



Date: February 18, 2010
TO: All Toyota Dealers
SUBJECT: New 2011MY Sienna Auto Access Seat models

Toyota Motor Sales is pleased to announce the new 2011MY Sienna Auto Access Seat models. Public announcement will take place on Friday, February 26, 2009.

I. New Sienna Auto Access Seat models

Overview

Designed for any passenger who may need a little help getting in and out of a vehicle, the innovative, industry-first factory installed Auto Access Seat (AAS) will be available exclusively on LE and XLE Grade Siennas. These models will offer a much needed transportation solution for the caregivers of an elderly parent or spouse with a walking disability, a disabled veteran, or for the parents of a child with a disability.

Operation/Features

The Auto Access Seat features one-touch operation, benefits from the all-new Sienna's spacious interior and wide-opening sliding doors, and has a number of features:

- A seat-mounted ingress/egress switch and a wireless remote control allow for easy and flexible operation.
- The seat rotates 90 degrees and can be lowered to within 19 inches of the ground to facilitate easier passenger transfers at the exact height required.
- The AAS has a lift capacity of up to 330 lbs., making it useful for people of various sizes or those who carry specialized medical equipment.
- Slide and reclining switches (located on both sides of the seat) allow up to four inches of slide travel and up to 24 degrees of reclining, respectively.
- An auto-recline feature allows for safe head clearance through the door frame during entry and exit.
- The compact design of the seat provides ample legroom for third-row passengers.
- Seat fabric matches the vehicle's interior fabric and has a stain- and odor-resistant treatment. On XLE models, the seat is vinyl trimmed to better match the interior style.

Safety

The Auto Access Seat meets all Federal Motor Vehicle Safety Standards (FMVSS) and is equipped with a number of safety attributes:

- An audible beep when the seat is in operation.
- A park-shift interlock feature that prevents seat operation if the vehicle is not in the "Park" position.
- A sliding door sensor that allows the seat to operate only when the sliding door is completely open (two audible beeps will warn the user of a partially open sliding-door condition or if the seat is not fully stowed when the door close button is pressed).
- A manual retraction function allows the seat to be retracted fully in the event of a vehicle power failure.
- Obstruction-detection programming, which notifies the operator with two audible beeps and halts seat operation (the seat will retract slightly when an obstruction is met to facilitate easier removal of the object).
- Lower Anchors and Tethers for Children (LATCH) to properly secure any ISOFIX style child safety seat.

Reliability

Consumers will benefit from Toyota quality, durability, and reliability with the new Auto Access Seat. The seat-operating mechanism is link-driven, allowing enhanced durability and a more quiet operation than chain-driven systems. Owners will also enjoy the convenience of having the seat system serviced at their local Toyota dealership and covered by Toyota's three-year/36,000 mile factory warranty.

Availability

- AAS models will be made available to Toyota dealers as a special dealer order (this should be used to meet exact customer specifications).
- A limited number of available pre-built Siennas with AAS will be visible via a link in the new Mobility section which will be available on eShowroom in Mid-March.
- A new “Spec Pull” process (targeted to be launched in May/June) will allow Toyota dealers to leverage Dealer Daily to make adjustments to allocated Siennas in your pipeline in order to receive an AAS model Sienna.

II. Detailed MSRPs

Vehicle/Model Number	Grade	Doors	Body Style	Trans	MSRP	MY
SIENNA						
	5335 LE V6 with Auto Access Seat	5	Van	6AT	\$ 35,135	11MY
	5345 XLE V6 with Auto Access Seat	5	Van	6AT	\$ 39,445	11MY

All prices listed exclude the Delivery, Processing and Handling Fee (DPH).

III. Effective Timing

Production of Sienna Auto Access Seat models began in February 2010.

IV. Pricing Summary Documents

Updated price guides will be available shortly in the “Secure Area” for Dealer Principals on Dealer Daily.

Please contact your District Sales Manager with any questions.