

2012 Matrix



S shown in Nautical Blue Metallic with available Sport Package, Premium Package, TRD 19-in. 5-spoke wheels¹ and accessory roof rack.



2011 S interior shown in Dark Charcoal with available Premium Package and automatic transmission.

“An environment in which something develops.” That’s how the dictionary defines “matrix.” And it’s no coincidence that this definition also describes the 2012 Toyota Matrix. With Matrix, it’s entirely up to you to decide what that “something” will be. Whatever it is, the impressive performance of Matrix will let you run with your ideas. Plus, ample cargo room and numerous interior configurations will let you take nearly anything along for the ride. In the end, its available All-Wheel Drive (AWD)² and aggressive exterior might well make the drive itself the main event. **2012 Toyota Matrix. Moving Forward.**



TOP STANDARD AND AVAILABLE FEATURES³

Available music streaming via <i>Bluetooth</i> ⁴ wireless technology	Standard tilt/telescopic sport steering wheel	Available All-Wheel Drive (AWD)	Available USB ⁵ port
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1. See footnote 4 in Disclaimers section. 2. Available on S models only. 3. Features listed not available on all model grades. 4. See footnote 13 in Disclaimers section. 5. See footnote 11 in Disclaimers section.

Combinations

INTERIOR COLOR CHOICES

FABRIC
MATRIX L AND MATRIX S



DARK CHARCOAL

ASH

WHEELS



- 1 L standard 16-in. steel wheel with wheel cover
- 2 S standard 16-in. steel wheel with wheel cover
- 3 S available 17-in. alloy wheel

ACCESSORIES

Add a personal touch to your Matrix with Genuine Toyota Accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

Alloy wheel locks	First aid kit	TRD front strut bar
Ashtray cup	Mudguards	TRD lowering springs
BLU Logic® Hands Free System ¹	Paint protection film ³	TRD oil cap
Body side moldings	Rear bumper protector	TRD oil filter
Cargo net	Remote Engine Starter	TRD performance brake pads
Cargo tote	Roof rack	TRD radiator cap
Carpet cargo mat	TRD 18-in. mesh alloy wheels ⁴	TRD rear sway bar
Carpet floor mats ²	TRD 18-in. 5-spoke wheels ⁴	TRD torque biasing differential
Chrome exhaust tip	TRD 19-in. 5-spoke wheels ⁴	TRD wheel installation kit
Doorsill enhancements	TRD air filter	Vehicle Intrusion Protection (VIP) RS3200 Plus Security System ⁵
Emergency assistance kit	TRD air filter cleaning kit	
	TRD clutches	

EXTERIOR/INTERIOR COLOR COMBINATIONS



BLACK SAND PEARL



NAUTICAL BLUE METALLIC



SPRUCE MICA



RADIANT RED



MAGNETIC GRAY METALLIC



CLASSIC SILVER METALLIC



SUPER WHITE



DARK CHARCOAL

ASH

See numbered footnotes in Disclaimers section.



Doorsill enhancements



Rear bumper protector



Roof rack



Chrome exhaust tip



TRD 18-in. mesh alloy wheels

Specifications

MECHANICAL AND PERFORMANCE

	L	S
ENGINE		
1.8-Liter 4-Cylinder DOHC 16-Valve with Dual Variable Valve Timing with intelligence (VVT-i); 132 hp @ 6000 rpm; 128 lb.-ft. @ 4400 rpm	Standard	NA
2.4-Liter 4-Cylinder DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i); 158 hp @ 6000 rpm; 162 lb.-ft. @ 4000 rpm	NA	Standard
IGNITION SYSTEM		
Electronic, with Toyota Direct Ignition (TDI)	Standard	Standard
EMISSION RATING		
Ultra Low Emission Vehicle II (ULEV-II)	Standard	Standard
TRANSMISSION		
5-speed manual transmission	Standard	Standard
4-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	Available	Available (AWD)
5-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	NA	Available
DRIVETRAIN		
Front-Wheel Drive	Standard	Standard
All-Wheel Drive (AWD) system with active torque control	NA	Available
BODY CONSTRUCTION		
Unitized body	Standard	Standard
SUSPENSION		
Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension with stabilizer bar	Standard	Standard
Independent MacPherson strut front suspension with stabilizer bar; double-wishbone rear suspension with stabilizer bar	NA	Available (AWD)
STEERING		
Electric Power Steering (EPS); power-assisted rack-and-pinion	Standard	Standard
Turning circle diameter, curb to curb (ft.)	36.0	36.0/36.7 (AWD)
BRAKES		
Power-assisted ventilated 10.7-in. front disc brakes; solid 10.1-in. rear disc brakes and Star Safety System™	Standard	NA
Power-assisted ventilated 11.6-in. front disc brakes; solid 10.9-in. (11.0-in. AWD) rear disc brakes and Star Safety System™	NA	Standard
EXTERIOR DIMENSIONS (in.)		
Overall height	61.0	61.0/61.4 (AWD)
Overall width/length	69.5/171.9	69.5/171.9
Wheelbase	102.4	102.4
Track (front/rear)	59.8/59.9	59.8/59.9
Ground clearance	5.8	5.3
INTERIOR DIMENSIONS front/rear (in.)		
Head room (with moonroof)	40.5/39.3	40.5/39.3 (38.9/38.7)
Shoulder room	53.3/52.6	53.3/52.6
Hip room	52.3/43.7	52.3/43.7
Leg room	41.6/36.2	41.6/36.3
Seating capacity	5	5
WEIGHTS AND CAPACITIES		
Curb weight (lb.)		
5-speed manual	2844	2976
5-speed automatic	NA	3053
4-speed automatic	2888	3274 (AWD)
EPA passenger volume (with moonroof) (cu. ft.)	94.2	94.2 (91.2)
Cargo volume ⁶ (cu. ft.) behind front/rear seats	49.4/19.8	49.4/19.8
Fuel tank (gal.)	13.2	13.2
TIRES		
Type — All-Season	Standard	Standard
Spare — Temporary	Standard	Standard
MILEAGE ESTIMATES (mpg city/highway)⁷		
Manual	26/32	21/28
Automatic (AWD)	25/32	21/29 (20/26)

See numbered footnotes in Disclaimers section.

Features⁸

EXTERIOR	L	S		L	S
Multi-reflector halogen headlamps	S	S	16-in. steel wheels with wheel covers and P205/55R16 89H tires	S	S
Integrated fog lamps	P	S	17-in. 5-spoke alloy wheels with P215/45R17 87W tires	–	P
Color-keyed front bumper	S	–	Intermittent windshield wipers with mist cycle	S	–
Sport front and rear bumpers	–	S	Variable intermittent windshield wipers with mist cycle	–	S
Color-keyed side rocker panels	S	S	Intermittent rear window wiper	S	S
Color-keyed front and rear underbody spoilers	P	P	Color-keyed rear spoiler	–	P
Color-keyed heated power outside mirrors	S	S	Chrome-tipped exhaust	–	S ⁹
Color-keyed outside door handles	S	S	Roof-mounted AM/FM antenna	S	S
Power tilt/slide moonroof with sliding sunshade	–	P			
INTERIOR					
Air conditioning with air filter	S	S	Metallic interior trim	–	S
AM/FM CD player with MP3/WMA playback capability, four speakers, auxiliary audio jack and auto sound leveling	S	–	Multi-function in-key remote keyless entry system with lock, unlock, panic functions and remote illuminated entry	S	S
AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack and auto sound leveling	–	S	Power windows with driver-side auto down and retained power features	S	S
AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio ¹⁰ capability (includes three-month trial subscription to XM Select Package), auxiliary audio jack, USB ¹¹ port with iPod ^{®12} connectivity, auto sound leveling, and hands-free phone capability, phone book access and music streaming via <i>Bluetooth</i> ^{®13} wireless technology	–	P	Rear window defogger with timer	S	S
Fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable fold-flat front passenger seat	S	–	Power door locks (shift-linked automatic locking feature on automatic transmission models only)	S	S
Sport fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable fold-flat front passenger seat	–	S	Day/night rearview mirror	S	S
60/40 split fold-down rear seat	S	S	Overhead console with maplamps and sunglasses storage	–	P
Cruise control	S	S	Center console with storage compartment	S	S
Tilt/telescopic sport steering wheel with metallic accents with audio controls	S	S	Passenger-side dual glove compartment	S	S
Tilt/telescopic sport steering wheel with metallic accents, audio and <i>Bluetooth</i> ^{®13} hands-free phone controls	–	P	Cargo area tonneau cover with clasp for under-floor stowage	S	S
Optitron instrumentation with speedometer, tachometer, coolant temperature and fuel gauges; LCD display with odometer, tripmeters, outside temperature and shift position; ¹⁴ and warning messages	S	S	Anti-slip rear cargo flooring	S	S
			One 12V auxiliary power outlet	S	S
			Front maplamps	S	S
			Front-door map pockets	S	S
			Two front and two rear cup holders	S	S
			Front- and rear-door storage pockets with sculpted bottle holders	S	S
			Digital clock	S	S
SAFETY AND CONVENIENCE					
STAR SAFETY SYSTEM ™ Star Safety System [™] — includes Enhanced Vehicle Stability Control (VSC); ⁵ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ¹⁶ and Smart Stop Technology (SST) ¹⁷	S	S	Child-protector rear door locks	S	S
Six airbags ¹⁸ — includes driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags and front and rear side curtain airbags	S	S	Energy-absorbing collapsible steering column	S	S
Driver and front passenger active headrests ¹⁹	S	S	Front and rear energy-absorbing crumple zones with side-impact door beams	S	S
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts	S	S	Head-impact protection structure	S	S
Adjustable front shoulder anchors, driver and front passenger seatbelt pretensioners with force limiters	S	S	High-tensile-strength steel body panels	S	S
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S	S	Tire Pressure Monitor System (TPMS) ²⁰	S	S
			Daytime Running Lights (DRL)	S	S
			Engine immobilizer ²¹	S	S

S = Standard – = Not Available P = Feature is available as part of an option package.

Packages

L

L Sport Package — includes front and rear underbody spoilers, integrated fog lamps and unique S badge

S

S Sport Package — includes 17-in. 5-spoke alloy wheels with P215/45R17 87W tires, front and rear underbody spoilers, color-keyed rear spoiler and unique S badge

Premium Package — includes power tilt/slide moonroof with sliding sunshade, overhead console with maplamps and sunglasses storage, and AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio¹⁰ capability (includes three-month trial subscription to XM Select Package), auxiliary audio jack, USB¹¹ port with iPod^{®12} connectivity, auto sound leveling, hands-free phone capability, phone book access and music streaming via *Bluetooth*^{®13} wireless technology, and steering wheel with audio and *Bluetooth*^{®13} hands-free phone controls

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).

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, 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 *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, 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. 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 visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa[®]

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa[®] adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

[†]Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

DISCLAIMERS

1. Performance of BLU Logic® compatible phones will vary based on phone software version, coverage and your wireless carrier. See www.blulogicupdate.com for more details. 2. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. 3. Paint protection film for the leading hood edges/fenders and front bumper sold as two separate packages. 4. 18-inch and 19-inch performance tires are often expected to experience greater tire wear than conventional tires. Tire life may be substantially less than mileage expectancy, depending upon tires used and driving conditions. 5. Available for vehicles with factory remote keyless entry. 6. Cargo and load capacity limited by weight and distribution. 7. 2012 EPA-estimated mileage. Actual mileage will vary. 8. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. 9. Standard on AWD models only. Dealer accessory on S FWD. 10. XM services require a subscription after trial period, and are sold separately or as a package. **Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com. If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 11. May not be compatible with all mobile phones, MP3/WMA players and like models. 12. iPod® is a registered trademark of Apple Inc. All rights reserved. 13. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless 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. 14. Automatic transmission only. 15. 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. 16. 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. 17. Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your *Owner's Manual* for further details. 18. 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. 19. Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. 20. 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. 21. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to replace. If you lose a key, your Toyota dealer can help, or you can find a qualified independent locksmith to replace your key or perform high-security key services at www.aloa.org

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331