

2010

FJ Cruiser



 **TOYOTA**  
make things better





# FJ Cruiser

Born from the legendary Landcruiser FJ40, the 2010 Toyota FJ Cruiser has been designed to travel Canada's rugged terrain with ease. It's been built with typical Toyota attention to quality and durability. Yet beneath that tough-as-nails body, you'll find interior refinements and innovative touches that make the drive a sheer pleasure. The FJ Cruiser promises to make life an adventure, even away from the world of the yellow line. And that's a great way to make things better.

#### FRONT COVER

FJ Cruiser with optional equipment shown in Sun Fusion.

- A. FJ Cruiser shown in Brick.
- B. FJ Cruiser shown in Sandstorm.





# FJ Cruiser

Whether you are travelling through uncharted wilderness paths, or the unpredictable urban asphalt jungle, the 2010 FJ Cruiser is capable of handling virtually any type of road condition. And with improved fuel economy, you won't have to worry about sacrificing on power, since it features an enhanced 259 horsepower engine.<sup>5</sup> FJ's interior embraces an active outdoor lifestyle as well, with its easy to clean water repellent seat covers and resin-type flooring.

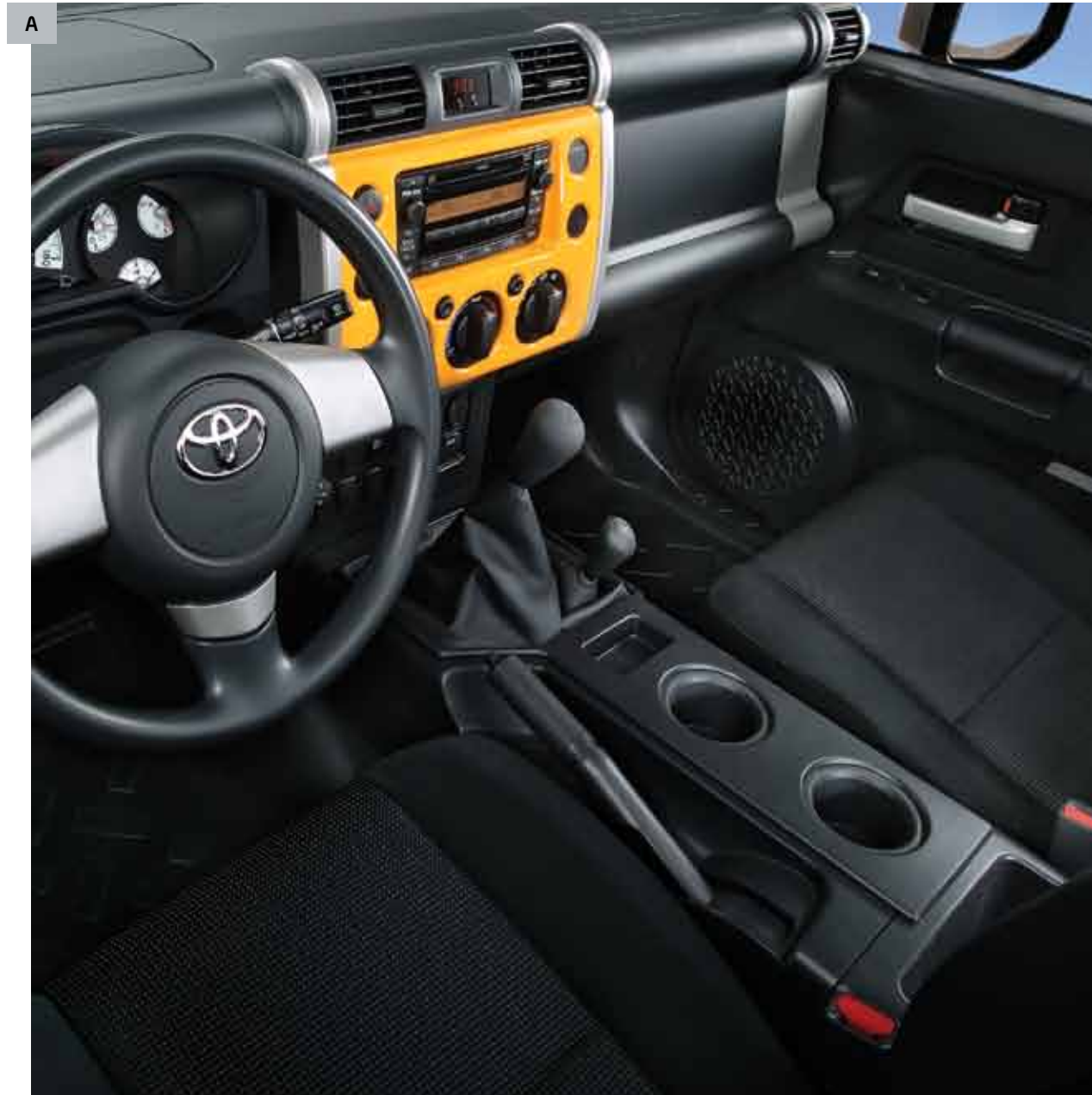
## FUEL CONSUMPTION<sup>2</sup>

12.5 City/9.6 Highway L/100 km  
4.0-litre, V6 with automatic transmission

## SELECT FEATURES

- 259 hp,<sup>5</sup> 4.0-litre, V6, DOHC, 24-valve, Dual VVT-i engine with sequential multiport electronic fuel injection.
- Electronic Throttle Control System with intelligence (ETCS-i), Acoustic Control Induction System (ACIS).
- P265/70R17 all-season radial tires.
- 17-inch aluminum alloy wheels.
- AM/FM CD/MP3/WMA player, audio auxiliary input jack, 6-speakers, body colour centre audio surround.
- 60/40 split rear bench seat with fold-down seat back.
- Water repellent fabric seat covers.
- Black-on-white gauges, tachometer, voltmeter, water temperature gauge, 4WD indicator.
- Power windows and door locks.
- Large, easy-to-operate door handles and heater controls.
- Tinted glass UV protection.
- High solar energy absorbing window glass.
- Flip-up rear hatch glass.

**A.** FJ Cruiser interior shown in Dark Charcoal with colour-keyed centre audio and climate control console.



**B.** FJ Cruiser with Off-Road Package shown in Sun Fusion. **C.** Space should never be an issue with FJ Cruiser. The rear seats can fold down to give you 1.89 cubic metres of cargo space for all your equipment.



# Safety and Performance

The rugged FJ Cruiser is loaded with advanced safety features to help keep you in control, whether you're cruising the smooth city roads, or tackling the Canadian wilderness. With the safety of Traction Control and six airbags, coupled with the ample performing power of FJ's V6 engine, packing 270 lb ft<sup>5</sup> of torque, you'll have the peace of mind to focus on the adventurous roads ahead.

## SELECT FEATURES

- Antilock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA).
- Vehicle Stability Control (VSC) and Active Traction Control (A-TRAC), 2-speed transfer case, engine, fuel tank and transfer case protector plates.
- Choice of two transmissions: a 6-speed manual that operates in full-time 4WD or a 5-speed automatic Super Electronically Controlled Transmission (Super ECT), a gate-type shifter and lock-up torque converter that delivers part-time 4WD.
- Powerful 4.0-litre V6 engine puts out 259 hp<sup>5</sup> at 5600 rpm, has an impressive towing capacity of 2268 kg (5000 lbs) and a payload of 601 kg (1325 lbs).<sup>3</sup>
- 12.6-inch front ventilated disc brakes and 12.3-inch rear ventilated disc brakes.
- Driver and front passenger airbags (SRS),<sup>1</sup> front seat-mounted side airbags (SRS),<sup>1</sup> roll-sensing front and rear head/side curtain airbags (SRS).<sup>1</sup>
- Side impact protection door beams.
- Active front headrests with whiplash protection.
- Power rear door lock.
- Direct tire pressure monitoring system.



Available with the Off-Road Package, the dash mounted Multi-Information Display features an outside temperature gauge, inclinometer and compass to help you familiarize yourself with your outside surroundings.



FJ Cruiser shown in Sun Fusion.

## Toyota Quality

Quality is built right into the production process from the selection of raw materials, right down to the vehicle's final inspection. And it is the responsibility of everyone to ensure the highest quality possible on each and every vehicle. It's through Toyota's philosophy of 'Kaizen' that we are always looking for ways to continually improve. That's how we make things better.

### THE TOYOTA PRODUCTION PROCESS

is one that is constantly evolving. With our "Just-In-Time" practice, the goal is to make certain that during the manufacturing process, only what is needed gets produced. The result is twofold: because there's no excess supply, any issues are exposed and promptly resolved to ensure that everything off of the Toyota assembly line is of exceptional quality.



**THE HUMAN TOUCH.** As impressive as the machinery is, the achievement of perfect fit and finish is also the result of continuous human touch for every step of the way.

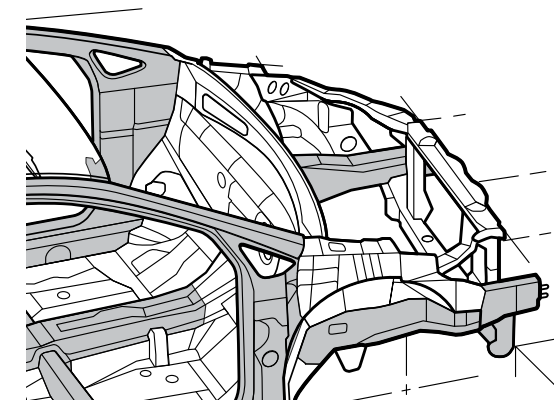
**SOUND PROOFING TECHNOLOGY.** Our Toyota team seeks out every source of noise within the vehicle and works to ensure that they are no longer an issue. This is achieved by using a network of complex sound-absorbing and vibration-damping materials to isolate our interiors from the outside.



**TOYOTA CANADA COLD RESEARCH CENTRE.** Located in Timmins, Ontario, our teams simulate Canadian winter conditions at our cold weather testing track to make certain that our vehicles remain dependable throughout the long winter months.

### TOYOTA'S COMMITMENT TO QUALITY

is evident by the frequent awards won by Toyota vehicles, the Canadian manufacturing plants, as well as the millions of satisfied customers who continue to choose Toyota vehicles year after year. For more information visit [toyota.ca](http://toyota.ca)



## 2010 Colours



058 Iceberg



2JU (5A3) Sun Fusion



2JX (3R8) Brick



2JY (4U0) Sandstorm



2KB (1G6) Silver Fresco Metallic



2KC (202) Black



2KD (6V7) Army Green

Please see your Toyota Dealer for details.

## Interior colour options

Dark Charcoal Fabric.

## 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** Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.



# Accessories

Personalize your vehicle to enhance its appearance and performance with Toyota Accessory Parts. Your Toyota Dealer can help you select the right accessories to suit your individual style. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the time of a new vehicle sale, and all are backed by a Toyota Warranty. To view a complete list of accessories specifically designed for your vehicle, visit [customizeyourtoyota.ca](http://customizeyourtoyota.ca), your local Dealer or [toyota.ca](http://toyota.ca).

## Personalize your FJ Cruiser with interior and exterior accessories that suit your individual needs.

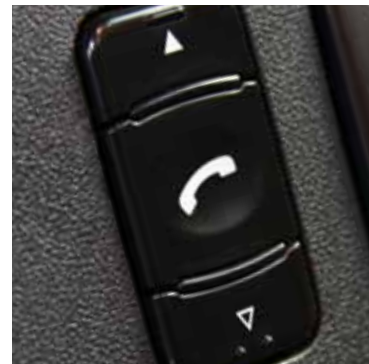
- All-Season Mats
- Armrest
- Ashtray and Lighter
- Block Heater
- Bluetooth®
- Cargo Cover
- Cargo Mat
- Cargo Net
- Door Sill Protectors
- Emergency Assistance Kit
- Exhaust Tip
- First Aid Kit
- Hood Deflector
- iPod™ Adapter/Interface
- Licence Plate Cover
- Locking Fuel Cap
- Owner Manual Wallet
- Rear Door Storage
- Roof Rack
- Satellite Radio
- Security System
- Shift Knob
- Side Window Visors
- Spare Tire Cover
- Sport Pedals
- Towing Accessories



Side Window Visors



Hood Deflector Protect your vehicle with a high impact deflector that minimizes damage caused by road debris, pebbles and insects.



Bluetooth® Keep your hands on the wheel and your eyes on the road as you talk conveniently and safely through the Bluetooth® hands free system.



Rear Door Storage



Exhaust Tip



Towing Accessories Haul with confidence with a towing hitch rated up to 2000 lbs.



Door Sill Protectors

## Discover more with Toyota

At Toyota, our goal is to continuously make things better for you. That's why we offer a wide range of programs and services before and after your vehicle purchase designed to help make your Toyota experience the best it can be.



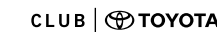
Fewer emissions and pollutants.\* More kilometres on less fuel. And power and performance second to none. Available in Prius, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. We service your Toyota the way we built it. So you can count on quality parts and professional service.



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at [www.toyotafinancialservices.ca](http://www.toyotafinancialservices.ca).



Enhance your Toyota ownership experience by joining Club Toyota – a complimentary and exclusive online service for Toyota owners. Benefit from an abundance of interactive, convenient services, and information conveniently at your fingertips. Register today at [clubtoyota.ca](http://clubtoyota.ca).



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's affordable peace of mind. Consult your Toyota Dealer for details.



The Toyota Mobility program is dedicated to addressing the transportation needs of Toyota Owners who have a disability, or know a family member with a disability or mobility issue. The program offers cash assistance, resource information and financing for adaptive equipment for their vehicle.



All new Toyota cars and trucks include a full tank of gas, roadside assistance and floor mats.

\*Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

## Working together to make things better.

Through education, inspiration, financial support and a long standing commitment to the environment, Toyota Canada is proud to contribute to various community programs that are devoted to the betterment of our planet. To learn more about how we are working to make things better, visit us at [Toyota.ca](http://Toyota.ca)



Photo: Joshua Berson



Photo: Evergreen – Jane Churchill



**Toyota Evergreen Learning Grounds**  
Toyota Canada Inc. and its Dealerships partnered with Evergreen in 2000 to create the Toyota Evergreen Learning Grounds Program, that is transforming Canadian school grounds into natural learning environments. For more information visit [evergreen.ca](http://evergreen.ca)



**Toyota Earth Day Scholarship Program**  
Toyota Canada Inc. and Earth Day Canada established the Toyota Earth Day Scholarship Program in 2003 to recognize and reward graduating high school students who have distinguished themselves through environmental, volunteer and academic excellence. Each year, 15 scholarships are awarded coast to coast, allowing Canada's future environmental leaders to continue their studies. For more information visit [earthday.ca](http://earthday.ca)



**Special Olympics Canada**  
Toyota Canada Inc. and its Dealers are National Sponsors of Special Olympics Canada, which is dedicated to making a difference in the lives of Special Olympics athletes. Toyota Canada Inc. reaches out to Special Olympics athletes whenever possible through participation in events at a local, regional, provincial and national level. For more information visit [specialolympics.ca](http://specialolympics.ca)

# 2010 FJ Cruiser Features

FJ Cruiser	FJ Cruiser
<b>INTERIOR</b>	<b>CONVENIENCE</b>
AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack	Digital Clock
Air Conditioning, Cabin Air Filter, Rear Seat Heater Ducts	Front & Rear Cup Holders
Front Bucket Seats	Front Passenger Seat Back Pocket
Driver Seat w/Recline, Vertical, Cushion Height Adjustments, Foldable Driver Armrest	Door Map Pockets
Front Passenger Seat Recline Adjustments	Cargo Area Side Storage Compartments
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	Cargo Area Tie-Down Rings
All-Position Vertical Adjustable Headrests	Shopping Bag Hooks
Water Repellent Fabric Seat Material	Coat Hooks
Power Windows w/Driver Side Auto Down	Cargo Lamp, Map Lamps
Power Door Locks	Accessory Power Outlet
Black-on-White Gauges, Tachometer, Voltmeter, Water Temperature Gauge, 4WD Indicator	Illuminated Ignition Key
Dual Vanity Mirrors	<b>SAFETY</b>
3-Spoke Tilt Steering Wheel	Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) <sup>1</sup>
Fabric Headliner	Front Passenger Airbag Occupancy Classification Indicator
Exterior Colour-Keyed Centre Instrument Panel Trim	Front Seat-Mounted Side Airbags (SRS) <sup>1</sup>
Metallic Dash Accents	Roll-Sensing Front & Rear Head/Side Curtain Airbags (SRS) <sup>1</sup>
Driver Footrest	Active Front Headrests w/Whiplash Protection
Rubber Floor	Front Seatbelt Pre-Tensioners & Force Limiters
All-Season Mats	All-Position 3-Point Lap & Shoulder Belts
	Front Seatbelt Anchor Height Adjusters
	Anchor Points for Child Restraint Seats
	Assist Grips
	Engine Immobilizer
	Power Rear Door Lock
	Rear High Mount Stop Lamp w/LED
	Side Impact Protection Door Beams
	Front Tow Hook
	Low Coolant Level, Low Washer Fluid, Door Ajar, Driver & Front Passenger Seatbelt Warning Indicators
	Direct Tire Pressure Monitoring System

● = Standard ○ = Optional

FJ Cruiser	FJ Cruiser
<b>EXTERIOR</b>	<b>PACKAGES</b>
Colour-Keyed Body w/White Roof	<b>Off-Road Package:</b>
17" Aluminum Alloy Wheels, Wheel Locks	Rear Privacy Glass, Cruise Control, Multi-Information Display (Outside Temperature Gauge, Inclinometer, Floating Ball-Type Compass), Foldable Passenger Armrest, Roof Rack, Power Adjustable Mirrors w/Image Lamps, Front/Rear Bilstein Shock Absorbers, P265/75R16, Raised White Letter Mud & Snow Tires, 16" Aluminum Alloy Wheels, Keyless Entry, Auto-Dimming Rear View Mirror w/Backup Camera
High Solar Energy Absorbing Window Glass	
Flip-Up Rear Hatch Glass	
Electric Rear Window Defroster	
Fender Flares, Rear Step Bumper, Styled Splash Guards, Blacked-Out Side Window Frames	
Dual Foldable Mirrors	
Rear Window Wiper/Washer	
Variable Intermittent Wipers	
Halogen Headlamps	
Auto Headlamp Cancel Function	
	<b>Adventure Package:</b>
	Off-Road Package plus: FJammer Audio System AM/FM CD 6-Disc Changer, 8-Speakers, Steering Wheel Audio Controls, Rear Subwoofer, 400-W (115V) Power Outlet, Cargo Mat, Colour-Keyed Interior Door Trim, Leather-Wrapped Steering Wheel, Running Boards, Metallic Shift Knob (Automatic Only) (Delete Bilstein Shock Absorbers, P265/75R16, Raised White Letter Mud & Snow Tires, 16" Aluminum Alloy Wheels)

# 2010 FJ Cruiser Specifications

FJ Cruiser	FJ Cruiser
<b>MECHANICAL</b>	<b>DIMENSIONS</b>
<b>Engine</b>	<b>Length</b>
4.0 Litre, V6, DOHC, 24-Valve, Dual Variable Valve Timing w/intelligence (Dual VVT-i), Sequential Multiport Electronic Fuel Injection, Electronic Throttle Control System w/intelligence (ETCS-i), Acoustic Control Induction System	4670 [183.9]
<b>Compression Ratio</b>	<b>Width</b>
10.4:1	1905 [75.0]
<b>Horsepower</b> <sup>5</sup>	<b>Height (Unloaded)</b>
259 hp [193 kW] @ 5600 rpm	1830 [72.0] w/o Roof Rack
<b>Torque</b> <sup>5</sup>	2007 [79.0] w/Roof Rack (approximate)
270 lb.ft. [366 N.m.] @ 4400 rpm	<b>Wheelbase</b>
<b>Suspension</b>	<b>Track</b>
<b>Front:</b> High-mounted, Double-Wishbone Suspension & Stabilizer Bar	<b>Front:</b> 1605 [63.2]
<b>Rear:</b> 4-Link Suspension w/Lateral Rod w/Coil Springs & Stabilizer Bar	<b>Rear:</b> 1605 [63.2]
<b>Front/Rear:</b> Bilstein Shock Absorbers	<b>Seating Capacity</b>
<b>Drivetrain</b>	5
Full-Time 4WD	<b>Headroom</b>
Part-Time 4WD, Automatic Disconnecting Differential	<b>Front:</b> 1050 [41.3]
Vehicle Stability Control (VSC), Rear Differential Lock, Active Traction Control (A-TRAC), 2-Speed Transfer Case, Engine, Fuel Tank & Transfer Case Protector Plates	<b>Rear:</b> 1025 [40.3]
<b>Transmission</b>	<b>Legroom</b>
6-Speed, Manual, Overdrive	<b>Front:</b> 1065 [41.9]
5-Speed, Automatic, Super Electronically Controlled Transmission (Super ECT), Overdrive, Gate-Type Shifter, Lock-Up Torque Converter	<b>Rear:</b> 795 [31.3]
<b>Brakes</b>	<b>Shoulder Room</b>
Power-Assisted Ventilated Front Discs, Solid Rear Discs, Antilock Braking System (ABS) w/Electronic Brake-force Distribution (EBD) & Brake Assist (BA)	<b>Front:</b> 1484 [58.4]
<b>Steering</b>	<b>Rear:</b> 1370 [53.9]
Rack & Pinion w/Variable Power Assist, Variable Gear Ratio Steering (VGRS)	<b>Ground Clearance</b>
<b>Tires</b>	245 [9.6]
P265/70R17, All-Season Radials, Full Size Spare w/Alloy Wheel	<b>Approach Angle (degrees)</b>
P265/75R16, Raised White Letter Mud & Snow Tires, Full Size Spare w/Alloy Wheel	34.0
	<b>Departure Angle (degrees)</b>
	31.0

● = Standard ○ = Optional

FJ Cruiser	FJ Cruiser
<b>GROSS VEHICLE WEIGHT</b>	<b>kg (lb.)</b>
	2525 [5567]
<b>CURB WEIGHT</b>	<b>kg (lb.)</b>
Manual	1963 [4330]
Automatic	1967 [4335]
<b>TOWING CAPACITY</b>	<b>kg (lb.)</b>
	2268 [5000]
<b>PAYLOAD</b> <sup>3</sup>	<b>kg (lb.)</b>
	601 [1325]
<b>CARGO CAPACITY</b>	<b>m<sup>3</sup> (cu.ft.)</b>
	1.89 [66.8] Behind Front Seats
	0.79 [27.9] Behind Rear Seats
<b>TURNING CIRCLE</b>	<b>m (ft.)</b>
	12.7 [41.7]
<b>FUEL CAPACITY</b>	<b>litres (gal)</b>
	72.0 [15.8]
<b>FUEL CONSUMPTION RATING</b> <sup>2</sup>	<b>L/100 km</b>
City/Highway/Combined	<b>mpg</b>
Manual	13.7/10.3/12.2
Automatic	21/27/23
	12.5/9.6/11.2
	23/29/25

<sup>1</sup>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 side 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.

<sup>2</sup>These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

<sup>3</sup>Payload = Passengers, Equipment, Luggage and Cargo.

<sup>4</sup>Toyota tests certain phones for compatibility with Bluetooth® technology. Please see your Toyota Dealer for details. 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.

<sup>5</sup>Ratings achieved using Premium fuel.

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**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](http://toyota.ca) – or your Toyota Dealer is your best source for up-to-date information.





Yaris Hatchback



Camry Hybrid



RAV4



4Runner



Yaris



Prius



Highlander



Sequoia



Corolla



Venza



Highlander Hybrid



Tacoma



Matrix



Avalon



FJ Cruiser



Tundra



Camry



Sienna

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

