cigarette lighter) | S | S | S | S | S | S |
| Sun visors with passenger-side vanity mirror | S | S | S | S | S | - |
| Fabric-trimmed sun visors with sliding extensions and vanity mirror | P | P | P | P | P | S |
| Sculpted door trim with fabric insert and two bottle holders | S | S | S | S | S | S |
| Three front cup holders | S | S | S | S | S | S |
| Dual rear cup holders | S | S | S | S | S | S |

SAFETY

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x2 Access Cab 5-Speed Manual | 4x2 Access Cab PreRunner 5- Speed Manual | 4x2 Access Cab 4-Speed Auto | 4x2 Access Cab PreRunner V6 6- Speed Manual | 4x2 Access Cab PreRunner V6 5- Speed Auto | 4x2 X-Runner V6 6-Speed Manual |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------|--------------------------------|---------------------------------------------------|-------------------------------------------------|-----------------------------------|
| Star Safety System™ – includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9] | S | S | S | S | S | S |
| Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10] | S | S | S | S | S | S |
| Side-impact door beams in all doors | S | S | S | S | S | S |
| Driver and front passenger airbags with Advanced Airbag System [10] | S | S | S | S | S | S |
| Front passenger airbag cutoff switch [11] | S | S | S | S | S | S |
| Active headrests [12] | S | S | S | S | S | S |
| Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors | S | S | S | S | S | S |
| 3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR) | S | S | S | S | S | S |
| 3-point seatbelts with ELR and ALR in all rear seating positions | S | S | S | S | S | S |
| Child Restraint System (CRS) lower anchors — front passenger seat on Access Cab and rear outboard seats on Double Cab | S | S | S | S | S | S |
| Child Restraint System (CRS) top tether anchors — passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab | S | S | S | S | S | S |
| Daytime Running Lights (DRL) | O | O | O | O | O | O |
| Rear center high-mount stop lamp (CHMSL) | S | S | S | S | S | S |
| Engine immobilizer [13] | - | - | - | S | S | S |
| Tire Pressure Monitor System (TPMS) [14] | S | S | S | S | S | S |

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Access Cab Packages and Options

Convenience Package (Not Available on PreRunner model)

- Power mirrors
- Remote keyless entry system
- Cruise control
- Sliding rear window with privacy glass
- Steering wheel-mounted audio controls

SR5 Extra Value Package (SL) (cost savings of \$950)

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper & overfenders (PreRunner models)
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls & shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

TRD Off-Road Extra Value Package (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC (in place of standard VSC [8] + TRAC)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps (V6 models)
- Power mirrors
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders

- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of Standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Sport Extra Value Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround, bumpers, power mirrors, door handles, and overfenders
- Power mirrors
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck powerpoint
- Fog lamps (V6 models)
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- TRD Sport graphics

Specifications

2010 **TACOMA**



| | 4x2 Access Cab 5-Speed Manual | 4x2 Access Cab PreRunner 5- Speed Manual | 4x2 Access Cab 4-Speed Auto | 4x2 Access Cab PreRunner V6 6- Speed Manual | 4x2 Access Cab PreRunner V6 5- Speed Auto | 4x2 X-Runner V6 6-Speed Manual |
|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------|--------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------|-----------------------------------|
| MSRP** | \$19,205 | \$19,965 | \$20,105 | \$21,420 | \$22,300 | \$25,285 |
| Model Number | 7113 | 7161 | 7114 | 7163 | 7164 | 7153 |
| MECHANICAL/PERFORMANCE | | | | | | |
| Engine | 2.7-liter DOHC EFI 4-cylinder with VVT-i ; 159 hp @ 5200 rpm; 180 lb.-ft. @ 3800 rpm | | | 4.0-liter DOHC EFI V6 with VVT-i ; 236 hp @ 5200 rpm ; 266 lb.-ft. @ 4000 rpm | | |
| Emission Rating | Low Emission Vehicle (LEV-II) | | | | | |
| TRANSMISSION | | | | | | |
| 5-speed manual transmission | Standard | | | N/A | | |
| 6-speed manual transmission | N/A | | | Standard | N/A | Standard |
| 4-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i) | N/A | | Standard | N/A | | |
| 5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i) | N/A | | | | Standard | N/A |
| Final axle ratio | 3.31 | 4.1 | 3.58 | 3.73 | | 3.15 |
| Automatic Limited-Slip Differential (Auto LSD) | Standard | | | | | |
| Electronically controlled locking rear differential | N/A | | | Available | | N/A |
| BODY/SUSPENSION/CHASSIS | | | | | | |
| Body construction | One-piece frame rails with eight cross members and fully boxed front sub-frame | | | | | |
| Front suspension | Coil-spring double wishbone suspension | | | | | |
| Rear suspension | Leaf spring suspension with staggered outboard-mounted gas shock absorbers | | | | | |
| Front stabilizer bar (dia., in.) | 1.18 | | | | | 1.18 (0.98 rear) |
| Steering | Variable-assist power rack-and-pinion steering | | | | | |
| Steering wheel turns, lock-to-lock | 3.43 | 3.64 | 3.43 | 3.64 | | 3.43 |
| Power-assisted ventilated front disc brakes (dia., in.) | 10.83 | 12.56 | 10.83 | 12.56 | | 10.83 |
| Rear Brakes | Rear 10-in. drum brakes with tandem booster | | | | | |
| 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9] | Standard | | | | | |
| EXTERIOR DIMENSIONS | | | | | | |
| Overall height (in.) | 65.7 | 69.9 | 65.7 | 69.9 | | 65.2 |
| Overall width (in.) | 72.2 | 74.6 | 72.2 | 74.6 | | 74.0 |
| Overall length (in.) | 208.1 | | | | | |

**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.

Specifications

2010 **TACOMA**



| | 4x2 Access Cab 5-Speed Manual | 4x2 Access Cab PreRunner 5- Speed Manual | 4x2 Access Cab 4-Speed Auto | 4x2 Access Cab PreRunner V6 6- Speed Manual | 4x2 Access Cab PreRunner V6 5- Speed Auto | 4x2 X-Runner V6 6-Speed Manual |
|-----------------------------------------------------------------|----------------------------------|------------------------------------------------|--------------------------------|---------------------------------------------------|-------------------------------------------------|-----------------------------------|
| Wheelbase (in.) | 127.4 | | | | | |
| Bed length (in.) | 73.5 | | | | | |
| Bed height (in.) | 18.0 | | | | | |
| Bed width (in., total/between wheelwells) | 56.7/41.5 | | | | | |
| Track (in., front/rear) | 61.0/61.0 | 63.0/63.4 | 61.0/61.0 | 63.0/63.4 | | 62.2/62.2 |
| Turning circle diameter, curb-to-curb (ft.) | 42.3 | 40.7 | 42.3 | 40.7 | | 42.0 |
| INTERIOR DIMENSIONS | | | | | | |
| Head room (in., front/rear) | 40.0/35.2 | | | | | |
| Hip room (in., front/rear) | 53.6/53.6 | | | | | |
| Leg room (in., front/rear) | 41.7/28.2 | | | | | |
| Shoulder room (in., front/rear) | 57.7/57.7 | | | | | |
| Interior passenger volume (cu. ft., front/rear) | 55.6/33.1 | | | | | |
| Maximum seating capacity | 4 | | | | | |
| OFF-HIGHWAY | | | | | | |
| Approach/departure angle (degrees) | 27/20 | 35/26 | 27/20 | 35/26 | | 19/19 |
| Ramp breakover angle (degrees) | 20 | 24 | 20 | 24 | | 15 |
| Minimum running ground clearance | 8.1 | 9.5 | 8.1 | 9.3 | | 7.5 |
| WEIGHTS AND CAPACITIES | | | | | | |
| Curb weight (lb.) | 3560 | 3720 | 3580 | 3810 | 3835 | 3805 |
| Gross Vehicle Weight Rating (GVWR) (lb.) | 4900 | 5250 | 4900 | 5250 | | 4700 |
| Payload (lb.) [17] | 1340 | 1530 | 1320 | 1440 | 1415 | 995 |
| Tongue load (lb., standard/maximum) | 350 | | | 350/650 [18] | | 350 |
| Standard towing capacity (lb.) [19] | 3500 | | | | | |
| Maximum towing capacity (lb.) [18] [19] | 3500 | | | 6500 | | 3500 |
| Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package) | 7500 | 8000 | 7500 | 8100 (11,100) | | N/A |
| Fuel tank (gal.) | 21 | | | | | |
| TIRES | | | | | | |
| Wheels | 15-in. Styled Steel | 16-in. Styled Steel | 15-in. Styled Steel | 16-in. Styled Steel | | 18-in. Alloy |
| Size | P215/70R15 | P245/75R16 | P215/70R15 | P245/75R16 | | P255/45R18 [4] |
| Type | All-Season | Mud-and-Snow | All-Season | Mud-and-Snow | | Bridgestone Potenza RE050A [4] |
| EPA MILEAGE ESTIMATES | | | | | | |
| EPA Mileage Estimates [20] | 20/25 | 20/26 | 20/25 | 15/18 | 17/21 | 15/18 |

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Accessories

EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adapter
\$13 Installed MSRP*



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tow Hitch
\$495 Installed MSRP*



Tube Steps
Access Cab
\$459 Installed MSRP*



Wheel Locks (Alloy)
\$81 Installed 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

INTERIOR ACCESSORIES



BLU Logic Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) & Door Sill Access Cab
\$179 Installed MSRP*



Door Sill Protector Reg Cab
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



VIP-RS3200 + Security System
\$479 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road Alloy Wheel
\$1,999 Installed MSRP*



TRD 6 Speed Shift Knob
\$59 Installed MSRP*



TRD Cat-Back Exhaust System Access Cab
\$520 Installed MSRP*



TRD High Performance Brake Kit
\$2,499 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*



TRD Quickshifter
\$417 Installed MSRP*

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Warranties / Disclaimers

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.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

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[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] 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.

[6] Satellite radio requires XM- or Sirius-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.xradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] 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.

[9] 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.

[10] 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.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA**



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.

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

Helpful Links

2010 **TACOMA**



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>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.



Model Overview



4x4 Double Cab shown in Barcelona Red Metallix with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



2009 Double Cab SR5 interior shown in Sand Beige

| | 4x2 Regular Cab 5-Speed Manual | 4x2 Regular Cab PreRunner 5-Speed Manual | 4x2 Regular Cab 4-Speed Auto |
|----------------------------|--------------------------------|------------------------------------------|------------------------------|
| MSRP** | \$15,170 | \$16,055 | \$16,070 |
| MPG City/Highway*** | 20/26 | 20/25 | 19/25 |
| Seating | 3 | 3 | 3 |

EXTERIOR COLORS*

| | | | |
|------------------------|--|-----------------|--|
| Super White | | Pyrite Mica | |
| Silver Streak Mica | | Timberland Mica | |
| Magnetic Gray Metallic | | | |
| Black Sand Pearl | | | |
| Barcelona Red Metallic | | | |

INTERIOR COLORS*

| | |
|-----------------------------|--|
| Tacoma - Graphite Fabric | |
| PreRunner - Graphite Fabric | |

*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.

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

Standard Features and Options*

2010 **TACOMA**



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

| | 4x2 Regular Cab 5-Speed Manual | 4x2 Regular Cab PreRunner 5-Speed Manual | 4x2 Regular Cab 4-Speed Auto |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|------------------------------------------|------------------------------|
| MSRP** | \$15,170 | \$16,055 | \$16,070 |
| Model Number | 7103 | 7131 | 7104 |
| EXTERIOR | | | |
| Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate | S | S | S |
| Deck Rail System with four adjustable tie-down cleats | S | S | S |
| Argent grille insert/surround, black door handles, mirrors, front and rear bumpers | S | S | S |
| Black overfenders | - | S ^[1] | - |
| Front skid plate | - | S | - |
| Engine skid plate | - | S | - |
| Color-keyed front bumper, overfenders and chrome rear bumper | - | P | - |
| Front and rear mudguards | - | S | - |
| Rear mudguards only | S | - | S |
| Automatic Limited-Slip Differential (Auto LSD) | S | S | S |
| Two-speed windshield wipers | S | S | S |
| Variable-speed windshield wipers | - | P | - |
| Sliding rear window | O P | O P | O P |
| Sliding rear window with privacy glass | - | P | - |
| Fixed cargo bed tie-down points (2) | S | S | S |
| 15-in. steel wheels with P215/70R15 tires | S | - | S |
| 15-in. styled steel wheels with P215/70R15 tires | P | - | P |

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x2 Regular Cab 5-Speed Manual | 4x2 Regular Cab PreRunner 5-Speed Manual | 4x2 Regular Cab 4-Speed Auto |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|------------------------------------------|------------------------------|
| 16-in. styled steel wheels with P245/75R16 tires | - | S | - |
| Full-size spare tire | S | S | S |
| INTERIOR | | | |
| Defroster-linked air conditioning | O P | O P | O P |
| Cloth-faced tilt-forward bench seat with adjustable headrests | S | S | S |
| Full carpeting | S | S | S |
| LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter | S | S | S |
| Tilt/telescopic steering wheel | S | S | S |
| AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna (on Access and Double Cabs) | S | S | S |
| Dual 12V auxiliary power outlets (one, plus cigarette lighter) | S | S | S |
| Sun visors with passenger-side vanity mirror | S | S | S |
| Sculpted door trim with fabric insert and two bottle holders | S | S | S |
| Three front cup holders | S | S | S |
| SAFETY | | | |
| Star Safety System™ – includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9] | S | S | S |
| Driver and front passenger airbags with Advanced Airbag System [10] | S | S | S |
| Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10] | S | S | S |
| Active headrests [12] | S | S | S |
| Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors | S | S | S |
| 3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR) | S | S | S |

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x2 Regular Cab 5-Speed Manual | 4x2 Regular Cab PreRunner 5-Speed Manual | 4x2 Regular Cab 4-Speed Auto |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|------------------------------------------|------------------------------|
| Side-impact door beams in all doors | S | S | S |
| Child Restraint System (CRS) top tether anchors — passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab | S | S | S |
| Daytime Running Lights (DRL) | O | O | O |
| Rear center high-mount stop lamp (CHMSL) | S | S | S |
| Tire Pressure Monitor System (TPMS) [14] | S | S | S |

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**Options*****Regular Cab Packages and Options****Enhancement Extra Value Package (HE)** (cost savings of \$400)

- CFC-free air conditioner with air filter
- Sliding rear window
- 15-in. styled steel wheels with P215/70R15 tires

SR5 Extra Value Package (SE) (cost savings of \$400)

- CFC-free air conditioner with cabin air filter
- Chrome grille surround & rear bumper
- Color-keyed front bumper and overfenders
- Sliding rear window
- Metallic-tone instrument panel trim
- Variable speed wipers
- Sun visors with mirrors and extenders
- SR5 badging

Specifications

2010 **TACOMA**



| | 4x2 Regular Cab 5-Speed Manual | 4x2 Regular Cab PreRunner 5-Speed Manual | 4x2 Regular Cab 4-Speed Auto |
|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------|------------------------------|
| MSRP** | \$15,170 | \$16,055 | \$16,070 |
| Model Number | 7103 | 7131 | 7104 |
| MECHANICAL/PERFORMANCE | | | |
| Engine | 2.7-liter DOHC EFI 4-cylinder with VVT-i ; 159 hp @ 5200 rpm; 180 lb.-ft. @ 3800 rpm | | |
| Emission Rating | Low Emission Vehicle (LEV-II) | | |
| TRANSMISSION | | | |
| 5-speed manual transmission | Standard | | N/A |
| 4-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i) | N/A | | Standard |
| Automatic Limited-Slip Differential (Auto LSD) | Standard | | |
| Final axle ratio | 3.31 | 4.1 | 3.58 |
| BODY/SUSPENSION/CHASSIS | | | |
| Body construction | One-piece frame rails with eight cross members and fully boxed front sub-frame | | |
| Front suspension | Coil-spring double wishbone suspension | | |
| Rear suspension | Leaf spring suspension with staggered outboard-mounted gas shock absorbers | | |
| Front stabilizer bar (dia., in.) | 1.18 | | |
| Steering | Variable-assist power rack-and-pinion steering | | |
| Steering wheel turns, lock-to-lock | 3.43 | 3.64 | 3.43 |
| Power-assisted ventilated front disc brakes (dia., in.) | 10.83 | 12.56 | 10.83 |
| Rear Brakes | Rear 10-in. drum brakes with tandem booster | | |
| 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9] | Standard | | |
| EXTERIOR DIMENSIONS | | | |
| Overall height (in.) | 65.7 | 69.9 | 65.7 |
| Overall width (in.) | 72.2 | 74.6 | 72.2 |
| Overall length (in.) | 190.4 | | |
| Wheelbase (in.) | 109.4 | 110.0 | 109.4 |
| Bed length (in.) | 73.5 | | |
| Bed height (in.) | 18.0 | | |
| Bed width (in., total/between wheelwells) | 56.7/41.5 | | |
| Track (in., front/rear) | 61.0/61.0 | 63.0/63.4 | 61.0/61.0 |

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Specifications

2010 **TACOMA**



| | 4x2 Regular Cab 5-Speed Manual | 4x2 Regular Cab PreRunner 5-Speed Manual | 4x2 Regular Cab 4-Speed Auto |
|-----------------------------------------------------------------|--------------------------------|------------------------------------------|------------------------------|
| Turning circle diameter, curb-to-curb (ft.) | 36.7 | 36.1 | 36.7 |
| INTERIOR DIMENSIONS | | | |
| Head room (in., front/rear) | | 40.0/N/A | |
| Hip room (in., front/rear) | | 53.6/N/A | |
| Leg room (in., front/rear) | | 41.7/N/A | |
| Shoulder room (in., front/rear) | | 58.1/N/A | |
| Interior passenger volume (cu. ft., front/rear) | | 56.1/N/A | |
| Maximum seating capacity | | 3 | |
| OFF-HIGHWAY | | | |
| Approach/departure angle (degrees) | 27/20 | 35/26 | 27/20 |
| Ramp breakover angle (degrees) | 21 | 27 | 21 |
| Minimum running ground clearance | 8.1 | 9.5 | 8.1 |
| WEIGHTS AND CAPACITIES | | | |
| Curb weight (lb.) | 3250 | 3430 | 3270 |
| Gross Vehicle Weight Rating (GVWR) (lb.) | 4600 | 5000 | 4650 |
| Payload (lb.) [17] | 1350 | 1570 | 1380 |
| Tongue load (lb., standard/maximum) | | 350 | |
| Standard towing capacity (lb.) [19] | | 3500 | |
| Maximum towing capacity (lb.) [18] [19] | | 3500 | |
| Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package) | 7500 | 8000 | 7500 |
| Fuel tank (gal.) | | 21 | |
| TIRES | | | |
| Wheels | 15-in. Steel | 16-in. Styled Steel | 15-in. Steel |
| Size | P215/70R15 | P245/75R16 | P215/70R15 |
| Type | All-Season | Mud-and-Snow | All-Season |
| EPA MILEAGE ESTIMATES | | | |
| Miles Per Gallon (city/highway) [20] | | 20/26 | 19/25 |



Accessories

EXTERIOR ACCESSORIES



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tube Steps
Reg Cab
\$399 Installed MSRP*

INTERIOR ACCESSORIES



BLU Logic® Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) & Door Sill
Reg Cab
\$115 Installed MSRP*



Door Sill Protector
Reg Cab
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*

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Accessories



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road
Alloy Wheel
\$1,999 Installed MSRP*

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Warranties / Disclaimers

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

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[8] 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.

[9] 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.

[10] 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.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA**



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.

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

Helpful Links

2010 **TACOMA**



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>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.



Model Overview



4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



2009 Double Cab SR5 interior shown in Sand Beige

| | 4x4 Double Cab V6 6-Speed Manual | 4x4 Double Cab V6 5-Speed Auto | 4x4 Double Cab V6 Longbed 5-Speed Auto |
|----------------------------|----------------------------------|--------------------------------|----------------------------------------|
| MSRP** | \$25,695 | \$26,575 | \$27,075 |
| MPG City/Highway*** | 15/18 | 16/20 | 16/20 |
| Seating | 5 | 5 | 5 |

EXTERIOR COLORS*

| | | | |
|------------------------|--|------------------------|--|
| Super White | | Pyrite Mica | |
| Silver Streak Mica | | Timberland Mica | |
| Magnetic Gray Metallic | | Speedway Blue Metallic | |
| Black Sand Pearl | | | |
| Barcelona Red | | | |

INTERIOR COLORS*

| | |
|-------------------|--|
| Sand Beige Fabric | |
| Graphite Fabric | |

*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 **TACOMA**



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

| | 4x4 Double Cab V6 6-Speed Manual | 4x4 Double Cab V6 5-Speed Auto | 4x4 Double Cab V6 Longbed 5-Speed Auto |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------------------------------|----------------------------------------|
| MSRP** | \$25,695 | \$26,575 | \$27,075 |
| Model Number | 7593 | 7594 | 7596 |
| EXTERIOR | | | |
| Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate | S | S | S |
| Deck Rail System with four adjustable tie-down cleats | S | S | S |
| 115V/400-watt deck-mounted power outlet | P | P | P |
| Black overfenders | S ^[1] | S ^[1] | S ^[1] |
| Argent grille insert/surround, black door handles, mirrors, front and rear bumpers | S | S | S |
| Front skid plate | S | S | S |
| Engine skid plate | P | P | P |
| Fog lamps | P | P | P |
| Color-keyed hood scoop | P | P | P |
| Color-keyed front bumper, overfenders and chrome rear bumper | P | P | P |
| Front and rear mudguards | S | S | S |
| Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit | P | P | P |
| Electronic locking rear differential | P | P | - |
| Automatic Limited-Slip Differential (Auto LSD) | S | S | S |
| Two-speed windshield wipers | S | S | S |
| Variable-speed windshield wipers | P | P | P |
| Sliding rear window with privacy glass | P | P | P |

**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.

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x4 Double Cab V6 6-Speed Manual | 4x4 Double Cab V6 5-Speed Auto | 4x4 Double Cab V6 Longbed 5-Speed Auto |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------------------------------|----------------------------------------|
| Fixed cargo bed tie-down points (2) | S | S | S |
| 16-in. styled steel wheels with P245/75R16 tires | S | S | S |
| 16-in. alloy wheels with P245/75R16 tires | O | O | O |
| 16-in. alloy wheels with P265/70R16 tires [2] | P | P | P |
| 17-in. alloy wheels with P265/65R17 tires [3] | P | P | P |
| Full-size spare tire | S | S | S |
| INTERIOR | | | |
| Defroster-linked air conditioning | S | S | S |
| Cruise control | P | P | P |
| Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console | S | S | S |
| Driver's seat with adjustable lumbar support | S | S | S |
| Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support | P | P | P |
| 60/40 split rear bench seat with adjustable headrests and under-seat storage | S | S | S |
| Rear bulkhead storage | S | S | S |
| Overhead console with maplights, garage door opener bin and sunglasses storage | S | S | S |
| Full carpeting | S | S | S |
| Power windows and door locks | S | S | S |
| Remote keyless entry system | P | P | P |
| Leather-wrapped steering wheel and shift lever | P | P | P |
| LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter | S | S | S |
| Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor | O | O | O |

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x4 Double Cab V6 6-Speed Manual | 4x4 Double Cab V6 5-Speed Auto | 4x4 Double Cab V6 Longbed 5-Speed Auto |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------------------------------|----------------------------------------|
| Tilt/telescopic steering wheel | S | S | S |
| AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna (on Access and Double Cabs) | S | S | S |
| AM/FM CD with 6-disc in-dash CD changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers, satellite radio receiver pre-wire and satellite antenna | O [7] | O [7] | O [7] |
| Rear-seat heater ducts | S | S | S |
| Dual 12V auxiliary power outlets (one, plus cigarette lighter) | S | S | S |
| Sun visors with passenger-side vanity mirror | S | S | S |
| Fabric-trimmed sun visors with sliding extensions and vanity mirror | P | P | P |
| Sculpted door trim with fabric insert and two bottle holders | S | S | S |
| Three front cup holders | S | S | S |
| Dual rear cup holders | S | S | S |
| SAFETY | | | |
| Star Safety System™-includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock brake system (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9] | S | S | S |
| Driver and front passenger airbags with Advanced Airbag System [10] | S | S | S |
| Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10] | S | S | S |
| Active headrests [12] | S | S | S |
| Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors | S | S | S |
| 3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR) | S | S | S |
| 3-point seatbelts with ELR and ALR in all rear seating positions | S | S | S |
| Side-impact door beams in all doors | S | S | S |

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x4 Double Cab V6 6-Speed Manual | 4x4 Double Cab V6 5-Speed Auto | 4x4 Double Cab V6 Longbed 5-Speed Auto |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------------------------------|----------------------------------------|
| Child Restraint System (CRS) lower anchors-front passenger seat on Access Cab and rear outboard seats on Double Cab | S | S | S |
| Child Restraint System (CRS) top tether anchors-passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab | S | S | S |
| Child-protector rear door locks | S | S | S |
| Power window lockout | S | S | S |
| Daytime Running Lights (DRL) | O | O | O |
| Rear center high-mount stop lamp (CHMSL) | S | S | S |
| Engine immobilizer [13] | S | S | S |
| Tire pressure monitor system [14] | S | S | S |

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Double Cab Packages and Options

SR5 Package (SL)

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls and shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

SR5 Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (SN) (cost savings of \$950)

• JBL® Audio Package: AM/FM CD with 6-disc changer, six speakers and subwoofer, auxiliary audio input, MP3-capable CD player, on-board satellite radio with 3-month free subscription to XM Satellite Radio [6], Bluetooth® [15]

- Remote keyless entry
- Cruise control
- Variable speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- SR5 fabric trim
- Metallic-tone instrument panel trim
- Leather steering wheel with audio and Bluetooth® controls and shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- Auto-dimming inside mirror with monitor

TRD Off-Road Extra Value Package (Not available with Long Bed) (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential

- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC (in place of standard VSC +TRAC)
- Hill Start Assist Control (HAC) [16] and Downhill Assist Control (DAC) [16] (A/T models only)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps (V6 models)
- Power mirrors
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Off-Road Package with JBL® Satellite Audio [6] and Bluetooth® [15] (Not available with Long Bed) (OF)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC with Hill Start Assist Control (HAC) [16] and Downhill Assist Control (DAC) [16] (on 4x4 A/T models)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps (V6 models)
- JBL® audio package: premium JBL® AM/FM with 6-disc in-dash changer, six speakers and subwoofer, on-board XM Satellite Radio [6] with 3-month free subscription to XM, Bluetooth® [15]

Options*

2010 **TACOMA**



- Remote keyless entry
- Cruise control
- Variable speed wipers
- Overhead console with compass and temperature gauge
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Extra Value Sport Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround/bumpers/power mirrors/door handles/overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps (V6 models)
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Sport graphics (only on V6 models)

TRD Sport Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (PQ) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- JBL® audio package: premium JBL® AM/FM with 6-disc in-dash changer, six speakers and subwoofer, on-board XM Satellite Radio [6] with 3-month free subscription to XM, Bluetooth® [15]
- Hood scoop
- Color-keyed grille surround/bumpers/mirrors/door handles/overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps (V6 models)
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Leather steering wheel with audio and Bluetooth® controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- TRD Sport graphics

Specifications

2010 **TACOMA**



| | 4x4 Double Cab V6 6-Speed Manual | 4x4 Double Cab V6 5-Speed Auto | 4x4 Double Cab V6 Longbed 5-Speed Auto |
|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------|----------------------------------------|
| MSRP** | \$25,695 | \$26,575 | \$27,075 |
| Model Number | 7593 | 7594 | 7596 |
| MECHANICAL/PERFORMANCE | | | |
| Engine | 4.0-liter DOHC EFI V6 with VVT-i, 236 hp @ 5200 rpm, 266 lb.-ft. @ 4000 rpm | | |
| Emission Rating | Low Emission Vehicle (LEV-II) | | |
| TRANSMISSION | | | |
| 4WDemand: part-time 4-wheel-drive system with 2-speed electronically controlled transfer case | Standard | | |
| 6-speed manual transmission | Standard | N/A | |
| Clutch start-cancel switch | Standard | N/A | |
| 5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i) | N/A | Standard | |
| Automatic Limited-Slip Differential (Auto LSD) | Standard | | |
| Electronically controlled locking rear differential | Available | | N/A |
| Hill Start Assist Control (HAC) and Downhill Assist Control (DAC) [16] | Available [2] | | N/A |
| Active Traction Control (A-TRAC) | Available [2] | | N/A |
| Final axle ratio | 3.73 | | |
| BODY/SUSPENSION/CHASSIS | | | |
| Body construction | One-piece frame rails with eight cross members and fully boxed front sub-frame | | |
| Front suspension | Coil-spring double wishbone suspension | | |
| Rear suspension | Leaf-spring suspension with staggered outboard-mounted gas shock absorbers | | |
| Front stabilizer bar (dia., in.) | 1.18 | | |
| Steering | Variable-assist power rack-and-pinion steering | | |
| Steering wheel turns, lock-to-lock | 3.64 | | |
| Power-assisted ventilated front disc brakes (dia., in.) | 12.56 | | |
| Rear brakes | Rear 10-in. drum brakes with tandem booster | | |
| 4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9] | Standard | | |
| EXTERIOR DIMENSIONS | | | |
| Overall height (in.) | 70.1 | | |
| Overall width (in.) | 74.6 | | |
| Overall length (in.) | 208.1 | 221.3 | |
| Wheelbase (in.) | 127.8 | 140.9 | |

**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.

Specifications

2010 **TACOMA**



| | 4x4 Double Cab V6 6-Speed Manual | 4x4 Double Cab V6 5-Speed Auto | 4x4 Double Cab V6 Longbed 5-Speed Auto |
|-----------------------------------------------------------------|----------------------------------|--------------------------------|----------------------------------------|
| Bed length (in.) | 60.3 | | 73.5 |
| Bed height (in.) | 18 | | |
| Bed width (in., total/between wheelwells) | 56.7/41.5 | | |
| Track (in., front/rear) | 63.0/63.4 | | |
| Turning circle diameter, curb-to-curb (ft.) | 40.7 | | 44 |
| INTERIOR DIMENSIONS | | | |
| Head room (in., front/rear) | 40.1/38.5 | | |
| Hip room (in., front/rear) | 53.6/55.2 | | |
| Leg room (in., front/rear) | 41.7/32.6 | | |
| Shoulder room (in., front/rear) | 57.7/59.3 | | |
| Interior passenger volume (cu. ft., front/rear) | 55.8/43.1 | | |
| Maximum seating capacity | 5 | | |
| OFF-HIGHWAY | | | |
| Approach/departure angle (degrees) | 35/26 | | 35/25 |
| Ramp breakover angle (degrees) | 21 | | 20 |
| Minimum running ground clearance | 9.4 | | |
| Transfer case ratio (high/low) | 1.00/2.57 | | |
| WEIGHTS AND CAPACITIES | | | |
| Curb weight (lb.) | 4130 | 4155 | 4210 |
| Gross Vehicle Weight Rating (GVWR) (lb.) | 5450 | | |
| Payload (lb.) [17] | 1320 | 1295 | 1260 |
| Tongue load (lb., standard/maximum) | 350/650 [18] | | |
| Standard towing capacity (lb.) [19] | 3500 | | |
| Maximum towing capacity (lb.) [18,19] | 6500 | | |
| Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package) | 8100 (11,100) | | |
| Fuel tank (gal.) | 21 | | |
| TIRES | | | |
| Wheels | 16-in. Styled Steel | | |
| Size | P245/75R16 | | |
| Type | Mud-and-Snow | | |
| EPA MILEAGE ESTIMATES | | | |
| Miles Per Gallon (city/highway) [20] | 14/18 | | 16/20 |



Accessories

EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adaptor
\$13 Installed MSRP*



Baja 16 Alloy Wheels
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Roof Rack
\$339 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Box - Large
\$599 Parts Only MSRP**



Storage Box - Small
\$49 Parts Only MSRP**



Tow Hitch
\$495 Installed MSRP*



Tube Steps
Double Cab Long Bed
\$459 Installed MSRP*



Wheel Locks
\$81 Installed 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

INTERIOR ACCESSORIES



BLU Logic® Hands-free Communication
\$299 Installed MSRP*



Carpet Floor Mats (4pc) & Door Sill
Double Cab
\$199 Installed MSRP*



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



RS3200 + Security System
\$479 Installed MSRP*



Shifter Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-Spoke Off Road Alloy Wheel (Pre Runner and 4x4 Only)
\$1,999 Installed MSRP*



TRD 6 Speed Shift Knob
\$59 Parts Only MSRP**



TRD Cat-Back Exhaust System
V6 Double Cab
\$520 Installed MSRP*
V6 Double Cab Long Bed
\$520 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*



TRD Quickshifter
\$417 Installed 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.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's 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 Toyota's 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. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] 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.

[6] Satellite radio requires XM- or Sirius-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.xradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] 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.

[9] 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.

[10] 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.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA**



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.

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

Helpful Links

2010 **TACOMA**



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>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.



Model Overview



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



2009 Double Cab SR5 interior shown in Sand Beige

| | 4x4 Access Cab 5-Speed Manual | 4x4 Access Cab V6 6-Speed Manual | 4x4 Access Cab V6 5-Speed Auto |
|----------------------------|-------------------------------|----------------------------------|--------------------------------|
| MSRP** | \$23,040 | \$24,595 | \$25,475 |
| MPG City/Highway*** | 17/22 | 15/18 | 16/20 |
| Seating | 4 | 4 | 4 |

EXTERIOR COLORS*

| | |
|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Super White  | Pyrite Mica  |
| Silver Streak Mica  | Timberland Mica  |
| Magnetic Gray Metallic  | Speedway Blue Metallic  |
| Black Sand Pearl  | |
| Barcelona Red Metallic  | |

INTERIOR COLORS*

| |
|--------------------------------------------------------------------------------------------------------|
| Graphite Fabric  |
| Sand Beige Fabric  |

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**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 **TACOMA**



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

| | 4x4 Access Cab 5-Speed Manual | 4x4 Access Cab V6 6-Speed Manual | 4x4 Access Cab V6 5-Speed Auto |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------|--------------------------------|
| MSRP** | \$23,040 | \$24,595 | \$25,475 |
| Model Number | 7513 | 7553 | 7554 |
| EXTERIOR | | | |
| Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate | S | S | S |
| Deck Rail System with four adjustable tie-down cleats | S | S | S |
| 115V/400-watt deck-mounted power outlet | P | P | P |
| Dual rear-hinged access doors | S | S | S |
| Argent grille insert/surround, black door handles, mirrors, front and rear bumpers | S | S | S |
| Black overfenders | S _[1] | S _[1] | S _[1] |
| Front skid plate | S | S | S |
| Engine skid plate | P | P | P |
| Fog lamps | - | P | P |
| Color-keyed hood scoop | - | P | P |
| Color-keyed front bumper, overfenders and chrome rear bumper | P | P | P |
| Front and rear mudguards | S | S | S |
| Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit | - | P | P |
| Electronic locking rear differential | - | P | P |
| Automatic Limited-Slip Differential (Auto LSD) | S | S | S |
| Two-speed windshield wipers | S | S | S |
| Variable-speed windshield wipers | P | P | P |

**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.

*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.

Standard Features and Options*

2010 **TACOMA**



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

| | 4x4 Access Cab 5-Speed Manual | 4x4 Access Cab V6 6-Speed Manual | 4x4 Access Cab V6 5-Speed Auto |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------|--------------------------------|
| Sliding rear window with privacy glass | P | P | P |
| Fixed cargo bed tie-down points (2) | S | S | S |
| 16-in. styled steel wheels with P245/75R16 tires | S | S | S |
| 16-in. alloy wheels with P245/75R16 tires | O | O | O |
| 16-in. alloy wheels with P265/70R16 tires [2] | - | P | P |
| 17-in. alloy wheels with P265/65R17 tires [3] | - | P | P |
| Full-size spare tire | S | S | S |
| INTERIOR | | | |
| Defroster-linked air conditioning | S | S | S |
| Cruise control | P | P | P |
| Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console | S | S | S |
| Driver's seat with adjustable lumbar support | P | P | P |
| Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support | - | P | P |
| Fold-up rear seats with under-seat storage | S | S | S |
| Overhead console with maplights, garage door opener bin and sunglasses storage | S | S | S |
| Full carpeting | S | S | S |
| Power windows and door locks | S | S | S |
| Remote keyless entry system | P | P | P |
| Leather-wrapped steering wheel and shift lever | P | P | P |
| LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter | S | S | S |
| Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor | O | O | O |

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x4 Access Cab 5-Speed Manual | 4x4 Access Cab V6 6-Speed Manual | 4x4 Access Cab V6 5-Speed Auto |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------|--------------------------------|
| Tilt/telescopic steering wheel | S | S | S |
| AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna | S | S | S |
| AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna | O [7] | O [7] | O [7] |
| AM/FM CD with 6-disc in-dash cd changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna | O [7] | O [7] | O [7] |
| Dual 12V auxiliary power outlets (one, plus cigarette lighter) | S | S | S |
| Sun visors with passenger-side vanity mirror | S | S | S |
| Fabric-trimmed sun visors with sliding extensions and vanity mirror | P | P | P |
| Sculpted door trim with fabric insert and two bottle holders | S | S | S |
| Three front cup holders | S | S | S |
| Dual rear cup holders | S | S | S |
| SAFETY | | | |
| Star Safety System™-includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock brake system (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9] | S | S | S |
| Driver and front passenger airbags with Advanced Airbag System [10] | S | S | S |
| Front passenger airbag cutoff switch [11] | S | S | S |
| Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10] | S | S | S |
| Active headrests [12] | S | S | S |
| Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors | S | S | S |
| 3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR) | S | S | S |
| 3-point seatbelts with ELR and ALR in all rear seating positions | S | S | S |

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Standard Features and Options*

2010 **TACOMA**



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

| | 4x4 Access Cab 5-Speed Manual | 4x4 Access Cab V6 6-Speed Manual | 4x4 Access Cab V6 5-Speed Auto |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------|--------------------------------|
| Side-impact door beams in all doors | S | S | S |
| Child Restraint System (CRS) lower anchors-front passenger seat on Access Cab and rear outboard seats on Double Cab | S | S | S |
| Child Restraint System (CRS) top tether anchors-passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab | S | S | S |
| Daytime Running Lights (DRL) | O | O | O |
| Rear center high-mount stop lamp (CHMSL) | S | S | S |
| Engine immobilizer [13] | - | S | S |
| Tire pressure monitor system [14] | S | S | S |

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Access Cab Packages and Options

Convenience Package

- Power mirrors
- Remote keyless entry system
- Cruise control
- Sliding rear window with privacy glass
- Steering wheel-mounted audio controls

SR5 Extra Value Package (SL) (cost savings of \$950)

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls and shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

TRD Off-Road Extra Value Package (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC (in place of standard VSC +TRAC)
- Hill Start Assist Control (HAC) [16] and Downhill Assist Control (DAC) [16] (A/T models only)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps
- Power mirrors
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge

- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Sport Extra Value Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround bumpers, power mirrors, door handles and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Sport graphics

Specifications

2010 **TACOMA**



| | 4x4 Access Cab 5-Speed Manual | 4x4 Access Cab V6 6-Speed Manual | 4x4 Access Cab V6 5-Speed Auto |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------|
| MSRP** | \$23,040 | \$24,595 | \$25,475 |
| Model Number | 7513 | 7553 | 7554 |
| MECHANICAL/PERFORMANCE | | | |
| Engine | 2.7-liter DOHC EFI 4-cylinder with VVT-i, 159 hp @ 5200 rpm, 180 lb.-ft. @ 3800 rpm | 4.0-liter DOHC EFI V6 with VVT-i, 236 hp @ 5200 rpm, 266 lb.-ft. @ 4000 rpm | |
| Emission Rating | Low Emission Vehicle (LEV-II) | | |
| TRANSMISSION | | | |
| 4WDemand: part-time 4-wheel-drive system with 2-speed electronically controlled transfer case | Standard | | |
| 5-speed manual transmission | Standard | N/A | |
| 6-speed manual transmission | N/A | Standard | N/A |
| Clutch start-cancel switch | Standard | | N/A |
| 5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i) | NA | | Standard |
| Automatic Limited-Slip Differential (Auto LSD) | Standard | | |
| Electronically controlled locking rear differential | N/A | Available | |
| Hill Start Assist Control (HAC) and Downhill Assist Control (DAC) [16] | N/A | Available [2] | |
| Active Traction Control (A-TRAC) | N/A | Available [2] | |
| Final axle ratio | 4.1 | 3.73 | |
| BODY/SUSPENSION/CHASSIS | | | |
| Body construction | One-piece frame rails with eight cross members and fully boxed front sub-frame | | |
| Front suspension | Coil-spring double wishbone suspension | | |
| Rear suspension | Leaf-spring suspension with staggered outboard-mounted gas shock absorbers | | |
| Front stabilizer bar (dia., in.) | 1.18 | | |
| Steering | Variable-assist power rack-and-pinion steering | | |
| Steering wheel turns, lock-to-lock | 3.64 | | |
| Power-assisted ventilated front disc brakes (dia., in.) | 12.56 | | |
| Rear brakes | Rear 10-in. drum brakes with tandem booster | | |
| 4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9] | Standard | | |
| EXTERIOR DIMENSIONS | | | |
| Overall height (in.) | 69.9 | | |
| Overall width (in.) | 74.6 | | |

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Specifications

2010 **TACOMA**



| | 4x4 Access Cab 5-Speed Manual | 4x4 Access Cab V6 6-Speed Manual | 4x4 Access Cab V6 5-Speed Auto |
|-----------------------------------------------------------------|-------------------------------|----------------------------------|--------------------------------|
| Overall length (in.) | 208.1 | | |
| Wheelbase (in.) | 127.8 | | |
| Bed length (in.) | 73.5 | | |
| Bed height (in.) | 18.0 | | |
| Bed width (in., total/between wheelwells) | 56.7/41.5 | | |
| Track (in., front/rear) | 63.0/63.4 | | |
| Turning circle diameter, curb-to-curb (ft.) | 40.7 | | |
| INTERIOR DIMENSIONS | | | |
| Head room (in., front/rear) | 40.0/35.2 | | |
| Hip room (in., front/rear) | 53.6/53.6 | | |
| Leg room (in., front/rear) | 41.7/28.2 | | |
| Shoulder room (in., front/rear) | 57.7/57.7 | | |
| Interior passenger volume (cu. ft., front/rear) | 55.6/33.1 | | |
| Maximum seating capacity | 4 | | |
| OFF-HIGHWAY | | | |
| Approach/departure angle (degrees) | 35/26 | | |
| Ramp breakover angle (degrees) | 21 | | |
| Minimum running ground clearance | 9.4 | | |
| Transfer case ratio (high/low) | 1.00/2.57 | | |
| WEIGHTS AND CAPACITIES | | | |
| Curb weight (lb.) | 3955 | 4045 | 4070 |
| Gross Vehicle Weight Rating (GVWR) (lb.) | 5350 | | |
| Payload (lb.) [17] | 1395 | 1305 | 1280 |
| Tongue load (lb., standard/maximum) | 350 | 350/650 [18] | |
| Standard towing capacity (lb.) [19] | 3500 | | |
| Maximum towing capacity (lb.) [18,19] | 3500 | 6500 | |
| Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package) | 8000 | 8100 (11,100) | |
| Fuel tank (gal.) | 21 | | |
| TIRES | | | |
| Wheels | 16-in. Styled Steel | | |
| Size | P245/75R16 | | |
| Type | Mud-and-Snow | | |
| EPA MILEAGE ESTIMATES | | | |
| Miles Per Gallon (city/highway) [20] | 17/22 | 14/18 | 16/20 |



Accessories

EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adapter
\$13 Installed MSRP*



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tow Hitch
\$495 Installed MSRP*



Wheel Locks (Alloy)
\$81 Installed 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

INTERIOR ACCESSORIES



BLU Logic Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) & Door Sill Access Cab
\$179 Installed MSRP*



Door Sill Protector Access Cab
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



VIP-RS3200 + Security System
\$479 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road Alloy Wheel
\$1,999 Installed MSRP*



TRD 6 Speed Shift Knob
\$59 Installed MSRP*



TRD Cat-Back Exhaust System Access Cab
\$520 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*



TRD Quickshifter
\$417 Installed MSRP*

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Warranties / Disclaimers

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.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's 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 Toyota's 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. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] 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.

[6] Satellite radio requires XM- or Sirius-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.xradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] 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.

[9] 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.

[10] 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.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA**



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

Helpful Links

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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>