

2013 Matrix



 **TOYOTA**
make things better

The 2013 Matrix, designed to make things better.

With stunning curb-appeal, renowned Toyota fuel efficiency, available 158 hp and cargo room to spare, Matrix is everything you need in a car. Proudly built at our Cambridge, Ontario assembly plant,⁷ every Matrix is built to be enjoyed and more importantly, to last.

The 2013 Matrix is a car without compromise. So, whether you're looking to raise the hairs on the back of your neck, helping a friend move, or simply enjoying a Sunday drive, Matrix delivers a sporty ride wrapped in a thoughtfully engineered package.

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



Matrix AWD with S Package
shown in Black Sand Pearl.

*Based on R. L. Polk Canadian Vehicles In Operation and new registrations MY 1992-2011 as of June 30, 2011.

It does what you do

Versatility comes standard



Matrix with S Package shown in Nautical Blue Metallic.



What's on the inside is as impressive as what is on the outside. Everywhere you look inside the Matrix, you'll find a little something extra to help you do what you need to do. With seats that can be configured to create extra storage, front and rear door pockets, centre console and a host of other storage compartments, Matrix has the space and the refined comfort to make every trip an enjoyable one.

SPACIOUS INTERIOR

Your day is not routine and neither is Matrix. With an easy to configure interior, it can handle whatever comes your way.

IMPRESSIVE CARGO SPACE

60/40 split bench seats fold down flat to give you an incredible 1.4 m³ [49.4 cubic feet] of cargo space.

DUAL GLOVE COMPARTMENT

From your important documents to your MP3 player, the dual glove compartment is comprised of two large, deep bins that keep whatever you need organized and close at hand.

OVERHEARD STORAGE

An available overhead storage compartment means you'll never sit on or lose your sunglasses again.





SEATING

Go first-class all the way. With large bolsters that hold the driver and front passenger firmly in place, these seats are designed for the utmost in comfort. And with a gated-shifter mounted high on the centre console, control is always in reach.



Sit back and enjoy the ride

The drive isn't the only thing that's entertaining

Fun. No other word better describes what it's like every time you get behind the wheel of a Matrix. And that's a good thing because whether you're on errand duty, commuting to work or chauffeuring

friends for a night on the town, the Matrix has the comfort and the entertainment to keep you moving in more ways than one.



MOONROOF

Moon, sun, stars, blue-sky, the best view might be the one that's above you. (Standard on XRS, optional on Touring and S Packages)



USB PORT AND AUXILIARY AUDIO JACK

Plug your MP3/WMA players into the standard auxiliary audio input and bring your favourite driving tunes with you.



DISPLAY AUDIO SYSTEM

Available 6.1-inch touch-screen audio display with Bluetooth®3 wireless music streaming means all your entertainment is literally a touch away.



Matrix XRS shown in Barcelona Red Metallic.

Performance

In perfect harmony

With fuel-efficient engines that deliver maximum performance and finely tuned automatic and standard transmissions, Matrix will leave you grinning from ear-to-ear. But that's not where the performance ends: available Active Torque Control helps ensure controlled performance on every

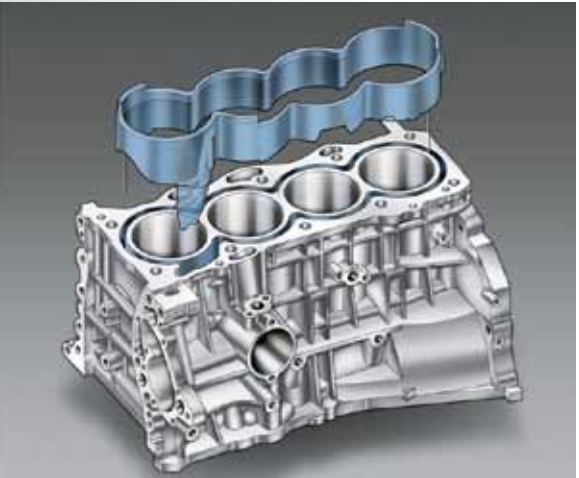
road surface, while Dual Variable Valve Timing with intelligence, automatically adjusts valves to optimize power and reduce emissions – that means performance on the road and at the pumps.



INDEPENDENT DOUBLE-WISHBONE REAR SUSPENSION
The Matrix AWD and XRS come with an independent Double-Wishbone Rear Suspension that allows each rear wheel to act and react to forces independently. The result? Both rear wheels are kept in maximum contact with the road surface, enhancing cornering grip when driving over rough or uneven road surfaces.

ACTIVE TORQUE ALL-WHEEL DRIVE
Perfect for Canadian weather conditions, Matrix is available with an 'Active Torque On Demand' AWD system, which functions as a Front Wheel Drive under normal driving conditions for enhanced fuel economy. During start-up, or when the system detects a front wheel slip, torque is automatically diverted to the rear wheels in the exact amount required for smooth acceleration and all-wheel traction.

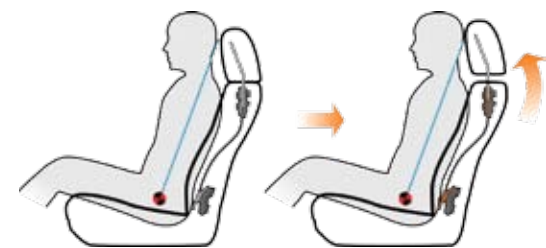
SUPER COOLING SYSTEM
The aluminum-alloy AWD and XRS 2.4 L engine uses lightweight, high-compression (9.8:1) pistons, kept cool by a "water jacket" that surrounds the cylinder walls to help make the engine block lighter and more compact.



There's safety in numbers

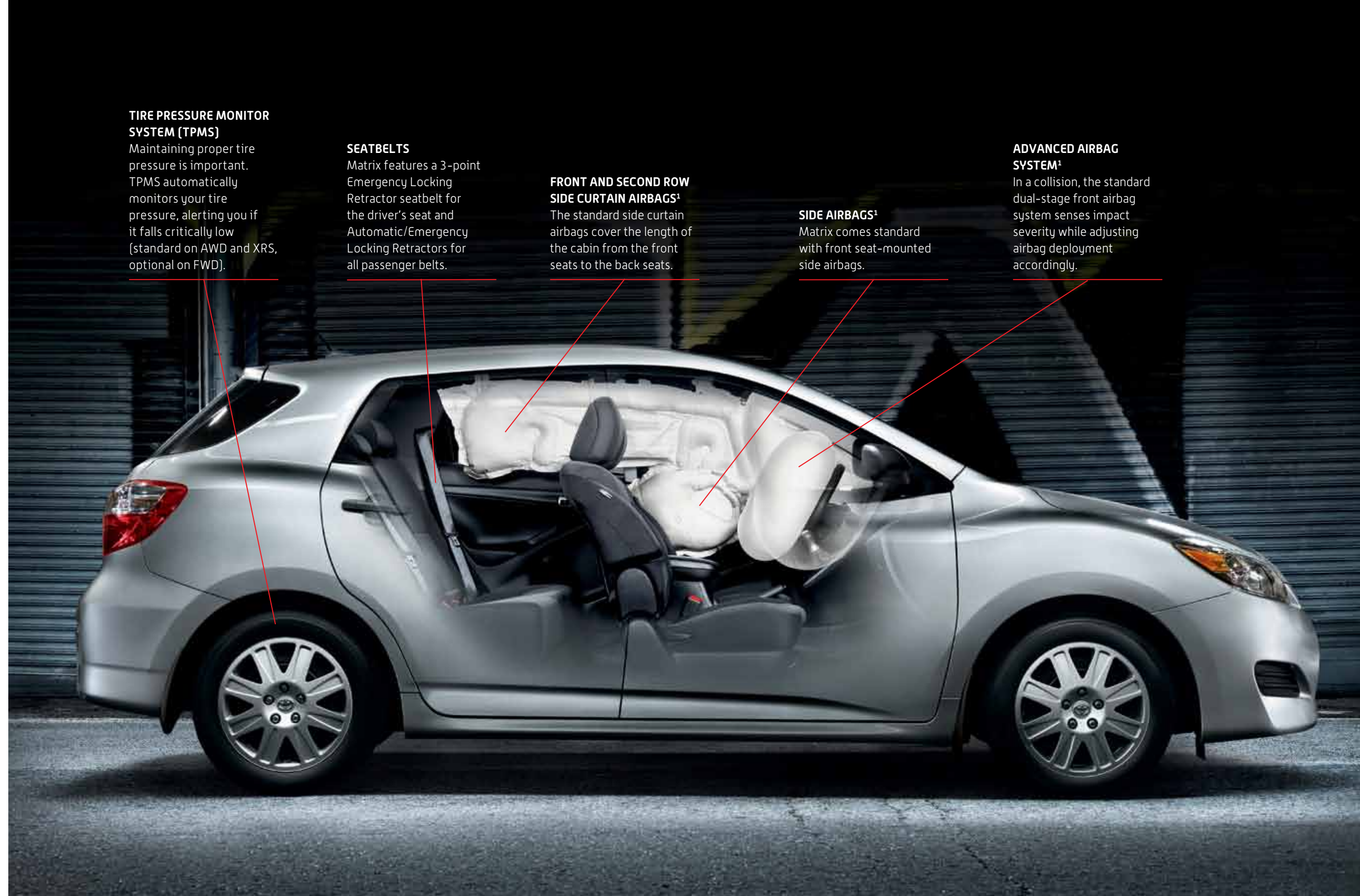
Matrix is loaded with numerous safety features

When it comes to advanced safety engineering, the 2013 Matrix has got you covered, by offering some of the most sophisticated active and passive safety equipment in the industry. Augmenting the protection of 3-point seatbelts at every seating position, Matrix comes standard with a Supplemental Restraint System (SRS)¹ that consists of six airbags, active front headrests, and front and rear crumple zones.



ACTIVE FRONT HEADRESTS

In the event of a rear end collision, driver and front passenger headrests automatically move up and forward to help reduce whiplash effects.



TIRE PRESSURE MONITOR SYSTEM (TPMS)

Maintaining proper tire pressure is important. TPMS automatically monitors your tire pressure, alerting you if it falls critically low (standard on AWD and XRS, optional on FWD).

SEATBELTS

Matrix features a 3-point Emergency Locking Retractor seatbelt for the driver's seat and Automatic/Emergency Locking Retractors for all passenger belts.

FRONT AND SECOND ROW SIDE CURTAIN AIRBAGS¹

The standard side curtain airbags cover the length of the cabin from the front seats to the back seats.

SIDE AIRBAGS¹

Matrix comes standard with front seat-mounted side airbags.

ADVANCED AIRBAG SYSTEM¹

In a collision, the standard dual-stage front airbag system senses impact severity while adjusting airbag deployment accordingly.

STAR
SAFETY SYSTEM™

2013 Matrix 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.

VSC VEHICLE STABILITY CONTROL

Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.⁴

TRAC TRACTION CONTROL

Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

ABS ANTI-LOCK BRAKE SYSTEM

Prevents brakes from locking up by "pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION

Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

BA BRAKE ASSIST

Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.⁵

SST SMART STOP TECHNOLOGY

Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.⁶

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.

2013 Matrix Features

INTERIOR	MATRIX	AWD	XRS
AM/FM CD/MP3/WMA Player, 4-Speakers, Audio Auxiliary Input Jack, Steering Wheel Audio Controls	●	—	—
6.1" Display Audio System, AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, Bluetooth®3 Capability, USB Audio Input, Steering Wheel Audio Controls	—	●	●
Air Conditioning	—	●	●
Rear Seat Heater Ducts, Cabin Air Filter	●	●	●
Front Bucket Seats, Fabric Seat Material	●	●	—
Front Bucket Seats, Sport Fabric Seat Material	—	—	●
Driver's Seat w/Recline, Cushion Height Adjustments	●	●	●
Front Passenger Seat Recline	●	●	●
Front Passenger Seat Fold-Down Seat Back	—	●	●
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●	●	●
All-Position Vertically Adjustable Headrests	●	●	●
Power Windows w/Driver Side Auto Down	—	●	●
Power Door Locks	—	●	●
Tachometer, Water Temperature Gauge, Outside Temperature Gauge, Dual Trip Odometer	●	●	●
Dual Vanity Mirrors	●	●	●
Auto-Dimming Rear View Mirror w/Compass	—	—	●
Silver-Painted Inner Door Handles	—	●	●
3-Spoke, Tilt & Telescopic Steering Wheel	●	●	●
Leather-Wrapped Steering Wheel & Shift Knob	—	●	●
Carpet Floor Mats, All-Season Floor Mats	●	●	●
Cargo Area Mat	—	—	●
XRS Scuff Plates	—	—	●
Cruise Control	—	●	●
Centre Console w/Lid, Front & Rear Door Integrated Bottle Holders	●	●	●
Digital Clock	●	●	●
Driver's Coin Case Compartment	●	●	●
Cargo Area Tie-Down Rings	●	●	●
Door Map Pockets	●	●	●
Accessory Power Outlet (12 V)	●	●	●
Accessory Power Outlet (115 V)	—	—	●
Overhead Sunglass Storage	—	—	●
Front & Rear Cupholders	●	●	●
Cargo Lamp	●	●	●
Map Lamps	●	●	●
Keyless Entry	—	●	●
Illuminated Entry	●	●	●

EXTERIOR	MATRIX	AWD	XRS
16" Steel Wheels w/Full Wheel Covers	●	●	—
18" Aluminum Alloy Wheels, Wheel Locks	—	—	●
Front & Rear Splash Guards	●	●	—
Power Moonroof	—	—	●
Colour-Keyed Door Handles	—	●	●
Roof Mounted Spoiler, Chrome Exhaust Tip	—	—	●
Sport Grille	—	—	●
Rear Bumper Protector	—	●	●
Colour-Keyed Bumpers	●	●	●
Roof Rails, Roof Rail Crossbars	—	●	—
Heated, Foldable, Power Adjustable Mirrors	●	●	●
Colour-Keyed Mirrors	—	—	●
Front & Rear Sport Fascias	—	—	●
Intermittent Wipers, Rear Window Intermittent Wiper/Washer	●	—	—
Variable Intermittent Wipers, Rear Window Intermittent Wiper/Washer	—	●	●
Reflector-Style Halogen Headlamps	●	●	●
Fog Lamps	—	—	●
SAFETY			
Star SAFETY SYSTEM™ – includes Vehicle Stability Control (VSC) ⁶ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁵ & Smart Stop Technology (SST) ⁶	●	●	●
Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) ¹	●	●	●
Front Seat-Mounted Side Airbags (SRS) ¹	●	●	●
Front & Rear Head/Side Curtain Airbags (SRS) ¹	●	●	●
Active Front Headrests w/Whiplash Protection	●	●	●
Front Seatbelt Pre-Tensioners & Force Limiters	●	●	●
All-Position 3-Point Lap & Shoulder Belts	●	●	●
Front Seatbelt Anchor Height Adjusters	●	●	●
Anchor Points for Child Restraint Seats	●	●	●
Child Protector Rear Door Locks	●	●	●
Engine Immobilizer	●	●	●
Remote Fuel Lid Release	●	●	●
Low Fuel, Low Engine Oil Level, Low Washer Fluid, Door Ajar, Head Lamps On, Driver & Front Passenger Seatbelt Warning Indicators	●	●	●
Tire Pressure Monitoring System	—	●	●
Anti-Theft System	—	—	●

Available Packages

	MATRIX	AWD	XRS
Convenience Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air Conditioning, Power Windows w/Driver Side Auto Down, Cruise Control, Power Door Locks, Rear Bumper Protector, Keyless Entry, Tire Pressure Monitoring System, Colour-Keyed Door Handles, Power Auto Door Lock w/Shifter Activation (Automatic only), Bluetooth®3 Capability, USB Audio Input, 6-Speakers			
Touring Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience Package plus: 16" Aluminum Alloy Wheels, Wheel Locks, Power Moonroof, Fog Lamps, Overhead Sunglass Storage			
S Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience Package plus: 17" Aluminum Alloy Wheels, Wheel Locks, P215/45R17 All-Season Tires, Power Moonroof, Roof-Mounted Spoiler, Sport Grille, Chrome Exhaust Tip, Colour-Keyed Mirrors, Front & Rear Sport Fascias, Scuff Plates, Fog Lamps, Front Passenger Seat Fold-Down Seat Back, Overhead Sunglass Storage, Cargo Area Mat (Delete Front & Rear Splash Guards)			
S Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17" Aluminum Alloy Wheels, Wheel Locks, P215/45R17 All-Season Tires, Accessory Power Outlet [115 V], Roof Mounted Spoiler, Chrome Exhaust Tip, Colour-Keyed Mirrors, Power Moonroof, Auto-Dimming Rear View Mirror w/Compass, Fog Lamps, Scuff Plates, Sport Grille, Front & Rear Sport Fascias, Overhead Sunglass Storage, Cargo Area Mat (Delete Front & Rear Splash Guards)			

2013 Matrix Specifications

	MATRIX	AWD	XRS
Engine			
1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Dual Variable Valve Timing w/intelligence (Dual VVT-i), Sequential Multiport Electronic Fuel Injection	●	—	—
2.4 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection	—	●	●
Compression Ratio			
10.0:1	●	—	—
9.8:1	—	●	●
Horsepower			
132 hp [98 kW] @ 6000 rpm	●	—	—
158 hp [118 kW] @ 6000 rpm	—	●	●
Torque			
128 lb.ft. [174 N.m.] @ 4400 rpm	●	—	—
162 lb.ft. [220 N.m.] @ 4000 rpm	—	●	●
Suspension			
Front: Independent MacPherson Gas Struts w/Stabilizer Bar	●	●	—
Front: Independent MacPherson Gas Struts w/Stabilizer Bar, Sport Strut Tower Brace	—	—	●
Rear: Torsion Beam Type w/Stabilizer Bar	●	—	—
Rear: Independent Double-Wishbone w/Stabilizer Bar	—	●	●
Drivetrain			
Front Wheel Drive	●	—	●
AWD Active Torque Control System	—	●	—
Vehicle Stability Control (VSC) [®] , Traction Control (TRAC)	●	●	●
Transmission			
5-Speed, Manual, Close Ratio, Overdrive	●	—	●
4-Speed, Automatic, Overdrive, Lock-Up Torque Converter, Electronically Controlled Transmission (ECT)	○	●	—
5-Speed, Automatic, Overdrive, Electronically Controlled Transmission (ECT) w/Sequential Multi-Mode Shifter	—	—	○
Brakes			
Ventilated Front Discs, Solid Rear Discs, Anti-lock Brake System (ABS) w/Electronic Brake-force Distribution (EBD) & Brake Assist (BA) ⁵	●	●	●
Steering			
Electric Rack & Pinion w/Variable Power Assist	●	●	●
Tires			
P205/55R16, All-Season Radials, Compact Spare	●	●	—
P215/45R17, All-Season Radials, Compact Spare	○	○	—
P215/45R18, All-Season Radials, Compact Spare	—	—	●

DIMENSIONS	mm [in.]		MATRIX	AWD	XBS
Length	4365 [171.8]		●	●	—
	4385 [172.6]		—	—	●
Width	1765 [69.5]		●	●	●
Height (Unloaded)	1550 [61.0]		●	—	—
	1560 [61.4]		—	●	●
Wheelbase	2600 [102.3]		●	●	●
Track	Front: 1519 [59.8]		●	●	●
	Rear: 1522 [59.9]		●	●	●
Seating Capacity	5		●	●	●
Headroom	Front: 1029 [40.5]		●	●	—
	Rear: 999 [39.3]		●	●	—
	Front: 988 [38.9] w/Moonroof		○	○	●
	Rear: 982 [38.6] w/Moonroof		○	○	●
Legroom	Front: 1057 [41.6]		●	●	●
	Rear: 919 [36.2]		●	●	●
Shoulder Room	Front: 1354 [53.3]		●	●	●
	Rear: 1336 [52.6]		●	●	●
Ground Clearance	147.2 [5.8]		●	●	—
	135 [5.3]		—	—	●
CURB WEIGHT	kg [lb.]				
Manual	1290 [2844]		●	—	—
	1395 [3075]		—	—	●
Automatic	1310 [2888]		○	—	—
	1430 [3153]		—	—	○
	1485 [3274]		—	●	—
TOWING CAPACITY	kg [lb.]				
	680 [1500]		—	●	●
CARGO CAPACITY	m³ [cu.ft.]				
	1.398 [49.4] Behind Front Seats		●	●	●
	0.561 [19.8] Behind Rear Seats		●	●	●
TURNING CIRCLE	m [ft.]				
	11.0 [36.0]		●	●	—
	11.6 [38.1]		—	—	●
FUEL CAPACITY	litres [gal]				
	50.0 [11.0]		●	●	●
FUEL CONSUMPTION RATING²					
City/Highway/Combined	L/100 km	mpg (imperial gallon)			
Manual	7.7/6.1/7.0	37/46/40	●	—	—
	9.5/7.1/8.4	30/40/34	—	—	●
Automatic	8.2/6.4/7.4	34/44/38	○	—	—
	9.8/7.0/8.5	29/40/33	—	—	○
	10.2/7.7/9.1	28/37/31	—	—	●

1) All Toyota vehicles shown in this brochure, have Supplemental Restraint Systems (SRS) which, depending on the model, may include driver and front passenger airbags, front seat-mounted side airbags or head/curtain airbags. For important safety information about the Supplemental Restraint System in a vehicle, please see the Owner's Manual or contact your local Toyota Dealer.

2) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors.

3) Toyota tests certain phones for compatibility with Bluetooth technology. Some vehicles equipped with Bluetooth technology are available with bilingual capability. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the service coverage available in your area. Please see your Toyota Dealer for details.

4) 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.

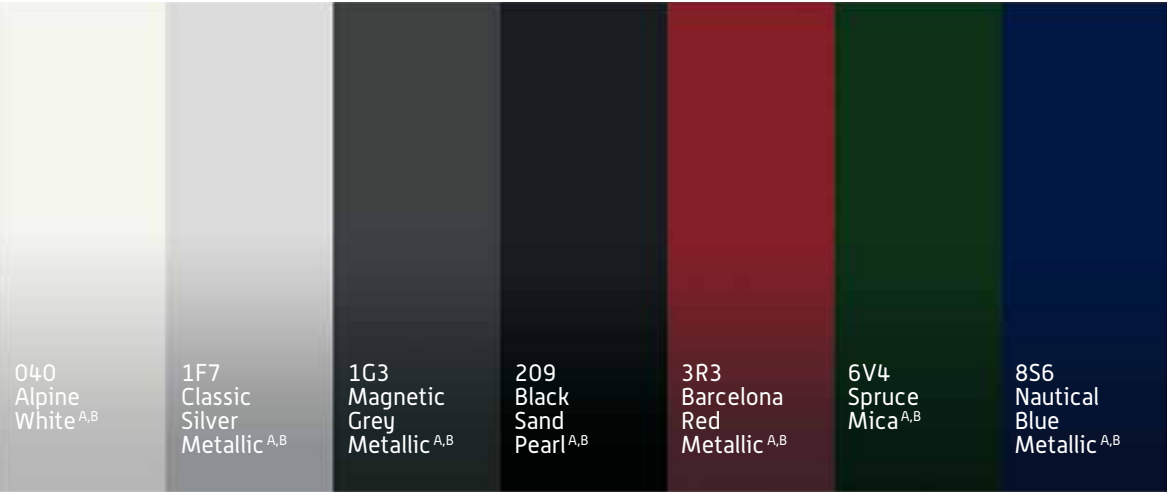
5) Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

6) Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping.

7) Toyota Canada is proud to say that all Toyota vehicles built in Canada are made from Canadian and imported parts.

Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca – or your Toyota Dealer is your best source for up-to-date information.

Colours



INTERIOR COLOUR OPTIONS
A Dark Charcoal Fabric on Matrix, AWD
B Dark Charcoal Sport Fabric on XRS

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 original tires.

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 Matrix to enhance both its appearance and performance. Many of Toyota’s Accessory Parts can be residualized 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 customizeyourtoyota.ca, your local Dealer or toyota.ca.



Auto-Dimming Rear View Mirror with Compass
Block Heater
Bluetooth®
Bodyside Mouldings
Bongiovi Acoustics DPS
Cargo Liner
Cargo Net
Door Sill Protectors
Exhaust Tip
Hood Deflector
Rear Bumper Protector
Roof Rack

TRD ACCESSORIES
TRD 18” Black Alloy Wheel
TRD 18” Silver Alloy Wheel
TRD 19” Gun Metal Alloy Wheel
TRD 19” Painted Mesh Alloy Wheel
TRD Air Filter
TRD Air Filter Cleaning Kit
TRD Front Strut Brace
TRD Lowering Springs
TRD Lug Lock 12 mm Set
TRD Performance Clutch Kit
TRD Screw On Oil Cap

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 Canadian school grounds into natural 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 make things better for Canadian communities, today and tomorrow.





Prius c



Prius



Prius v



Camry Hybrid



Highlander Hybrid



Yaris



Corolla



Matrix



Camry



Venza



Avalon



Sienna



RAV4



Highlander



FJ Cruiser



4Runner



Sequoia



Tacoma



Tundra

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**.



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



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