

ISSUE :: 10





Call it street cred. Minus the street.

Legendary reputations don't come easily. The FJ Cruiser's path to respect began one summer day sixty years ago when its predecessor, then called the BJ, ventured up the vast slope of Mt. Fuji and accomplished something no other vehicle in history had, climbing to the spot known as Checkpoint No. 6. This event marked more than simply the triumph of one vehicle over one arduous challenge. It heralded the emergence of Land Cruiser as an off-road icon. Today, more than four million Land Cruisers later, its heir, the FJ Cruiser, embodies all the rugged capabilities that those early Toyota SUVs became known for — and more. The 2013 Toyota FJ Cruiser.

> Solitude. Silence. Space. For some, nothing lifts the spirit quite like a visit to remote wilderness. The 2013 FJ Cruiser was engineered with precisely those people in mind.

The off-road driving shown in this brochure was done in areas open to 4WD vehicles. Always be cautious and responsible when operating a vehicle in wildlands and backcountry areas.



Mother Nature, who's your daddy now?

Twenty-five-degree grades. Frame-bending boulders. Dizzying drop-offs. The sort of challenges nature presents when you tackle trails like Rubicon or Moab's Poison Spider Mesa. But five decades of off-road experience has given FJ Cruiser the capability to handle them. Its V6 engine churns out 260 hp and 271 lb.-ft. of torque, in part thanks to Dual Independent Variable Valve Timing with intelligence (VVT-i). The available 6-speed manual transmission features a 2-speed transfer case as well as an electronically controlled locking rear differential, to help ensure the power goes where it's needed. The independent front suspension system delivers nearly eight inches of wheel travel, while the 4-link rear suspension with lateral rod provides more than nine inches. And rock-solid body-on-frame construction keeps the FJ rigid regardless of the terrain.

It's no surprise a vehicle like FJ is able to reach the trail's end in one piece. But FJ Cruiser also handles pavement with equal proficiency. Its Vehicle Stability Control (VSC)¹ adjusts engine power and braking to help maintain the direction in which it's been steered, while Traction Control (TRAC) helps reduce slipping when accelerating. So enjoy the ride. You may find gloating makes the drive home shorter.







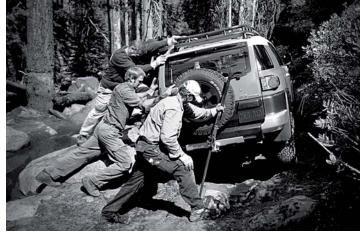
Off-roading is inherently risky. Please use caution.

The making of a legend

Separated by over two decades, FJ40 and its off-road heir, FJ Cruiser, share common DNA. With its box shape and lozenge grille, FJ40 is instantly recognizable, but it was its capability and durability that made it an icon. In fact, between 1960 and 1984 over 1,000,000 Land Cruisers were built. With FJ Cruiser, the legend lives on.









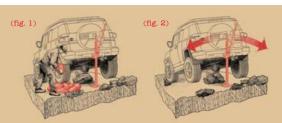


Fig. 1: When making a water crossing, walk the route first to determine depth, bottom firmness and obstacle location. Know the vehicle's water-fording' limit so the engine intake doesn't suck in water. Fig. 2: With your available transfer case in Low, cross slowly, but with enough speed to create a small bow wave, which can help protect engine components.

Fig. 1: Before jacking, make sure you have a proper jack point and solid footing. Once the vehicle has been elevated clear of the obstruction, place rocks or fallen branches under the tires for traction or for needed height, then lower the vehicle and drive off. Fig. 2: Another option is to "pole-vault" the elevated vehicle by pushing it off the jack onto solid ground.

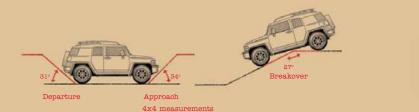
¹Do not attempt at high speeds.

With steep approach and departure angles, FJ Cruiser can help you access some pretty inaccessible areas.











Before taking on steep slopes or crossing over a ridge, be aware of your clearance angles. The greater the approach and departure angles, the steeper the slope you can drive onto or off without scraping your bumpers, while a greater breakover angle helps avoid scrapes on the undercarriage. When faced with a large obstacle, like a rock, fallen tree or gully, the best way to take advantage of your vehicle's ground clearance and avoid damaging your undercarriage is to attack it diagonally. If you should happen to make contact, the FJ is armed with standard skid plates.



Out here, it's not just the steering wheel that tilts.

There's not a lot of level ground in the FJ Cruiser's natural habitat. That's why the FJ offers equipment to help keep you in control. There's an available Multi-Information Display, complete with an inclinometer you'll no doubt consult frequently. There's an available advanced JBL[®] audio system and standard *Bluetooth*^{®1} wireless technology. That, and the steering wheel-mounted controls will help you keep your hands on the wheel. Plus, the 8-way adjustable driver's seat is bolstered to help keep you secure.

MULTI-INFORMATION DISPLAY

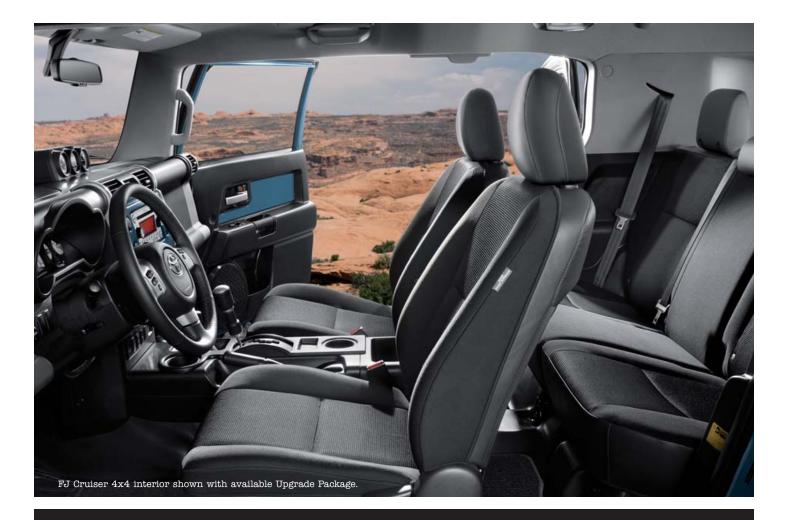
The available floating-ball Multi-Information Display includes such helpful tools as an inclinometer, compass and outside temperature gauge.

ADVANCED AUDIO

The standard audio system offers hands-free phone and music streaming via *Bluetooth*[®] wireless technology and a 90-day complimentary trial to SiriusXM Radio? Included are an auxiliary audio jack and USB port³ that lets you play music from a compatible MP3 player or flash drive. Steering wheel-mounted controls help you operate the system while keeping your eyes on the trail ahead.

See footnote 18 in Disclosures section. ²See footnote 15 in Disclosures section. See footnote 16 in Disclosures section.





Interior fortitude.

A true measure of strength is enduring an extreme challenge, and then having the ability to dust yourself off and jump back into the fray. By that standard, the interior of FJ Cruiser is well put together. When it's time to head out into the middle of nowhere, the passenger seat is designed to fold way forward, to easily load passengers and cargo. Adding even more flexibility are the two full-size passenger doors and two rear access doors. Together, they open wide, making it easy to clean out dust and debris each time you emerge from another one of nature's obstacle courses.







REAR CARGO TIE-DOWN HOOKS

A must-have for any serious off-roading. These handy tie-downs help keep your gear in place when your rig is rocking and rolling. VERSATILE CARGO CAPACITY

Get your gear on. The vast cargo area found in FJ Cruiser, with its 60/40 split rear seat and removable bottom cushion, can handle all manner of weekend warrior ordnance. Just drop the seatbacks to open up 66.8 cu. ft.¹ of cargo space. Plus, water-resistant seats and heavy-duty all-weather flooring and rear deck make cleaning easy.

115V AC POWER OUTLET

Power up. With the available 115V/400W AC power outlet, you've got the juice to recharge electronic devices or run small equipment, like an air compressor for refilling the tires.

¹See footnote 10 in Disclosures section



Trail Teams Special Edition Package



Package includes Cement Gray exterior color; black bumpers, grille, door handles, rock rails; aluminum doorsill scuff plate; Trail Teams badge, TRD 16-in. off-road beadlock-style wheels with black finishing, BFGoodrich[®] All-Terrain LT265/75R16 tires, wheel locks, rear wiper, privacy glass on rear side, quarter and rear door windows, roof rack; cruise control, leather-trimmed steering wheel, floating-ball Multi-Information Display with inclinometer, compass and outside temperature; gray-accented door trim, steering wheel and fabric seat inserts; remote keyless entry system, auto-dimming rearview mirror with integrated backup camera² display, one 115V/400W AC power outlet, Active Traction Control (A-TRAC), Crawl Control (CRAWL),³ electronically controlled locking rear differential,⁴ and Trail-tuned Bilstein shock absorbers.





PACKAGES

OFF-ROAD PACKAGE^{1, 5, 6}

Floating-ball Multi-Information Display with inclinometer, compass and outside temperature; Active Traction Control (A-TRAC), Crawl Control (CRAWL)³, electronically controlled locking rear differential⁴ and Trail-tuned Bilstein[®] shock absorbers

CONVENIENCE PACKAGE

Rear wiper, privacy glass on rear side, quarter and rear door windows; exterior spare tire cover, cruise control, remote keyless entry system and auto-dimming rearview mirror with integrated backup camera² display

UPGRADE PACKAGE

Exterior color-keyed door trim inserts, 17-in. alloy wheels with P265/70R17 tires, JBL® AM/FM 6-disc CD changer with 11 speakers in seven locations including subwoofer, leathertrimmed steering wheel, floating-ball Multi-Information Display with inclinometer, compass and outside temperature; shift⁷ and transfer¹ levers with silver accents, one 115V/400W AC power outlet, Active Traction Control (A-TRAC),¹ rear parking assist sonar and electronically controlled locking rear differential⁴

OPTIONS/WHEELS

OPTIONS

17-in. alloy wheels with P265/70R17 tires	Available
Electronically controlled locking rear differential	Available ⁴
Running boards	Available ⁸
WHEELS	
1. 17-in. black steel wheel	Standard
2. 17-in. alloy wheel	Available

Available

3. TRD 16-in. off-road beadlock-style wheel with black finishing



SPECIFICATIONS

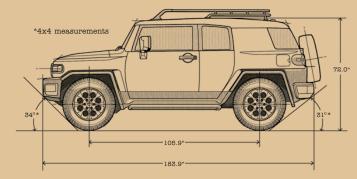
MECHANICAL AND PERFORMANCE

Engine: 4.0-Liter V6 DOHC 24-Valve with Dual Independent Variable Valve	
Timing with intelligence (VVT-i); 260 hp @ 5600 rpm; 271 lbft. @ 4400 rpm	Standard
Ignition: Electronic, with Toyota Direct Ignition (TDI)	Standard
Emission rating: Low Emission Vehicle II (LEV-II)	Standard
Transmission: 5-speed Electronically Controlled automatic Transmission with intelligence (ECT-i) 6-speed manual (Full-time 4WD only)	Standard Available
Drivetrain: Rear-Wheel Drive with Automatic Limited-Slip Differential (Auto LSD) Part-time 4WD Full-time 4WD Active Traction Control (A-TRAC) Crawl Control (CRAWL) ³	Standard Available Available Available Available
Suspension: Independent high-mounted coil-spring double-wishbone front suspension with stabilizer bar; 4-link rear suspension with lateral rod, coil springs and stabilizer bar	Standard
Steering: Engine speed-sensing power-assisted rack-and-pinion	Standard
Turning circle diameter, curb to curb (ft.)	40.7
Brakes: Power-assisted 4-piston front disc brakes/2-piston rear ventilated disc brakes and Star Safety System™	Standard
EXTERIOR DIMENSIONS (in.)	

Overall height (4x2/4x4)	71.3/72.0
Overall width	75.0
Overall length	183.9
Wheelbase	105.9
Track (front/rear)	63.2/63.6

INTERIOR DIMENSIONS FRONT/REAR SEAT (in.)

Head room	41.3/40.3
Shoulder room	58.4/53.9
Hip room	55.4/51.0
Leg room	41.9/31.3



OFF-HIGHWAY

4x4 MT

Approach/departure/breakover angle (degrees) (4x2/4x4)	32/30/26 34/31/27
Ground clearance (in.) (4x2/4x4)	8.7/9.6
Electronically controlled locking rear differential	Available
Ratios: Front axle (4x2/4x4 AT/4x4 MT) Rear axle (4x2/4x4 AT/4x4 MT) Transfer case (high/low)' WEIGHTS AND CAPACITIES	NA / 3:72:1 / 3:91:1 3:72:1 / 3:72:1 / 3:91:1 1.000/2.566
Curb weight (lb.) (4x2/4x4 AT/4x4 MT)	4079/4343/4332
Gross Vehicle Weight Rating (GVWR) (lb.) (4x2/4x4 AT/4x4 MT)	5330/5570/5570
Cargo volume ¹⁰ (cu. ft.) (behind front/rear seats)	66.8/27.9
Fuel tank (gal.)	19
Seating capacity	5
TOWING (SAE J2807 towing rating-compliant) ¹¹	
Towing capacity (lb.)	5000
TIRES	
Type: Mud-and-Snow-rated steel-belted radials	Standard
Spare: Full-size, mounted on rear door Full-size, on alloy wheel, mounted on rear door	Standard Available
MILEAGE ESTIMATES (mpg city/highway) ¹²	
4x2 AT	16/20
4x4 AT	17/20

FEATURES¹³

EXTERIOR

Multi-reflector halogen headlights with auto-off feature	Standard
Two-tone exterior color (body color with white roof) ¹⁴	Standard
Black overfenders with black front and rear mudguards	Standard
Black front and rear bumpers with metallic silver trim	Standard
Power outside mirrors with illuminated markers	Standard
Metallic silver door handles and outside mirrors	Standard
Two full doors and two access doors	Standard
17-in. steel wheels with P265/70R17 tires	Standard
17-in. alloy wheels with P265/70R17 tires	Available
TRD 16-in. off-road beadlock-style wheels with LT265/75R16 tires	Available
Lift-up glass hatch	Standard
Exterior spare tire cover	Available
Skid plates: On engine/front suspension, fuel tank and transfer case (transfer case on 4x4 models only)	Standard
INTERIOR	
Air conditioning with air filter and rear seat vents	Standard
AM/FM CD player with MP3/WMA playback capability, six speakers (two in headliner), SiriusXM Radio ¹⁵ with 90-day complimentary trial, auxiliary audio jack, USB port ¹⁶ with iPod ^{®17} connectivity, hands-freephone capability and music streaming via <i>Bluetooth</i> ^{®16} wireless technology	Standard
JBL® AM/FM 6-disc CD changer with MP3/WMA playback capability, 11 speakers in seven locations including subwoofer, SiriusXM Radio ¹⁵ with 90-day complimentary trial, auxiliary audio jack, USB port ¹⁶ with iPod ^{®17} connectivity and hands-free phone capability and music streaming via <i>Bluetooth</i> ^{®18} wireless technology	Available
Water-resistant fabric-trimmed front seats; 8-way adjustable driver's seat with armrest; 4-way adjustable front passenger seat with seatback pocket	Standard
Water-resistant fabric-trimmed 60/40 split fold-down tumble rear seat with removable bottom cushion and folding headrests on outboard seats	Standard
Heavy-duty all-weather flooring and rear deck	Standard
Tilt 3-spoke steering wheel with audio, <i>Bluetooth</i> ®18 hands-free phone and voice-command controls	Standard
Leather-trimmed tilt 3-spoke steering wheel with audio, <i>Bluetooth</i> ®18 hands-free phone and voice-command controls	Available
Analog instrumentation with white backlit speedometer, tachometer, voltmeter, fuel and coolant temperature gauges	Standard
Flat dash panels with pipe-like structure and metallic silver trim	Standard
Exterior color-keyed center instrument panel trim	Standard
Power windows and door locks	Standard
Rear door window defogger with timer	Standard
Auto-dimming rearview mirror with integrated backup camera ² display	Standard
Cargo area tie-down hooks	Standard
Digital clock	Standard
Dual sun visors with vanity mirrors	Standard
Four assist grips (two A-pillars, two above driver and front passenger doors)	Standard
Four cup holders and two bottle holders	Standard
Maplights and front and rear door map pockets	Standard

SAFETY AND CONVENIENCE FEATURES

SMART STOP TECHNOLOGY¹⁹

At speeds greater than five miles per hour, when the accelerator is depressed first and the brakes are then applied firmly for longer than one-half second, Smart Stop Technology is designed to help the driver bring the vehicle to a stop. Standard on FJ Cruiser, Smart Stop Technology will not interfere with the two-footed approach to off-road driving.



15/18

STAR[™] Star Safety System[™] – includes Vehicle Stability Control (VSC);[∞] Traction Control (TRAC), Anti-lock Brake

System (ABS), Electronic Brake-force Distribution (EBD),	
Brake Assist (BA) ²¹ and Smart Stop Technology (SST) ¹⁹	Standard
Driver and front passenger Advanced Airbag System ²²	Standard
Driver and front passenger front seat-mounted side airbags and front	
and rear Roll-sensing Side Curtain Airbags (RSCA) ²² with cutoff switch	Standard
Driver and front passenger active headrests ²³	Standard
Driver and front passenger seatbelt pretensioners with force limiters	Standard
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractors (ALR/ELR) on all passenger belts	Chandard
	Standard
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	Otensional
	Standard
Side-impact door beams	Standard
Tire Pressure Monitor System (TPMS) ²⁴	Standard
Daytime Running Lights (DRL)	Standard
Rear parking assist sonar	Available
Engine immobilizer ²⁵	Standard







ARMY GREEN

QUICKSAND







ICEBERG

GENUINE TOYOTA ACCESSORIES

EXTERIOR



Rock rails



Hood protector

INTERIOR



All-weather cargo mat



Center armrest

TRD PERFORMANCE



TRD 16-in. off-road beadlock-style wheels (bronze)

ADDITIONAL ACCESSORIES

All-weather floor mats²⁶ Ashtray kit Cargo net Cargo tote Carpet cargo mat Carpet floor mats26 Emergency assistance kit First aid kit Paint protection film27 hood/fender or front bumper

For a complete list of accessories, go to toyota.com/fjcruiser

Rear door storage net Spare tire cover . Towing receiver hitch, ball mount TRD air filter TRD cat-back exhaust system TRD oil cap TRD oil filter TRD performance brake kit

TRD performance brake pads TRD quick shifter TRD radiator cap TRD shift knob TRD shocks Vehicle Intrusion Protection (VIP) — Glass Breakage Sensor (GBS)28



Roof rack



Exhaust tip



Doorsill enhancements



Cargo cover



TRD performance air intake

Wheel locks



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 FJ Cruiser is designed to meet most off-road driving requirements. Abusive use may result in bodily harm or damage. Toyota encourages responsible operation to protect you, your vehicle and the environment. Seatbelts should be worn at all times. Please do not allow passengers to ride in the cargo area. Towing receiver hitches/ball mount kits are not intended to provide crash protection.

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.

TOYOTA FINANCIAL SERVICES



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 Rewards Visa* 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 dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer rol 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 for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

DISCLOSURES

<section-header>

