

2024 Toyota Owner's Benefits



TOYOTA



Annual Cost of Vehicle Ownership*	
License, Registration, and Taxes	\$753
Interest	\$920
Insurance	\$1,194
Maintenance and Repair	\$1,335
Fuel	\$1,650
Depreciation	\$3,334

***Based on 15,000 Miles Driven Annually**



ToyotaCare

No cost maintenance plan and Roadside Assistance.

Every new Toyota comes with ToyotaCare, * a no cost maintenance plan that covers normal factory scheduled maintenance with the purchase or lease of every new Toyota for 2 years or 25,000 miles, whichever comes first. 24-hour Roadside Assistance is also included for 2 years and unlimited miles.

Standard on all new vehicles

\$500/24 Months = \$20.83 Per Month

2023

KELLEY
BLUE BOOK
OFFICIAL GUIDE

5-Year Cost to Own Awards

About Our 5-Year Cost to Own Projections

Our 5-Year Cost to Own projections come from data developed by Kelley Blue Book analysts who calculate projected resale value while taking into consideration insurance costs and state fees, plus fuel, maintenance, and repair outlays. Underlying these projections are the vehicle's initial cost as calculated from KBB's Fair Purchase Price. These data points are determined at the model level. They are sales-weighted, with popular trims given greater influence so that average buyers have a better idea of what to expect from the ownership experience.

The data-generated 5-Year Cost to Own Awards is a powerful tool shoppers can use to evaluate a new vehicle purchase. By making an informed decision, you'll spend your transportation dollars wisely with benefits that will accrue over the life of your ownership experience.



Best Brand: Toyota

Toyota's emphasis on quality pays dividends in the form of reliability. This in turn adds value, leading to low cost to own numbers.

EXAMPLES:



2023 Toyota Sienna

Minivan

5-Year Cost to Own: \$42,669

Compared to segment avg: **-\$6,307**



2023 Toyota Tundra

Full-Size Pickup Truck

5-Year Cost to Own: \$48,254

Compared to segment avg: **-\$10,988**



2023 Toyota Corolla Hybrid

Hybrid Car

5-Year Cost to Own: \$30,207

Compared to segment avg: **-\$11,054**

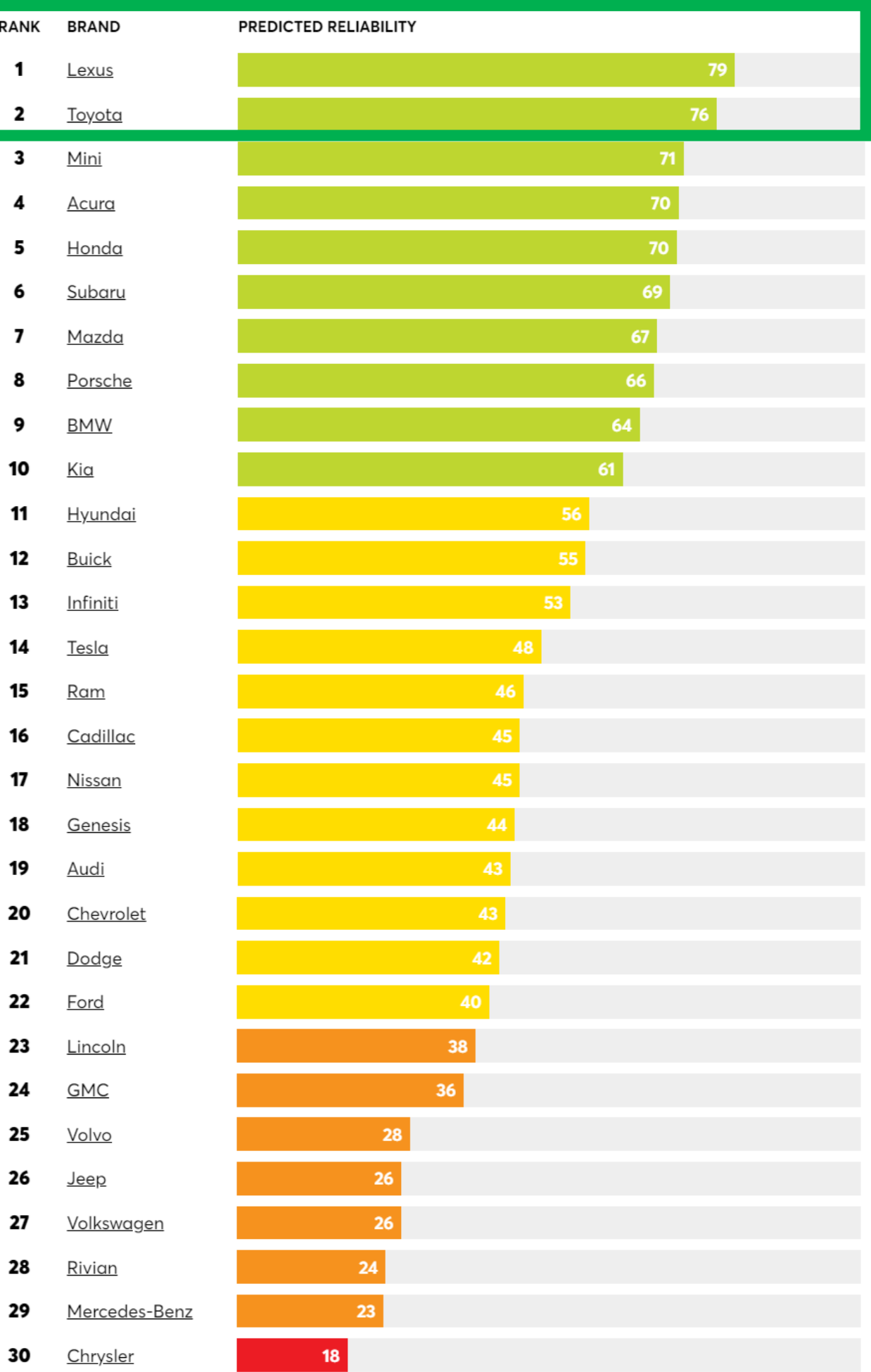
If you want to get the most car for your money, you have to look beyond just purchase price. When you consider insurance, maintenance costs, fuel costs, and the big one, depreciation, choosing a slightly pricier model can save you money in the long run. And that also means less expensive cars can cost more over time.

Who Makes the Most Reliable New Cars?

CR ranks the brands and reveals how their new models are likely to hold up

November 29, 2023

By Jon Linkov. Data Visualizations by Andy Bergmann.



10 Most Reliable Cars


Consumer Reports' massive annual surveys reveal the models that shine for reliability

By Jon Linkov
Steven Elek

Toyota Camry Hybrid
Reliability: 87


CR QUICK TAKE


93





RECOMMENDED

Toyota Camry Hybrid 2024

 GREEN CHOICE

 ROAD TEST

 PREDICTED RELIABILITY


 PREDICTED OWNER SATISFACTION

Strengths: Fuel economy, comfortable ride, clear controls

Toyota Camry
Reliability: 86


CR QUICK TAKE


87




RECOMMENDED

Toyota Camry 2024

 ROAD TEST

 PREDICTED RELIABILITY


 PREDICTED OWNER SATISFACTION

Strengths: Fuel economy, short stopping distances, supple ride, clear controls

Toyota RAV4 Prime
Reliability: 84


CR QUICK TAKE


86





RECOMMENDED

Toyota RAV4 Prime 2024

 GREEN CHOICE

 ROAD TEST


 PREDICTED RELIABILITY

 PREDICTED OWNER SATISFACTION


Strengths: Strong acceleration, can drive as an EV for short trips, overall fuel economy, composed ride, clear controls


Toyota 4Runner
Reliability: 87


CR QUICK TAKE



Toyota 4Runner 2024

 ROAD TEST

 PREDICTED RELIABILITY


 PREDICTED OWNER SATISFACTION

Strengths: Impressive off-road capability, can lower the rear tailgate window, available third-row seat

Toyota RAV4
Reliability: 80


CR QUICK TAKE


75




RECOMMENDED

Toyota RAV4 2024

 ROAD TEST

 PREDICTED RELIABILITY


 PREDICTED OWNER SATISFACTION

Strengths: Good fuel economy, clear controls

Toyota Corolla
Reliability: 77


CR QUICK TAKE


75




RECOMMENDED

Toyota Corolla 2024

 ROAD TEST

 PREDICTED RELIABILITY


 PREDICTED OWNER SATISFACTION

Strengths: Fuel economy, comfortable ride, clear controls

Toyota Highlander Hybrid
Reliability: 75


CR QUICK TAKE


85




RECOMMENDED

Toyota Highlander Hybrid 2024

 ROAD TEST

 PREDICTED RELIABILITY

 PREDICTED OWNER SATISFACTION

Strengths: Fuel economy, composed ride, roomy second-row seats

12 Cars Proven to Get to 200,000 Miles and Beyond

CR's exclusive surveys show these sedans, SUVs, minivans, and pickup trucks are smart choices for the long haul

By Jeff S. Bartlett

Data analysis by Steven Elek

Updated August 10, 2023

No. 1: Toyota Camry

82



✓ RECOMMENDED

Toyota Camry 2023

No. 4: Toyota Prius

80



✓ RECOMMENDED

Toyota Prius 2023

No. 5: Toyota Sienna

81



✓ RECOMMENDED

Toyota Sienna 2023

No. 7: Toyota Corolla

77



✓ RECOMMENDED

Toyota Corolla 2023

No. 8: Toyota Highlander

80



✓ RECOMMENDED

Toyota Highlander 2023

No. 9: Toyota 4Runner



Toyota 4Runner 2023

No. 10: Toyota Tacoma

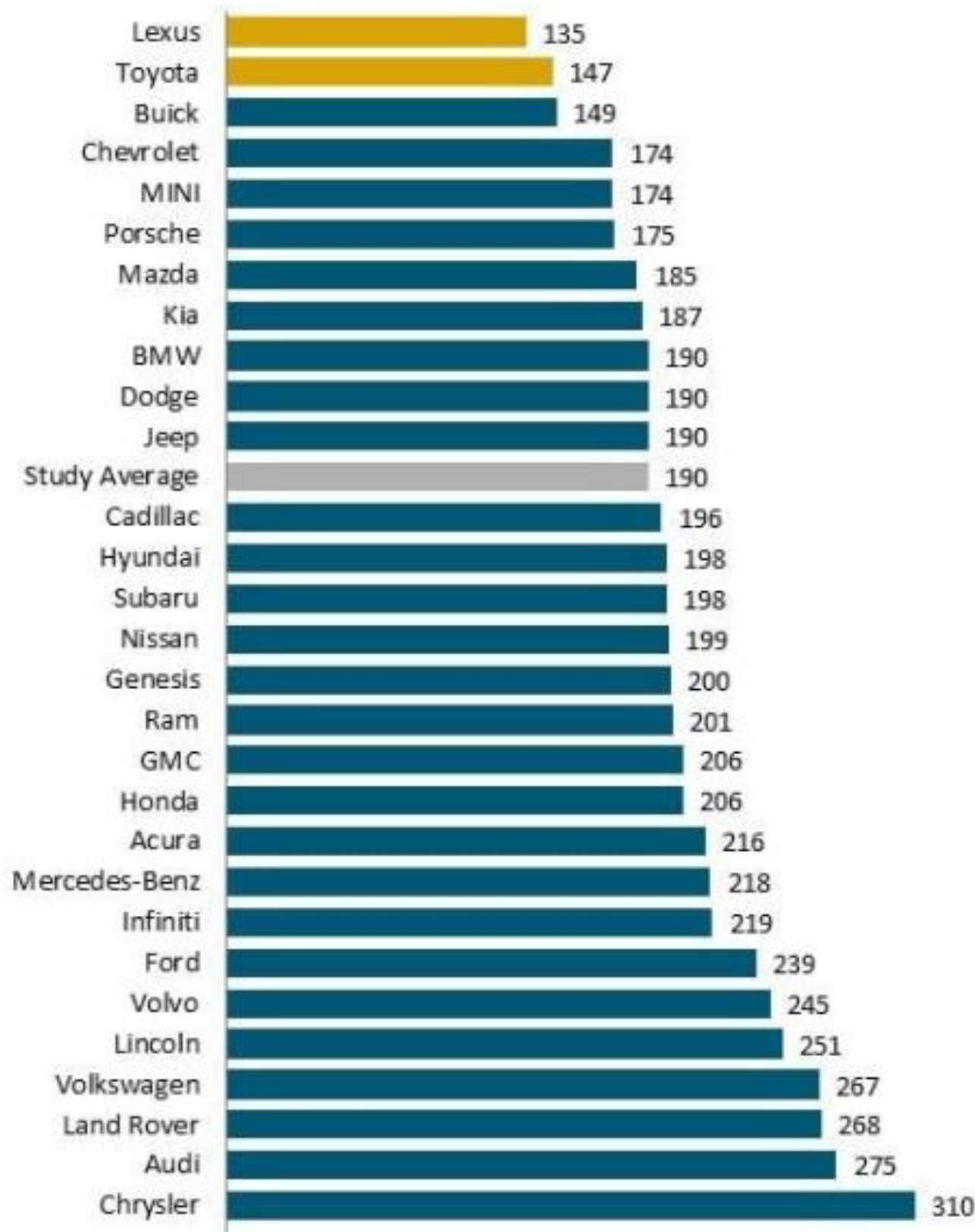


Toyota Tacoma 2023

J.D. Power
2024 U.S. Vehicle Dependability StudySM

Brand Ranking

Problems per 100 Vehicles (PP100)



Compact Car

Highest Ranked: Toyota Corolla

Honda Civic
Toyota Prius

Midsize Car

Highest Ranked: Toyota Camry

Chevrolet Malibu
Hyundai Sonata

Midsize SUV

Highest Ranked: Toyota 4Runner

Jeep Grand Cherokee
Toyota Venza

Large Light Duty Pickup

Highest Ranked: Toyota Tundra

GMC Sierra
Chevrolet Silverado

Midsize Pickup

Highest Ranked: Toyota Tacoma

Chevrolet Colorado
Ford Ranger

2023 Best Resale Value: Brands



Best Brand: Toyota

Toyota takes the title for the sixth time in seven years with four category wins.

When it comes to buying and selling a car, resale value is hugely important. A new car that loses its value faster than its rivals can cost you money in lower trade-in value or the possibility of owing more than it may be worth in a long-term loan. That's why choosing a vehicle with solid resale value can save you much more money in the long run. Our annual Best Resale Value Awards make it easier to find true long-term value.

Does resale value really matter?

Yes. Choosing the right model brings peace of mind that you've made the right decision. If a vehicle has a strong resale value, it will be worth more when it comes time to trade. This is a great way to reduce your overall vehicle expenses, something we can all use in these uncertain times.



2023 Toyota RAV4 Prime

Resale Value: **56.0%**

Type: Hybrid/Plug-in Hybrid



2023 Toyota Sienna

Resale Value: **59.3%**

Type: Minivan



2023 Toyota Tacoma

Resale Value: **65.8%**

Type: Midsize Pickup Truck



2023 Toyota Tundra

Resale Value: **73.3%**

Type: Full-Size Pickup Truck



Earning an IIHS award gets tougher in 2023

Only 48 models qualify for 2023 awards thanks to stiffer requirements for headlights and side crash protection.



Toyota Motor Corp., which includes the Toyota and Lexus brands, has the most 2023 awards overall and the most awards in each category — nine *TOP SAFETY PICK+* and six *TOP SAFETY PICK* awards for a total of 15.

2023 TOP SAFETY PICK+

2024 Toyota Camry

MIDSIZE CAR / 4-DOOR SEDAN



2023 TOP SAFETY PICK+

2024 Toyota Highlander

MIDSIZE SUV / 4-DOOR SUV



2023 TOP SAFETY PICK+

2024 Toyota Sienna

MINIVAN



2023 TOP SAFETY PICK+

2024 Toyota Tundra

LARGE PICKUP / CREW CAB PICKUP



2023 TOP SAFETY PICK+

2024 Toyota Crown
LARGE CAR / 4-DOOR SEDAN



2023 TOP SAFETY PICK+

2024 Toyota Prius
SMALL CAR / 4-DOOR HATCHBACK



2023 TOP SAFETY PICK+

2024 Toyota Prius Prime
SMALL CAR / 4-DOOR HATCHBACK



2023 TOP SAFETY PICK+

G Good ratings in the driver- and passenger-side small overlap front tests and original moderate overlap front test

G Good rating in the updated side test

A G Acceptable or good headlights standard

Advanced or superior rating for daytime vehicle-to-pedestrian front crash prevention

Advanced or superior rating for nighttime vehicle-to-pedestrian front crash prevention

2023 TOP SAFETY PICK

G Good ratings in the driver- and passenger-side small overlap front tests and original moderate overlap front test

A G Acceptable or good rating in the updated side test

A G Acceptable or good headlights standard

Advanced or superior rating for daytime vehicle-to-pedestrian front crash prevention

2023 TOP SAFETY PICK

2024 Toyota RAV4
SMALL SUV / 4-DOOR SUV



2023 TOP SAFETY PICK

2024 Toyota RAV4 Prime
SMALL SUV / 4-DOOR SUV





2023 TOP SAFETY PICK

2024 Toyota Corolla

SMALL CAR / 4-DOOR SEDAN



2023 TOP SAFETY PICK

2024 Toyota Corolla

SMALL CAR / 4-DOOR HATCHBACK



2023 TOP SAFETY PICK

2024 Toyota Corolla Cross

SMALL SUV / 4-DOOR SUV



2023 TOP SAFETY PICK

2024 Toyota Venza

SMALL SUV / 4-DOOR SUV



Mr. or Ms. Customer –

Toyota approaches SAFETY as an OBLIGATION NOT an OPTION! Therefore, the PRICELESS advantage of protecting your family in an accident is STANDARD in every Toyota. Toyota Safety Sense standard in every Toyota ensures the latest proactive safety technology is protecting your family. I know you would not compromise on your family's safety. Let's move forward on your new Toyota purchase as I am seeing these Toyotas sell quickly.

2024 MotorTrend Car of the Year: The Finalists



2024 Tesla Model 3



Air



2023 BMW 7 Series



2024 Hyundai Ioniq 6



2023 BMW M2

The Toyota Prius Is the 2024 MotorTrend Car of the Year

The new Prius has proven itself the best new car on the market for the first time in 20 years.

Christian Seabaugh - Writer; Evan Klein - Photographer | Nov 16, 2023





Over 1 Million Vehicles Built Annually in the U.S.A.⁽²⁾

Camry, Corolla, Highlander, Sienna, Sequoia, Avalon, RAV4 Hybrid, Tacoma, and Tundra





Over 186,000 jobs in the U.S.⁽³⁾

\$28 Billion of Direct Investment in the U.S.⁽⁴⁾



AMERICAN-MADE INDEX

2023 Rankings

12		Tundra	Pickup truck	ICE
28		1500	Pickup truck	ICE
66		F-150	Pickup truck	ICE
96		Silverado 1500	Pickup truck	ICE