

2010 CAMRY



Commonly chosen. Uncommonly engineered.



© 2009 Toyota Motor Sales, U.S.A., Inc. Produced 06.19.09

Model Overview



Hybrid shown in Blue Ribbon Metallic with available Upgrade Package













XLE V6 shown in Magnetic Grey Metallic with available Smart Key System. [3]














Hybrid interior shown with available Upgrade Package with DVD navigation [10] and available Ash leather-trimmed interior with heated front seats

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
MSRP**	\$19,395	\$20,445	\$20,850	\$21,900	\$22,165	\$23,165	\$24,565	\$25,840	\$25,925	\$26,150	\$29,045
MPG City/Highway***	22/33	22/32	22/33	22/32	22/32	22/32	19/28	19/28	22/32	33/34	19/28
Seating	5	5	5	5	5	5	5	5	5	5	5

EXTERIOR COLORS*

Super White 	Magnetic Gray Metallic 
Classic Silver Metallic 	Barcelona Red Metallic 
Black 	Spruce Mica 
Sandy Beach Metallic 	Aloe Green Metallic 
Blue Ribbon Metallic 	Blue Whisper Mica 

INTERIOR COLORS*

Camry/LE - Ash Fabric 	SE - Ash Leather 	XLE/Hybrid - Bisque Leather 
Camry/LE - Bisque Fabric 	SE - Dark Charcoal Leather 	
Camry/LE - Bisque Fabric 	XLE/Hybrid - Ash Fabric 	
SE - Ash Fabric 	XLE/Hybrid - Bisque Fabric 	
SE - Dark Charcoal Fabric 	XLE/Hybrid - Ash Leather 	

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.



Standard Features and Options*

- not available
- S** standard
- O** optional
- P** part of package

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
MSRP**	\$19,395	\$20,445	\$20,850	\$21,900	\$22,165	\$23,165	\$24,565	\$25,840	\$25,925	\$26,150	\$29,045
Model Number	2513	2514	2531	2532	2545	2546	2552	2550	2540	2560	2554
EXTERIOR											
Aerodynamic multi-reflector projector-beam headlamps with auto on/off feature	S	S	S	S	-	-	S	-	S	S	S
Aerodynamic multi-reflector projector-beam headlamps with blackout sport trim and auto on/off feature	-	-	-	-	S	S	-	S	-	-	-
Blue-tinted headlamp bezels	-	-	-	-	-	-	-	-	-	S	-
Integrated front fog lamps	-	-	-	-	S	S	-	S	S	O	S
LED (light-emitting diode) for tail, stop and side marker lamps	S	S	S	S	S	S	S	S	S	-	S
16-in. steel wheels with P215/60R16 tires and full wheel covers	S	S	S	S	-	-	S	-	-	S	-
16-in. 7-spoke alloy wheels with P215/60R16 tires	-	-	O	O	-	-	O	-	-	-	-
17-in. 5-spoke machined alloy wheels with P215/55R17 tires [1] [2]	-	-	-	-	S	S	-	S	-	-	-
16-in. 10-spoke alloy wheels with P215/60R16 tires	-	-	-	-	-	-	-	-	S	-	S
16-in. 10-spoke aluminum alloy wheels with P215/60R16 tires	-	-	-	-	-	-	-	-	-	P ^[3]	-
Dual color-keyed power outside mirrors	S	S	S	S	S	S	S	S	S	S	S
Heated outside mirrors	-	-	-	-	-	O P	-	O P	S	O ^[3] P ^[3]	S
Acoustic noise-reducing front windshield	-	-	-	-	-	-	-	-	-	S	-
High Solar Energy-Absorbing (HSEA) glass	S	S	S	S	S	S	S	S	S	S	S

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.



Standard Features and Options*

- not available
- S** standard
- O** optional
- P** part of package

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
Washer-linked variable intermittent windshield wipers with mist cycle	S	S	S	S	S	S	S	S	S	S	S
Power tilt/slide moonroof with sliding sunshade	-	-	P	P	P	P	P	P	S	P ^[3]	S
Blackout sport grille	-	-	-	-	S	S	-	S	-	-	-
Heavy-duty electric rear window defogger with timer	S	S	S	S	S	S	S	S	S	S	S
Dual exhaust	-	-	-	-	S	S	S	S	-	-	S
Chrome-tipped exhaust	-	-	-	-	S	S	S	S	S	S	S
Color-keyed front and rear underbody spoilers and side rocker panel moldings	-	-	-	-	S	S	-	S	-	-	-
Color-keyed rear lip spoiler	-	-	-	-	O	O	-	O	-	-	-
INTERIOR											
Multi-information display with outside temperature, average fuel economy, driving range, average-speed and travel distance since start	-	-	-	-	-	-	-	-	S	-	S
Multi-information display with ECO Drive Level, hybrid system energy flow, outside temperature, average fuel economy, driving range, average speed and travel distance since start	-	-	-	-	-	-	-	-	-	S	-
Multi-function remote keyless entry system with lock, unlock, trunk-release, panic features and illuminated entry	-	-	S	S	S	S	S	S	S	S	S
Smart Key System [4] with Push Button Start and remote illuminated entry	-	-	-	-	-	O	-	O	O	S	O
Tilt/telescopic steering wheel with audio controls	S	S	S	S	S	S	S	S	S	S	S
Cruise control	S	S	S	S	S	S	S	S	S	S	S
4-spoke leather-wrapped steering wheel and wood-grain-style shift lever	-	-	-	-	-	-	-	-	S	P ^{[3][5]}	S
3-spoke leather-wrapped sport steering wheel and shift lever	-	-	-	-	S	S	-	S	-	-	-



Information Provided By:

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 CAMRY



- not available
- S** standard
- O** optional
- P** part of package

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
Fabric seat and door trim with integrated armrests and dual front and rear map pockets	S	S	S	S	S	S	S	S	-	S	-
Fabric seat and door trim treated with Fraichir [6] process with integrated armrests and dual front and rear map pockets	-	-	-	-	-	-	-	-	S	S	-
Leather-trimmed seats and door trim with integrated armrests and dual front and rear map pockets	-	-	-	-	-	O P	-	O P	O	-	S
Leather-trimmed seats and door trim with integrated armrests, sliding center console, driver and front passenger power seats, dual front and rear map pockets, and wood-grain-style interior trim	-	-	-	-	-	-	-	-	-	P ^[3]	-
Heated front seats	-	-	-	-	O ^[5]	O ^[5] P ^[5]	-	O ^[5] P ^[5]	O ^[5]	P ^{[3][7]}	O ^[5]
Unique Sport fabric seats	-	-	-	-	S	S	-	S	-	-	-
Aluminum doorsills and sport pedals	-	-	-	-	S	S	-	S	-	-	-
Metallic-style interior trim with chrome door handle accents	-	-	S	S	S	S	S	S	-	S	-
Wood-grain-style interior trim with chrome accents on door handles	-	-	-	-	-	-	-	-	S	P ^{[3][5]}	S
Multi-adjustable front bucket seats with adjustable headrests and seatback pockets; manual drivers seat with vertical seat height adjuster and lumbar support	S	S	-	-	-	-	-	-	-	-	-
Multi-adjustable power drivers seat with adjustable headrest, seatback pocket and lumbar support	-	-	S	S	S	S	S	S	S	S	S
Multi-adjustable power passenger seat	-	-	-	-	-	O ^[5]	-	O ^[5]	S	-	S
60/40 split fold-down rear seat with security locks, adjustable headrests and center armrest with cup holders	S	S	S	S	-	-	S	-	-	-	-
60/40 split fold-down rear seat with security locks, adjustable headrests and seatbelt positioning clips	-	-	-	-	-	-	-	-	-	S	-



*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

- not available
- S** standard
- O** optional
- P** part of package

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
40/20/40 split manually reclining rear seats with separate headrests, center armrest with cup holders and locking trunk pass-through	-	-	-	-	-	-	-	-	S	-	S
CFC-free air conditioning with dust and pollen filter	S	S	S	S	S	S	S	S	-	-	-
CFC-free dual zone auto climate control with dust and pollen filter, Plasmacluster [8] ionizer, steering wheel-mounted controls and rear-seat vents	-	-	-	-	-	-	-	-	S	-	S
CFC-free dual zone auto climate control with electric compressor and Plasmacluster [8] ionizer and rear-seat vents	-	-	-	-	-	-	-	-	-	S	-
AM/FM CD player with satellite radio capability [9], MP3/WMA playback capability, auxiliary audio jack, six speakers and in-glass antenna	S	S	S	S	S	S	S	S	-	S	-
AM/FM CD player with integrated satellite radio, MP3/WMA playback capability, auxiliary audio jack, USB port with iPod [10] connectivity, hands-free phone capability and music streaming via Bluetooth [11] wireless technology, Vacuum Fluorescent Display, six speakers and in-glass antenna	-	-	O	O	O	O	O	O	-	-	-
JBL AM/FM 6-disc in-dash CD changer with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod [10] connectivity, hands-free phone capability and music streaming via Bluetooth [11] wireless technology, eight speakers in six locations, Vacuum Fluorescent Display and FM diversity reception	-	-	-	O	-	O	O	O	S	P ^[3]	S



*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **CAMRY**



- not available
- S** standard
- O** optional
- P** part of package

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
Voice-activated DVD navigation system [11] with integrated backup camera [12], JBL AM/FM 4-disc in-dash CD changer with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod [10] connectivity, hands-free phone capability and music streaming via Bluetooth [11] wireless technology, eight speakers in six locations and FM diversity reception	-	-	-	-	-	O	-	O	O	P ^[3]	O
Day/night rearview mirror	S	S	S	S	S	S	S	S	-	S	-
Auto-dimming rearview mirror with compass	-	-	-	O	O	P	O	P	S	P ^[3]	S
Illuminated entry	S	S	S	S	S	S	S	S	S	S	S
HomeLink [14] universal transceiver	-	-	-	-	-	P	-	P	S	P ^[3]	S
Power windows with auto up/down and retained-power features with jam protection	S	S	S	S	S	S	S	S	S	S	S
Power automatic door locks with anti-lockout feature	S	S	S	S	S	S	S	S	S	S	S
Optitron meters with speedometer, tachometer, coolant temperature and fuel level gauges; digital odometer and twin tripmeters with outside temperature display	S	S	S	S	S	S	S	S	S	-	S
Blue Optitron sport meters	-	-	-	-	S	S	-	S	-	-	-
Optitron meters with speedometer, instant mpg, coolant temperature and fuel level gauges; digital odometer and twin tripmeters	-	-	-	-	-	-	-	-	-	S	-
Manually retractable rear window sunshade	-	-	-	-	-	-	-	-	S	-	S
Rear personal reading lights	-	-	P	P	P	P	P	P	S	P ^[3]	S
Hand lever parking brake	S	-	S	-	S	-	-	-	-	-	-
Foot pedal parking brake	-	S	-	S	S	S	S	S	S	S	S



*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **CAMRY**



- not available
- S** standard
- O** optional
- P** part of package

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
Remote hood, trunk and fuel-filler door releases	S	S	S	S	S	S	S	S	S	S	S
Dual illuminated visor vanity mirrors	-	-	P	P	P	P	P	P	S	P ^[3]	S
Overhead console with maplights and sunglasses holder	S	S	S	S	S	S	S	S	S	S	S
Lockable illuminated glove box	S	S	S	S	S	S	S	S	S	S	S
Digital quartz clock	S	S	S	S	S	S	S	S	S	S	S
Bi-level covered center console with storage	S	S	S	S	S	S	S	S	S	S	S
Sliding center armrest	-	-	-	-	-	-	-	-	S	P ^[3]	S
Two 12V auxiliary power outlets	S	S	S	S	S	S	S	S	S	S	S
Front cup holders	S	S	S	S	S	S	S	S	S	S	S
Fold-down rear center armrest with dual cup holders	S	S	S	S	S	S	S	S	S	S	S
Trunk luggage box	S	S	S	S	S	S	S	S	S	-	S
Trunk-mounted cargo net	-	-	-	-	-	-	-	-	S	S	S
SAFETY											
Driver and front passenger Advanced Airbag System [15]	S	S	S	S	S	S	S	S	S	S	S
Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [15]	S	S	S	S	S	S	S	S	S	S	S
Drivers knee airbag [15]	S	S	S	S	S	S	S	S	S	S	S
3-point front seatbelts with adjustable shoulder anchors and driver-side Emergency Locking Retractor (ELR), front passenger Automatic/Emergency Locking Retractor (ALR/ELR)	S	S	S	S	S	S	S	S	S	S	S
3-point rear seatbelts with Automatic/Emergency Locking Retractors (ALR/ELR) for all passengers	S	S	S	S	S	S	S	S	S	S	S



*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **CAMRY**



- not available
- S** standard
- O** optional
- P** part of package

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
Outboard rear seatbelt comfort guides	S	S	S	S	S	S	S	S	S	S	S
Front and rear crumple zones and side-impact door beams	S	S	S	S	S	S	S	S	S	S	S
Star Safety System-includes Enhanced Vehicle Stability Control (VSC) [16] with cutoff switch and Traction Control (TRAC). Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [17]	S	S	S	S	S	S	S	S	S	-	S
Star Safety System with Vehicle Dynamics Integrated Management (VDIM) [18]-includes Enhanced Vehicle Stability Control (VSC) [16] with cutoff switch and Traction Control (TRAC). Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [17]	-	-	-	-	-	-	-	-	-	S	-
Direct Tire Pressure Monitor System (TPMS) [19]	S	S	S	S	S	S	S	S	S	S	S
Energy-absorbing collapsible steering column	S	S	S	S	S	S	S	S	S	S	S
Child-protector rear door locks	S	S	S	S	S	S	S	S	S	S	S
LATCH (Lower Anchor and Tethers for Children) for outboard rear seating positions only	S	S	S	S	S	S	S	S	S	S	S
Internal trunk-release handle	S	S	S	S	S	S	S	S	S	S	S
Battery-saver feature-deactivates interior lights after 20 minutes	S	S	S	S	S	S	S	S	S	S	S
Daytime Running Lights (DRL) with off mode	S	S	S	S	S	S	S	S	S	S	S
Engine immobilizer [20]	S	S	S	S	S	S	S	S	-	S	-
Engine immobilizer [20] with alarm	-	-	-	-	-	-	-	-	S	-	S



*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.



LE Packages and Options

Auto-dimming rearview mirror with compass

16-in. 7-spoke alloy wheels with P215/60R16 tires

AM/FM CD player with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod® [10] connectivity, hands-free phone capability and music streaming via Bluetooth® [11] wireless technology, Vacuum Fluorescent Display, six speakers and in-glass antenna

JBL® AM/FM 6-disc in-dash CD changer with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod® [10] connectivity, hands-free phone capability and music streaming via Bluetooth® [11] wireless technology, eight speakers in six locations, Vacuum Fluorescent Display and FM diversity reception

Moonroof Package

- Power tilt/slide moonroof with sliding sunshade
- Dual illuminated visor vanity mirrors
- Rear personal reading lights

SE Packages and Options

Auto-dimming rearview mirror with compass

AM/FM CD player with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod® [10] connectivity, hands-free phone capability and music streaming via Bluetooth® [11] wireless technology, Vacuum Fluorescent Display, six speakers and in-glass antenna

JBL® AM/FM 6-disc in-dash CD changer with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod® [10] connectivity, hands-free phone capability and music streaming via Bluetooth® [11] wireless technology, eight speakers in six locations, Vacuum Fluorescent Display and FM diversity reception

Color-keyed rear lip spoiler

Voice-activated DVD navigation system [12] with integrated backup camera [13], JBL® AM/FM 4-disc in-dash CD changer with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod® [10] connectivity, hands-free phone capability and music streaming via Bluetooth® [11] wireless technology, eight speakers in six locations and FM diversity reception

Multi-adjustable power passenger seat [5]

Smart Key System [4] with Push Button Start and remote illuminated entry

Moonroof Package

- Power tilt/slide moonroof with sliding sunshade
- Dual illuminated visor vanity mirrors
- Rear personal reading lights

Sport Leather Package

- Heated front seats
- Leather-trimmed seats and door trim with integrated armrests and dual front and rear map pockets
- Dual color-keyed, heated power outside mirrors [21]

Sport Convenience Package

- HomeLink® [14] universal transceiver
- Auto-dimming rearview mirror with compass [21]

XLE Packages and Options

Voice-activated DVD navigation system [12] with integrated backup camera [13], JBL® AM/FM 4-disc in-dash CD changer with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod® [10] connectivity, hands-free phone capability and music streaming via Bluetooth® [11] wireless technology, eight speakers in six locations and FM diversity reception

Leather-trimmed seats and door trim with integrated armrests and dual front and rear map pockets

Heated front seats

Smart Key System [4] with Push Button Start and remote illuminated entry

Hybrid Packages and Options

Integrated front fog lamps

Moonroof Package [3]

- Power tilt/slide moonroof with sliding sunshade
- Dual illuminated visor vanity mirrors
- Rear personal reading lights

Upgrade Package

- 16-in. 10-spoke aluminum alloy wheels with P215/60R16 tires

Information Provided by:





Options*

- JBL® AM/FM 6-disc in-dash CD changer with integrated satellite radio capability [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod® [10] connectivity, hands-free phone capability and music streaming via Bluetooth® [11] wireless technology, eight speakers in six locations, Vacuum Fluorescent Display and FM diversity reception

- Leather-wrapped steering wheel and shift knob
- Auto-dimming rearview mirror with compass
- HomeLink® [14] universal transceiver

Upgrade Package with DVD Navigation [12]

- 16-in. 10-spoke aluminum alloy wheels with P215/60R16 tires
- Voice-activated DVD navigation system [12] with integrated backup camera [13]
- JBL® AM/FM 4-disc in-dash CD changer with integrated satellite radio [9], MP3/WMA playback capability, auxiliary audio jack, USB port with iPod® [10] connectivity, hands-free phone and music streaming capability via Bluetooth® [11] wireless technology, eight speakers in six locations, FM diversity reception
- Leather-wrapped steering wheel and shift knob
- Auto-dimming rearview mirror with compass
- HomeLink® [14] universal transceiver

Comfort and Convenience Package [3,22]

- Heated front seats and outside mirrors

Leather Package [3]

- Leather-trimmed seats and door trim with integrated armrests
- Sliding center console
- Driver and front passenger power seats
- Dual front and rear map pockets
- Wood-grain-style interior trim



Information Provided by:
DEALER
E-PROCESS

Specifications

	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto	
MSRP**	\$19,395	\$20,445	\$20,850	\$21,900	\$22,165	\$23,165	\$24,565	\$25,840	\$25,925	\$26,150	\$29,045	
Model Number	2513	2514	2531	2532	2545	2546	2552	2550	2540	2560	2554	
MECHANICAL/PERFORMANCE												
Hybrid System Net Power: 187 hp (140 kW)	N/A									Standard	N/A	
Engine	2.4-liter DOHC 16-valve VVT-i 4-cylinder 158 hp [23] @ 6000 rpm/161 lb.-ft. [23] @ 4000 rpm						3.5-liter DOHC 24-valve Dual VVT-i V6 268 hp @ 6200 rpm/248 lb.-ft @ 4700 rpm		2.4-liter DOHC 16-valve VVT-i 4-cylinder 158 hp [23] @ 6000 rpm/161 lb.-ft. [23] @ 4000 rpm		N/A	3.5-liter DOHC 24-valve Dual VVT-i V6 268 hp @ 6200 rpm/248 lb.-ft @ 4700 rpm
Hybrid Engine: 2.4-liter DOHC 16-valve VVT-i 4-cylinder Hybrid 147 hp @ 6000 rpm/138 lb.-ft. @ 4400 rpm	N/A									Standard	N/A	
Ignition	Electronic, with Toyota Direct Ignition (TDI)											
Electric Motor Power Output: 199 lb.-ft @ 0-1500 rpm	N/A									Standard	N/A	
Motor type: Permanent magnet AC synchronous motor	N/A									Standard	N/A	
Voltage: 650V maximum	N/A									Standard	N/A	
Traction Battery Power Output: 40 hp (30 kW)	N/A									Standard	N/A	
Battery Type: Sealed Nickel-Metal Hydride (Ni-MH)	N/A									Standard	N/A	
Voltage: 244.8V	N/A									Standard	N/A	
5-speed manual overdrive	Standard	N/A	Standard	N/A	Standard	N/A						
5-speed electronically controlled automatic overdrive with intelligence (ECT-i)	N/A	Standard	N/A	Standard	N/A	Standard		N/A	Standard	N/A		
6-speed electronically controlled automatic overdrive with intelligence (ECT-i)	N/A							Standard		N/A		Standard

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.



Specifications

2010 CAMRY



	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto
Electronically controlled continuously variable transmission (ECVT) and sequential shift	N/A								Standard	N/A	
Drivetrain	Front engine, front-wheel drive										
Body construction	Unitized body with front and rear vibration-dampening sub-frames										
Hybrid Suspension: MacPherson strut front suspension with gas-filled shock absorbers and stabilizer bar; dual-link independent MacPherson strut rear suspension with gas-filled shock absorbers and stabilizer bar	N/A								Standard	N/A	
MacPherson strut front suspension with gas-filled shock absorbers and stabilizer bar; dual-link independent MacPherson strut rear suspension with gas-filled shock absorbers and stabilizer bar (SE adds sport-tuned shock absorbers and springs, strut tower and trunk-mounted braces)	Standard								N/A	Standard	
Steering	Variable-assist power rack-and-pinion								Electric powerassist rack-and-pinion	Variable-assist power rack-and-pinion	
Turning circle diameter, curb to curb (ft.)	36.1										
Power-assisted ventilated front/solid rear disc 4-channel 3-sensor Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [13]	Standard								N/A	Standard	
Hybrid Brakes: Power-assisted ventilated front/solid rear disc with Anti-lock Brake System (ABS) and integrated regenerative braking	N/A								Standard	N/A	
Vehicle Stability Control (VSC) [14] with Traction Control (TRAC)	Available								Standard	Available	
EXTERIOR DIMENSIONS (IN.)											
Overall height, unloaded	57.9			57.7			57.9	57.7	57.9	57.5	57.9
Overall width	71.7										
Overall length	189.2										
Wheelbase	109.3										
Ground clearance	5.5			5.3			5.1	5.5	5.9	5.3	
Track (front/rear)	62.0/61.6										



Specifications

2010 CAMRY



	Camry 4-Cyl 6-Speed Manual	Camry 4-Cyl 6-Speed Automatic	LE 4-Cyl 6-Speed Manual	LE 4-Cyl 6-Speed Auto	SE 4-Cyl 6-Speed Manual	SE 4-Cyl 6-Speed Auto	LE V6 6-Speed Auto	SE V6 6-Speed Auto	XLE 4-Cyl 6-Speed Auto	Hybrid 4-Cyl ECVT	XLE V6 6-Speed Auto	
Coefficient of drag (Cd)	0.28									0.27	0.28	
INTERIOR DIMENSIONS (IN.)												
Head room (with moonroof)	38.8/37.8	38.8/37.8 (37.9/37.4)						(37.9/37.4)	38.8/37.8 (37.9/37.4)	(37.9/37.4)		
Shoulder room	57.8/56.9						57.8/56.7			57.8/56.9		
Hip room	54.6/53.9											
Leg room	41.7/38.3									41.6/38.3	41.7/38.3	
Seating capacity	5											
WEIGHTS AND CAPACITIES												
Curb weight, manual/automatic (lb.)	3263/3307				3285/3351		NA/3461	NA/3483	NA/3373	3680	NA/3516	
EPA passenger volume (cu. ft.)	101.4											
Luggage capacity, rear seatbacks up (cu. ft.)	15				14.5		15		14.5	10.6	14.5	
Fuel tank (gal.)	18.5									17.2	18.5	
TIRES												
Size	P215/60R16				P215/55R17		P215/60R16	P215/55R17	P215/60R16			
Type	All-Season				Performance [2]		All-Season	Performanc e [2]	All-Season			
MPG												
Mileage Estimates (mpg city/highway) [21]	21/31						19/28		21/31	33/34	19/28	



Accessories

EXTERIOR ACCESSORIES



16" 15 Spoke Aluminum Alloy
Wheels
\$804 Installed MSRP*



Body Side Moldings
\$209 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Hybrid Graphics Body Side
\$65 Parts Only MSRP**



Hybrid Graphics Window
\$15 Parts Only MSRP**



Mudguards
\$73 Parts Only MSRP**



Rear Bumper Applique
\$69 Installed MSRP*



Rear Spoiler
\$303 Installed MSRP*

INTERIOR ACCESSORIES



All Weather Mats
(5-pc Set)
\$199 Installed MSRP*



Ashtray Cup
\$17 Parts Only MSRP**



BLU Logic® Hands-free
Communication
\$299 Installed MSRP*



Cargo Net
\$51 Installed MSRP*



Cargo Tote
\$40 Installed MSRP*



Carpet/Trunk Mat Set
\$200 Installed MSRP*



Door Sill Enhancements
\$179 Installed MSRP*



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



Remote Engine Start
\$529 Installed MSRP*



Simulated Dash Applique
(4-pc Kit)
\$149 Installed MSRP



Sport Pedals
\$85 Installed MSRP*



* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.



Accessories



Sport Shift Knob
\$72 Installed MSRP*



Trunk Mat
\$83 Parts Only MSRP**



VIP Security Systems
Glass Breakage Sensor
\$247 Installed MSRP*
RS3200 Plus
\$359 Installed MSRP*



XM Satellite Radio Kit
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 18" 10-Spoke Alloy
Wheel (includes four tires &
wheel locks)
\$2,100 Installed MSRP*

Image
Not Available



TRD Cat-Back Performance
Exhaust
4 Cylinder
\$799 Parts Only MSRP**
6 Cylinder
\$999 Parts Only MSRP**



TRD Lowering Springs
\$248 Parts Only MSRP**



TRD Performance Clutch
\$650 Parts Only MSRP**



TRD Torque Biasing
Differential
\$1,350 Parts Only MSRP**



* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.



Warranties / Disclaimers

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).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, 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 Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, 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.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month or 12,000 miles (whichever comes first), from the purchase date of the accessory.

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 refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

- [1] SE available with All-Season tires as a no-cost option.
- [2] 17-in. performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending upon driving conditions.
- [3] Requires Upgrade Package.
- [4] The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system.
- [5] Requires available leather-trimmed seats.
- [6] Fraichir™ is a trademark of Seiren Co., Ltd.
- [7] Requires Comfort and Convenience Package and Leather Package.
- [8] Plasmacluster™ is a trademark of Sharp Electronics, Inc.
- [9] Satellite radio requires XM or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.
- [10] iPod® is a registered trademark of Apple, Inc.
- [11] The phones on this site have been tested for Bluetooth® 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.

[12] The navigation system is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic updates available at an additional cost. See your Navigation System Owner's Manual for further details.

[13] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[14] HomeLink® is a registered trademark of Johnson Controls, Inc.

[15] 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 and warnings.

[16] 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.

[17] 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.

[18] Vehicle Dynamics Integrated Management (VDIM) 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 VDIM will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[19] 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.

[20] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a smart key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key Fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key Fob, it can be costly to replace. If you lose a key or Smart Key Fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org.

[21] Manual transmission only.

[22] Automatic transmission only.

[22] The backup camera uses the navigation system display on vehicles so equipped.

[23] Standard on V6, available on 4-cylinder.

[24] Requires Leather Package.

[25] In certain areas, 4-cylinder automatic models are equipped as Partial Zero Emission Vehicles (PZEV).

Equipment causes nominal reduction in horsepower (from 158 hp to 155 hp) and torque (from 161 lb.-ft. to 158 lb.-ft.). For Camry 4-cylinder models certified as Partial Zero Emission Vehicles (PZEV), all emissions components are covered for 15 years or 150,000 miles, whichever occurs first, for performance or defect.

[26] Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing.

[27] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending upon driving conditions.

[28] 2010 EPA-estimated mileage. Actual mileage will vary.

[29] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

[30] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are





Warranties / Disclaimers

subject to change without notice.



Helpful Links

2010 **CAMRY**



BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>



Information Provided by:

DEALER
E-PROCESS