How does the new 2013 Venza make things better?

To start with, it’s the definition of style, innovation and versatility. It has the fuel efficiency and performance you’d expect from Toyota and available AWD on both the 4-cylinder and V6 engines. It’ll take you anywhere you want to go and you’ll have plenty of space for cargo. In fact, you’ll even have room for up to 5 passengers.

Venza was built with an impressive array of high-tech features. From its cutting-edge audio capabilities to its advanced multimedia systems, you’ll have all the information you need conveniently displayed on one screen.

Toyota’s commitment to safety is demonstrated through our innovative Star Safety System™, and our dedication to reliability is proven by the fact that over 80% of Toyotas sold in Canada in the last 20 years are still on the road today*. Those are just a few reasons why you’ll feel more confident than ever sitting behind the wheel.

The new 2013 Venza, like every single one of our vehicles, was built to make things better. It’s just how we approach everything we do, every day.

*Based on U.S. and/or Canadian sales and registrations MY 1991-2012 as of June 01, 2012.
Break the mould

When it comes to innovation, Venza kicks it up a notch.

The 2013 Venza has incredible style, but that’s not the only thing that sets it apart – it’s all about innovation. Venza is packed with advanced technology that is designed to make your life easier. From its vast list of standard features to its impressive high-tech components, Venza really does turn the drive into an experience – one you’ll enjoy from start to finish.
Sit back and relax

Venza’s versatility is ready for anything.

Whether you’re picking up groceries, taking out the dog or going on a road trip with friends, Venza is ready for it all. Speaking of friends, you’ll be able to fit 7 of them very comfortably. In fact, Venza comes with almost 2 cubic metres (70.1 cubic feet) of cargo space, which means there’s plenty of room for large items, such as luggage or a stroller. Venza also comes with an optional power liftgate with jam protection, which makes packing for a trip a whole lot easier. With versatility like this, there’s virtually nothing you can’t do.

Cargo Space

With the pull of a latch, Venza’s rear 60/40 split seats fold flat to reveal an impressive 2.09 cubic metres (70.1 cubic feet) of cargo space.

Black Leather Interior

Heighten your style with Venza’s optional Black Leather Interior.

Extra Storage

Slide back the centre-armed table to reveal a storage tray and a deep storage compartment. Under the sliding cupholder lid is another large storage compartment illuminated by LEDs, and complete with a 12V walling power outlet.

Reclining Rear Seats

Passengers sitting in the rear can have a truly relaxed trip with Venza’s reclining seats.

Rear Seat Vents

Venza’s centre console comes complete with rear facing vents, which are operated by the dual zone climate control system. This system also features an air filter that traps dust and other airborne particles.
All about the drive
Venza’s always ready for the road

With Venza’s 4-cylinder and V6 engines, you’re not only getting great fuel efficiency, you’re getting a car that’s ready for any road conditions. Speaking of the road, Venza’s available All-Wheel Drive will help enhance traction, no matter what the season.

And when it comes to maneuverability, Venza doesn’t fall short. With a low centre of gravity, you’ll get surprisingly precise handling, which is pretty comforting whenever you’re driving in a large city.

ALL-WHEEL DRIVE (AWD) WITH ACTIVE TORQUE CONTROL
The available AWD with active torque control monitors each wheel and distributes the engine’s power to the appropriate wheel at the appropriate time. This advanced technology helps to optimize traction on any surface, wet or dry.

HILL-START ASSIST CONTROL
When accelerating from a standstill on an incline, Hill-start Assist Control will help prevent the vehicle from rolling backward. Once activated, the system holds the brakes for approximately three seconds as the driver switches from the brake pedal to the accelerator.

4-CYLINDER AND V6 ENGINES
Venza’s 2.5L 4-cylinder and 3.5L V6 engines are connected to a 6-speed Super Electronically Controlled Transmission that helps manage the engine’s power. This means Venza will always offer smooth, seamless shifts and excellent fuel efficiency.
When it comes to safety, Venza has you covered.

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**BACKUP CAMERA**
Venza is available with a backup camera located above the rear license plate. When in reverse, the camera displays the area behind the vehicle that’s visible to the camera on the Display Audio touch screen.

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**BLIND-Spot CONVEX MIRRORS**
The blind-spot convex mirrors extend your field of view on both the left and right side of the vehicle, allowing you to see if another car is approaching from either side.

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**AUTOMATIC HIGH-BEAM SYSTEM**
A sensor located behind the rearview mirror helps enhance visibility at night by automatically controlling high beams and depending on the circumstances, automatically switching your high beams off and on. (Flooding and 40% Package)

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**CRUMPLE ZONES**
Front and rear shock-absorbing crumple zones and 34 adaptable steering columns are designed to help dissipate impact force in a collision.

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**SEVEN STANDARD AIRBAGS**
Venza comes standard with seven airbags, including a driver and front passenger airbag, driver’s knee airbag, front seat-mounted side airbags for the front occupants and front and rear side curtain airbags.

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**ADVANCED SEATBELTS**
Driver and front passenger seatbelts feature pre-tensioners with force limiters, as well as adjustable shoulder anchors.

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**ACTIVE FRONT HEADRESTS**
Venza comes standard with active headrests on the front seats that adjust to better support the front seat occupants, head during certain lower-speed rear-end collisions.

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**LATCH SYSTEM**
Lower Anchor and Tethers for Children (LATCH) are included on each outboard second-row seat.

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**DIRECT TIRE PRESSURE MONITORING SYSTEM (TPMS)**
Maintains proper tire pressure is important. TPMS monitors the pressure of the tires and issues a warning if the pressure becomes critically low.

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2013 Venza comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

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**VSC**
Vehicle Stability Control helps prevent spins and loss of traction by reducing engine power and applying the brake force to the wheels that need it.

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**TRACTION CONTROL**
Helps maintain traction, especially on loose or uneven surfaces by applying brake force to the spinning wheel(s).

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**ABS**
Anti-lock Braking System prevents brakes from locking up by “pulsing” brake pressure to each wheel to help you stay in control in emergency braking situations.

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**EBD**
Electronic Brake-force Distribution redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

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**BA**
Brake Assist detects sudden “panic” braking and adds the full pressure needed to help prevent a collision.

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**SRS**
Smart Stop Technology is designed to reduce engine power when the brake is “On” and helps in bringing the vehicle to a stop, even if the accelerator pedal is fully depressed.

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Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new vehicle. Visit toyota.ca for more details.
Colours

INTERIOR COLOUR OPTIONS
A. Light Grey/Black on all models.
B. Light Grey leather optional on all models.
C. Beige fabric on all models.
D. Grey leather optional on all models.
E. Black leather optional on all models.

Please see your Toyota Dealer for details.

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 tire-related repairs.

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

Accessories

Personalize your Venza to enhance both its appearance and performance. Many of Toyota’s Accessories Parts can be reinstalled or advanced through Toyota Financial Services when purchased at the same time as your new vehicle, and yes, they are all backed by a Toyota Warranty. For a complete list of vehicle-specific accessories, visit customizemytoyota.ca, your local Dealer or toyota.ca.

Block Heater
Body Side Mouldings
Bang & Olufsen Audio System
Cargo Liner
Hood Deflector
Leather Seat Surfaces
(heated Front Seats)
Navigation System
Remote Engine Starter
Roof Rack
Towing hitch

Committed to Canadians, today and tomorrow

Being a leader in the automotive industry does not simply start and finish with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across the country fund non-profit programs that work to make a difference for Canadians through direct community involvement.

As part of our ongoing commitment to the environment and education, we established the Toyota Evergreen Learning Grounds program. This program is designed to transform Canada school grounds into outdoor learning environments so that students can have a healthy place to play, learn and develop a genuine respect for nature. We also support Special Olympics Canada which helps athletes reach their full potential through participation in events from a local to a national level.

Visit us at toyota.ca to learn more about our programs and commitment to making things better for Canadian communities, today and tomorrow.
At Toyota **quality, safety** and **sustainability** are built into every vehicle we make. To learn more about Toyota’s commitment to manufacturing safe, high quality, long lasting vehicles – and to see the awards we’ve won for doing just that – visit [toyota.ca](http://toyota.ca).

Join the Conversation - Follow us on Facebook at facebook.com/toyotacanada, on Twitter at twitter.com/toyotacanada and on YouTube at youtube.com/toyotacanada.

Toyota recognizes its duty to safeguard the environment. Please recycle.