




It's Canada Day and there's another reason to celebrate as

Toyota Canada Inc. reduces suggested retail prices on 11 Toyota and Lexus models

TORONTO, July 1 /CNW/ - It's Canada Day - the nation's birthday - and Canadian consumers looking to celebrate behind the wheel of a new vehicle can take advantage of newly-announced, lower manufacturer's suggested retail prices (MSRP) on 11 popular Toyota and Lexus models. The adjustments range from \$1,350 to \$7,900, depending on model*, and apply regardless of whether Canadians purchase, lease or finance their vehicle.

Canada is recognized the world over for its natural splendour and it's a point of pride for all Canadians. Concern for that environment is increasingly important to Canadians when they make purchasing decisions, and drivers are turning to Toyota and Lexus in ever-growing numbers to help them make an environmentally responsible choice. "Toyota and Lexus are pleased to offer the country's largest selection of vehicles driven by powerful, clean and efficient hybrid technology," noted Stephen Beatty, Managing Director at Toyota Canada Inc. "Today we are reducing the MSRP on the Toyota Prius, all Lexus hybrid models, and many other models that earn high marks for fuel efficiency and emissions performance, making it easier for Canadians to meet their transportation needs in a fuel-friendly, environmentally sensitive vehicle."

"It's never been a better time for Canadian drivers to join those who have already turned to Toyota or Lexus vehicles for safety and quality, and to reduce their environmental footprint," Mr. Beatty pointed out. "Earlier this year, we became the first full-line Canadian automobile company to offer mass reductions on suggested retail prices. Now, with additional MSRP reductions on a further range of vehicles in our line-up, we are making a new Toyota or Lexus an even better value, and helping Canadian drivers find the right vehicle, at the right time and for the right price, based on their individual needs."

* A detailed list of vehicle models and MSRP reductions follows.

Toyota Canada lowers MSRP on 11 Toyota and Lexus models

MSRP reductions range from \$1,350 to \$7,900, depending on model and package. "Old" and "New" refer to previously announced starting MSRPs and the new starting MSRPs on base models.

<<						
Model	equals	Old MSRP	equals	New MSRP	equals	Reduction
Toyota						
08 Prius						
(hybrid)	equals	\$29,500	equals	\$27,600	equals	\$1,900
08 RAV4	equals	\$27,400	equals	\$26,050	equals	\$1,350
08 Highlander	equals	\$36,900	equals	\$34,900	equals	\$2,000
Lexus						
08 GS series	equals	\$52,900	equals	\$51,000	equals	\$1,900
08 GS 450h						
(hybrid)	equals	\$71,100	equals	\$69,200	equals	\$1,900

08 LS series	equals \$85,800	equals \$80,100	equals \$5,700
08 LS 600h L (hybrid)	equals \$125,400	equals \$119,400	equals \$6,000
08 SC series	equals \$86,100	equals \$78,200	equals \$7,900
09 RX series	equals \$44,350	equals \$42,950	equals \$1,400
08 RX 400h (hybrid)	equals \$55,050	equals \$53,650	equals \$1,400
08 GX series	equals \$68,500	equals \$65,800	equals \$2,700

>>

For further information: Sandy Di Felice, Director, External Affairs, Toyota Canada Inc., (416) 453-6505,
sdifelice@toyota.ca

CO: Auto Sales ST: Ontario NI: AUT -0- Jul/01/2008 12:00 GMT

Last Updated: July 1, 2008 08:00 EDT



©2008 BLOOMBERG L.P. ALL RIGHTS RESERVED. [Terms of Service](#) | [Privacy Policy](#) | [Trademarks](#)

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.