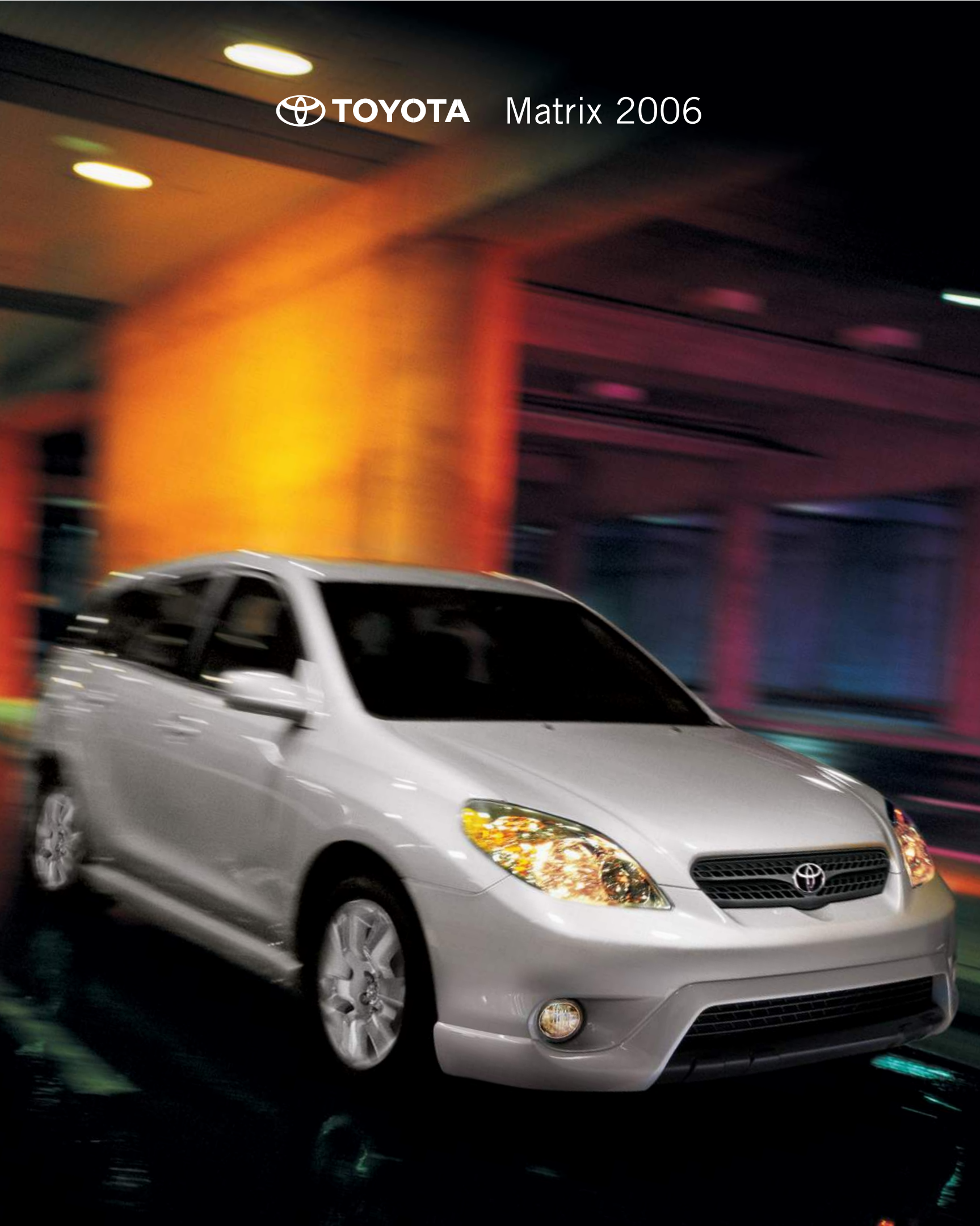


 TOYOTA Matrix 2006



When you drive the 2006 Toyota Matrix, you can't help but think of the possibilities.

Take the base model Matrix. With its available full-time 4WD, you can do practically anything, anywhere.

And look good doing it. Want something more sporty? Try the XR FWD with its 5-speed manual transmission, 16-inch aluminum wheels, coloured mirrors, door handles and side skirts. For the full bells-and-whistles treatment, go with the XRS and its 164 hp engine, 6-speed manual transmission and 17-inch wheels.

Matrix06

WHICHEVER YOU PICK, ALL FEATURE A CHAMELEON-LIKE ADAPTABILITY THAT'LL SURELY COME IN HANDY.



From left: Matrix shown in Phantom Grey Pearl. Matrix XRS shown in Silver Streak Mica with 17" aluminum alloy wheels. Matrix XR shown in Radiant Red.





Above: Matrix XRS fabric interior shown in Dark Grey.

Below: Where there's a will, there's a seating configuration, thanks to the Matrix 60/40 split fold-down rear seat and fold-flat front passenger seat.



IT'S SO READY FOR ANYTHING, IT SHOULD COME WITH A MERIT BADGE.

The magic of the Matrix is that it can handle pretty much whatever life throws your way.

Night out on the town? The Matrix has room for five. Moving on to bigger and better things?

Fold down the 60/40 split rear seats and you've now got cargo space for everything –

1.506 cu.m (53.2 cu.ft.)¹ – kitchen sink included.

Fold down the front passenger seat and suddenly

you can haul things over 2.438 m (8 ft.) long

with the tailgate closed. Think of the possibilities.

Pump up the volume – suddenly all the road's

a stage. The Matrix XRS features an in-dash, 6-disc

CD changer audio system with 6-speakers. It even

has a 115 V power outlet for you and your laptop

to stay connected. Truth is, you won't find a more

versatile vehicle on the road than the Matrix – scout's honour.

¹ See Specifications section for more information on cargo hauling.

Preceding spread: Matrix XRS shown in Silver Streak Mica.



MATRIX XRS THE ART OF BEING SEEN AND NOTED. Right from the get-go, the XRS, with its high performance 1.8 Litre, 4-cylinder, 164 hp engine, means business. Impressive creature comforts such as a 6-speaker, AM/FM stereo with an in-dash, 6-disc CD changer, a leather-wrapped steering wheel and shift knob, interior chrome trim, A/C and keyless entry are standard equipment. As well, the XRS has an Antilock Braking System (ABS) and a 6-speed manual transmission. Handling is a dream. Tight, quiet and very responsive. Matrix XRS. Great-looking. Beautifully appointed. A 5-door vehicle that drives as good as it looks.

Above: Matrix XRS shown in Silver Streak Mica.



HOW DO YOU SPELL “VERSATILE”? Your very first reaction when you slide behind the wheel is that the Matrix XR has a personality all its own. Space and comfort are high priorities in the XR. Features abound – like the height-adjustable driver’s seat, A/C, cruise control, keyless entry and the futuristic, beautifully thought-out dash with metallic accents – very much in keeping with the XR’s lines. It’s definitely worth mentioning that the XR is available in front or four-wheel drive, with a very responsive 1.8 Litre, 4-cylinder, in-line engine that nets out at 126 hp (FWD) and 118 hp (4WD). If you’re looking for versatility, look no further.

MATRIX XR

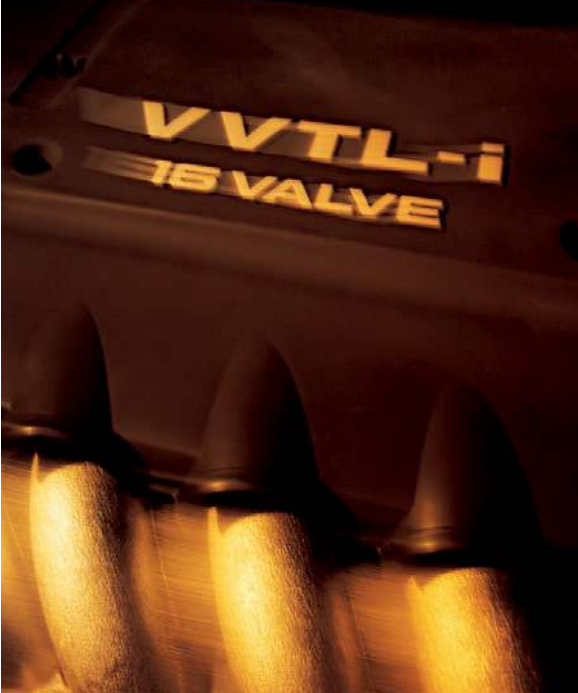
Above: Matrix XR shown in Indigo Ink.



MATRIX TRD SPECIAL EDITION.* Functionality has never looked better with TRD Special Edition features which include unique 17-inch alloy wheels, red painted brake calipers, chrome door sill plates, spoiler, fog lamps, bumper protector, TRD exhaust tip and TRD decal. And once inside, enjoy the Panasonic 200-watt audio system with AM/FM/CD/MP3 player with 4-speakers. Truly surprising is the number of standard features on all Matrix models, such as metallic dash accents, rear window defroster, coloured bumpers, accessory power outlets and a flip-up rear hatch window – to name but a few. All the defining qualities of the Matrix line are here: comfort, ease of handling, loads of space and, of course, the Matrix's trademark functionality.



Above: Matrix shown in Silver Streak Mica with optional TRD Special Edition Package. Inset: TRD Special Edition Package interior features.
* Available January 2006.



PERFORMANCE: A lift of the hood unveils yet another Matrix revelation: the 1.8 Litre, 4-cylinder, 126 hp (FWD) and 118 hp (4WD) engine that accounts for Matrix's noteworthy responsiveness. XRS owners can look forward to an imposing 164 hp Matrix adventure.



SAFETY: Besides the emblem on the hood, the style, the versatility and the devotion to detail, there is one other element that makes the Matrix a true Toyota: the respect for your safety. That's why every Matrix has dual-stage airbags, anchor points for child restraint seats, child protector rear door locks and an engine immobilizer. Below is a more extensive list of some of the Matrix's safety-related features.

MATRIX SAFETY FEATURES

- Front & rear energy-absorbing crumple zones.
- Side-impact door beams.
- Trunk entrapment release.
- Antilock Braking System (ABS) on XRS FWD, all 4WD (optional on XR FWD).
- Driver & front passenger airbag Supplemental Restraint System (SRS).
- Front passenger airbag occupancy classification indicator.
- Energy-absorbing steering column.
- Front seatbelt pre-tensioners and force limiters.
- 3-point front seatbelts with adjustable seatbelt anchors, driver's Emergency Locking Retractor (ELR) & passenger side Automatic / Emergency Locking Retractor (ALR/ELR).

DRESS IT UP. DRIVE IT OUT. Express yourself. Take your Toyota Matrix to a whole new level of self-expression by adding any of the Toyota Accessories custom designed for your model. It's a great way to personalize your new vehicle, optimize its appearance and enhance the performance all at the same time. Ask your Toyota Dealer. To find the Toyota Dealer nearest you go to **toyota.ca** or call **1-888-TOYOTA-8**.



Rear spoiler

Rear bumper protector

Door sill protectors

MP3 player or AM/FM/CD

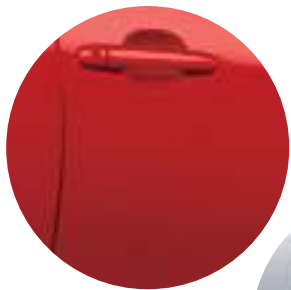


Matrix all dressed up with a rear spoiler, a hood deflector and a “body kit” which includes front and rear bumper chins and side skirts.

Enhance the look and functionality of your new Matrix by choosing from the following list of Accessories:

- All-season mats • Block heater • Body kit • Cargo box
- Cargo liner • Cargo mat • Cargo net
- Car tent • Cruise control • Exhaust tip
- Hood deflector • Licence plate cover
- Performance exhaust
- Security system • Side window visors
- Sport pedal • Subwoofer • Sunroof wind deflector
- Towing accessories • Wheel locks

2006 MATRIX COLOURS



3L5 Radiant Red



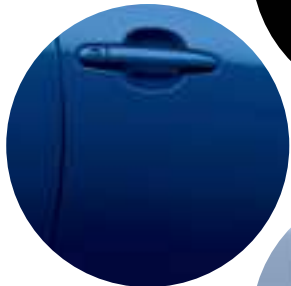
1E7 Silver Streak Mica



040 Alpine White¹



209 Black Sand Pearl



8P4 Indigo Ink



8Q5 Cosmic Blue Metallic¹



1F4 Meteorite Metallic



1E3 Phantom Grey Pearl

Dark Grey Fabric on all models.

¹ TRD Special Edition not available.

NEW VEHICLE WARRANTY SUMMARY
No Deductibles – No Transfer Fees

Comprehensive Coverage - 3 years or 60,000 km

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

Powertrain Components - 5 years or 100,000 km

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

Major Emission Control Components - 8 years or 130,000 km

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

Corrosion Perforation - 5 years unlimited distance

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

VEHICLE COVERAGE



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



TOYOTA EXPERIENCE

The part you can't replace are dedicated to making the experience of owning a Toyota both satisfying and rewarding. Our highly skilled, Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving. “That new Toyota feeling - we help you keep it.”



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



Toyota Canada and its Dealers are proud sponsors of Canadian Special Olympics.



Toyota Graduate Program

This program assists new graduates in their purchase of a New or Certified Used Toyota. The program differs depending on the model chosen. Be sure to ask your Dealer when purchasing your Toyota. Some conditions may apply.



TOYOTA | EVERGREEN
LEARNING GROUNDS



2006 MATRIX

FEATURES

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
INTERIOR:					
• AM/FM CD, 4-Speakers, Roof-Mounted Antenna	●	●		●	●
• AM/FM, 6-Disc CD Changer, 6-Speakers, Roof-Mounted Antenna			●		
• Rear Seat Heater Ducts	●	●	●	●	●
• Air Conditioning, Cabin Air Filter		●	●	●	●
• Front Bucket Seats	●	●	●	●	●
• Driver Seat Recline, Cushion Height Adjustment	●	●	●	●	●
• Passenger Seat Recline, Fold-Down Seat Back	●	●	●	●	●
• 60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●	●	●	●	●
• Fabric-Covered Headrests w/Vertical Adjustment, Fabric Seat Material	●	●	●	●	●
• Power Windows w/Driver Side Auto Down		●	●		●
• Power Door Locks		●	●	●	●
• Optitron Electronic Gauges, Tachometer, Water Temperature Gauge, Outside Temperature Gauge, Dual Trip Odometer	●	●	●	●	●
• Dual Vanity Mirrors	●	●	●	●	●
• 3-Spoke Tilt Steering Wheel	●	●	●	●	●
• Leather-Wrapped Steering Wheel		●	●		●
• Leather-Wrapped Shift Knob (Auto Transmission Only)		●			
• Leather-Wrapped Shift Knob			●		●
• Fabric Door Trim, Fabric Headliner	●	●	●	●	●
• Driver Footrest	●	●	●	●	●
• Metallic Dash Accents, Interior Chrome Trim	●	●	●	●	●
• Carpeting, Carpet Floor Mats	●	●	●	●	●
• Tonneau Cover	●	●	●	●	●
CONVENIENCE:					
• Cruise Control		●	●	●	●
• Driver's Seat Back Pocket, Centre Console Box w/Armrest	●	●	●	●	●
• Map Lamps		●	●		●
• Cargo Lamp	●	●	●	●	●
• Digital Clock, Front & Rear Cup Holders, Accessory Power Outlets	●	●	●	●	●
• Accessory Outlet (115V)			●		
• Door Map Pockets, Coat Hooks	●	●	●	●	●
• Cargo Area Tie-Down Rings, Side Storage Compartments, Under Cargo Area Storage Compartments	●	●	●	●	●
• Keyless Entry w/Hatch Release		●	●	●	●
• Illuminated Entry		●	●	●	●

● - Standard ○ - Optional

* Airbag Notice: The 2006 Matrix features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a full-frontal collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate; in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system. *Seatbelts must be worn at all times by all occupants.*

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
SAFETY:					
• Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	●	●	●	●	●
• Front Passenger Airbag Occupancy Classification Indicator	●	●	●	●	●
• Front Seatbelt Pre-Tensioners & Force Limiters	●	●	●	●	●
• All-Position 3-Point Lap & Shoulder Belts	●	●	●	●	●
• Adjustable "B" Pillar Shoulder Belt Anchors	●	●	●	●	●
• Anchor Points for Child Restraint Seats	●	●	●	●	●
• Child Protector Rear Door Locks	●	●	●	●	●
• Assist Grips	●	●	●	●	●
• Engine Immobilizer	●	●	●	●	●
• Remote Fuel Lid Release	●	●	●	●	●
• Low Engine Oil Level, Low Fuel, Low Washer Fluid, Front Passenger Seatbelt, Door Ajar, Headlamps On Warning	●	●	●	●	●
• Tire Pressure Monitoring System			●	●	●
EXTERIOR:					
• Unique Wheel Covers, 16" Steel Wheels	●			●	
• 16" Aluminum Alloy Wheels, Wheel Locks		●			●
• 17" Aluminum Alloy Wheels, Wheel Locks			●		
• Flip-Up Rear Hatch Glass	●	●	●	●	●
• Side Window Defoggers	●	●	●	●	●
• Electric Rear Window Defroster w/Timer	●	●	●	●	●
• Tinted Glass	●	●	●	●	●
• Fuel Cap Hanger	●	●	●	●	●
• Coloured Bumpers, Chrome Tail Pipe, Front & Rear Splash Guards	●	●	●	●	●
• Coloured Mirrors, Door Handles & Side Skirts		●			●
• Coloured Mirrors, Door Handles & Full Skirt Package; Power Moonroof			●		
• Dual Manual Remote-Control Mirrors	●			●	
• Dual Power Remote-Control Mirrors		●	●		●
• Intermittent Wipers, Rear Window Intermittent Wiper/Washer	●			●	
• Variable Intermittent Wipers, Rear Window Intermittent Wiper/Washer		●	●		●
• Reflector-Style Halogen Headlamps	●	●	●	●	●
• Fog Lamps			●		
PACKAGES:					
BASE FWD PACKAGE:					
• 16" Aluminum Alloy Wheels, Wheel Locks, Air Conditioning, Cabin Air Filter, Power Door Locks, Keyless Entry w/Hatch Release, Illuminated Entry	○				
TRD SPECIAL EDITION PACKAGE:					
• 17" Unique Alloy Wheels, Red Painted Brake Calipers, Wheel Locks, Air Conditioning, Cabin Air Filter, Unique Special Edition Interior Trim Accents, Power Door Locks, Illuminated Entry, Coloured Power Mirrors, Door Handles, Side Skirts, Spoiler; Blacked-Out "B" Pillar, Fog Lamps, Bumper Protector, Chrome Door Sill Plates, Panasonic 200-Watt AM/FM/CD/MP3 Player Audio System w/4-Speakers, TRD Exhaust Tip, TRD Shift Knob (Manual Only), TRD Decal (Package Available January 2006)	○				
XR FWD PACKAGE:					
• P215/50R17 All-Season Tires, 17" Aluminum Alloy Wheels, Antilock Braking System (ABS), Power Moonroof, Fog Lamps, Tire Pressure Monitoring System		○			
XR 4WD PACKAGE:					
• Power Moonroof, Coloured Full Skirt Package, Fog Lamps					○

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
MECHANICAL					
Engine	• 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection • 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/Lift & intelligence (VVTLi-i), Sequential Multiport Electronic Injection • 10.0:1 • 11.5:1	●	●	●	●
Compression Ratio	• 10.0:1 • 11.5:1	●	●	●	●
Horsepower	• 118 hp (88.0 kW) @ 6000 rpm • 126 hp (94.0 kW) @ 6000 rpm • 164 hp (122 kW) @ 7600 rpm† • 115 lb.ft. (156 N.m.) @ 4200 rpm • 122 lb.ft. (166 N.m.) @ 4200 rpm • 125 lb.ft. (170 N.m.) @ 4400 rpm†	●	●	●	●
Torque	• 118 hp (88.0 kW) @ 6000 rpm • 126 hp (94.0 kW) @ 6000 rpm • 164 hp (122 kW) @ 7600 rpm† • 115 lb.ft. (156 N.m.) @ 4200 rpm • 122 lb.ft. (166 N.m.) @ 4200 rpm • 125 lb.ft. (170 N.m.) @ 4400 rpm†	●	●	●	●
Suspension	• Front: Independent, MacPherson Gas Struts, Coil Springs, Stabilizer Bar • Rear: Torsion Beam Type, Gas Shock Absorbers, Coil Springs, Stabilizer Bar • Rear: Independent, Double Wishbone Type, Gas Shock Absorbers, Coil Springs, Stabilizer Bar	●	●	●	●
Drivetrain	• Front Engine/Front Wheel Drive • Front Engine/Fully Automatic V-Flex 4WD	●	●	●	●
Transmission	• 5-Speed, Manual, Overdrive • 4-Speed, Automatic, Overdrive, Lock-Up Torque Converter, ECT • 6-Speed, Manual, Close Ratio, Overdrive	●	●	●	●
Brakes	• Power-Assisted, Front Ventilated Discs, Rear Drums • Power-Assisted, Front Ventilated Discs, Rear Discs • Antilock Braking System (ABS)	●	●	●	●
Steering	• Rack & Pinion w/Variable Power Assist	●	●	●	●
Tires	• P205/55R16, All-Season Radials, Compact Spare • P215/50R17, All-Season Radials, Compact Spare	●	●	●	●

● - Standard ○ - Optional † Ratings achieved using premium fuel.

2006 MATRIX

SPECIFICATIONS*

MATRIX	BASE FWD	XR FWD	XRS FWD	BASE 4WD	XR 4WD
DIMENSIONS					
Length	4350 (171.3)	●	●	●	●
Width	1775 (69.9)	●	●	●	●
Height (Unloaded)	1540 (60.6) 1550 (61.0)	●	●	●	●
Wheelbase	2600 (102.4)	●	●	●	●
Tread	Front: 1515 (59.6) Rear: 1495 (58.9) Front: 1505 (59.3) Rear: 1485 (58.5) Front: 1515 (59.6) Rear: 1500 (59.1)	●	●	●	●
Seating Capacity	5	●	●	●	●
Ground Clearance	150.5 (5.9) 157.6 (6.2)	●	●	●	●
Headroom	Front: 1030 (40.6) Rear: 1011 (39.8)	●	●	●	●
Legroom	Front: 1062 (41.8) Rear: 922 (36.3)	●	●	●	●
Shoulder Room	Front: 1352 (53.2) Rear: 1336 (52.6)	●	●	●	●
GROSS VEHICLE WEIGHT <i>kg (lb)</i>					
	1745 (3847) 1785 (3935)	●	●	●	●
CURB WEIGHT <i>kg (lb)</i>					
Manual	BASE FWD: 1211 (2670) XR FWD: 1220 (2690) XRS FWD: 1254 (2765)	●	●	●	●
Automatic	BASE FWD: 1245 (2745) XR FWD: 1254 (2765) BASE 4WD: 1329 (2930) XR 4WD: 1340 (2955)	○	○	●	●
TOWING CAPACITY <i>kg (lb)</i>					
	680 (1500)	●	●	●	●
CARGO CAPACITY <i>m³ (cu.ft.)</i>					
	0.428 (15.1) Behind Front Seats — Max. 1.506 (53.2)	●	●	●	●
COEFFICIENT OF DRAG <i>cd</i>					
	0.32	●	●	●	●
TURNING CIRCLE <i>m (ft.)</i>					
	10.8 (35.5)	●	●	●	●
FUEL CAPACITY <i>litres (gal)</i>					
	50 (11) 45 (9.9)	●	●	●	●
FUEL CONSUMPTION RATING**					
	<i>L /100 km mpg</i>				
City/Highway					
Manual	BASE/XR: 7.9/5.9 XRS: 9.2/6.8	●	●		
Automatic	BASE/XR: 8.3/6.4 BASE/XR: 9.2/6.9	○	○	●	●

** These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

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YARIS HATCHBACK



ECHO SEDAN



COROLLA



MATRIX



PRIUS HYBRID



CAMRY



SOLARA COUPE & CONVERTIBLE



AVALON



SIENNA



RAV4



HIGHLANDER



4RUNNER



SEQUOIA



TACOMA



TUNDRA

Toyota Canada, in partnership with the Canadian Tourism Commission, has developed a national program to promote tourism within Canada. "GET GOING CANADA" encourages Canadians to drive Canada, see its wonders, and demonstrates our pride in and dedication to "The World's Greatest Country".

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



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