

## **Toyota Releases SIENTA Compact Minivan** **—A Compact and Youthful 7-seater for Daily Motoring Enjoyment—**

Tokyo — TOYOTA MOTOR CORPORATION announced today the nationwide launch of the SIENTA—a seven-passenger vehicle that concentrates the functions people expect of a minivan in a stylish and compact package—through “Toyota Corolla” and “Netz Toyota” dealers.

The SIENTA, whose name is based on the Spanish word for “seven” (*siete*) and the English word “entertain”, was developed around the concept of a vehicle with innovative value, designed to provide motoring enjoyment geared to the lifestyle of active young families and young people, whether for work or for leisure.

“I’m confident that the SIENTA, which boasts new value in its appeal as a compact vehicle, will enliven and enrich the lives of young people, particularly families, in all sorts of situations as the sort of car that can bring a smile to the faces of passengers,” explains Chief Engineer Masayuki Nagai.

A compactly styled package affords a simple and welcoming comfort zone for seven people unprecedented in a compact minivan.

Congenial color coordination offers the pleasure of choosing from nine stylish and friendly exterior colors, including the new colors Light Yellow and Lavender Mica Metallic. Meanwhile, the interior colors create a warm and welcoming space.

The SIENTA uses universal design indices\* bearing in mind the needs of mothers with young children to carry. The idea of managing with just one hand was integrated to ensure ease of entry and exit and high utility in the back seat area as well as easy rearrangement of the seat layout to suit the number of passengers.

The short front and rear overhangs and the vehicle body shape are designed for easy driving (with a minimum turning radius of 5.2m in front-wheel-drive vehicles).

A newly developed 1.5-liter engine, Super CVT (continuously variable transmission) and high body rigidity ensure smooth acceleration and brisk road performance.

\*Toyota has adopted two indices using original standards and techniques in order to evaluate with specificity and objectivity the degree of attainment of the principles of universal design, aiming to create automobiles that can be used by all people, to the greatest extent possible, without the need for adaptation or specialized design.

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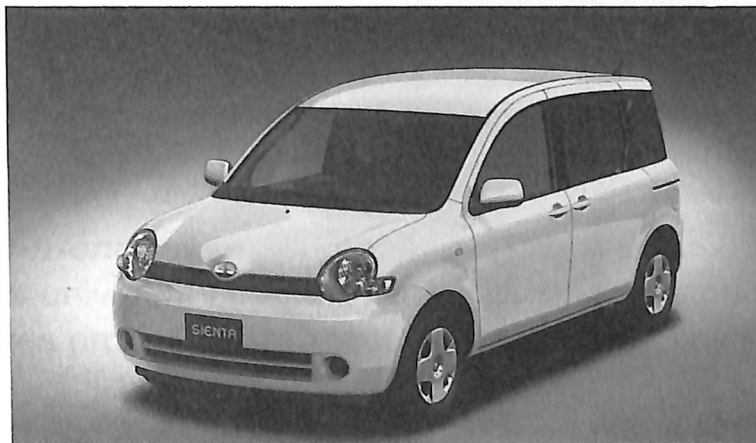
(Products described in this and in any attached material are for the Japanese market.)

The SIENTA features Toyota's advanced collision-safety body GOA (Global Outstanding Assessment), which has been further evolved to incorporate the concept of compatibility, while ABS with EBD (Electronic Brake force Distribution) as standard and other reassuring safety functions contribute to excellent emergency avoidance performance, ensuring high preventive and collision safety performance.

All vehicles achieve ultra-low emission levels and satisfy year 2010 fuel efficiency standards, qualifying for incentives under the Japanese government's Green Taxation System. Front-wheel-drive versions achieve leading fuel efficiency among seven-passenger vehicles at 19.0km/liter in the 10-15 Japanese test cycle (Toyota data as of September 2003).

The SIENTA incorporates the concept of design for recyclability (DFR) to allow for more efficient vehicle disassembly.

In addition to realizing the utility expected of a seven-passenger vehicle with three rows of seats and to offering the basic functions of a passenger vehicle in terms of motive power, safety and environmental performance, the SIENTA is priced to start at an affordable 1.37 million yen.



**SIENTA X (2WD) (with options)**

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## **Sales Channels**

Sales outlets: "Toyota Corolla" and "Netz Toyota" dealers nationwide

Monthly sales target: 7,000 units

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### ***Comfortable space for seven in a compactly styled package***

The SIENTA has been designed around a modern concept of comfort. A simple yet welcoming high-class interior and exterior design has been chosen with an interior space that allows seven people to be accommodated in congenial comfort.

Designed around the keywords *simple* and *relaxing*, the arched cabin that gently enfolds the occupants and a door cross section including a tautly rounded shoulder section contribute to a friendly and compact exterior style.

The interior has been designed around the key words “cozy” and “smart” and aims to create a simple and welcoming zone.

The high-efficiency package of the SIENTA offers a cabin space that accommodates seven adults in relaxed comfort within compact exterior dimensions.

### ***Relaxing color coordination***

The exterior is designed to simulate the cozy congeniality of a cafe and offers the fun of choosing from nine different colors, among which are Light Yellow (new color)—to evoke the smooth fragrance of vanilla, a transparent-look Lavender Mica Metallic (new color)—to evoke the cleansing fragrance of flowers, and Aqua Mica Metallic—to evoke the freshness of mint.

The interior is available in two color combinations: light yellow and ivory or dark blue and gray.

### ***Emphasis on user-friendliness***

The SIENTA adopts universal design indices, with emphasis on user-friendliness and easy-to-drive features around a concept of easy operation with one hand only.

The frequently used second row of seats is equipped with a single lever that controls the functions of the sliding and reclining mechanisms as well as the seat tip-up function. The lever itself is positioned at a convenient height for easy operation.

A Smart Door Lock system, a passenger seat slide door and the easy-closing mechanisms on the sliding door attest to the detailed attention to operating procedures and to reducing the effort needed for operation.

The third row of seats can be folded away without removing the headrests to provide additional luggage space when required.

Measures employed to create an easy-to-drive vehicle include the front and rear short

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overhangs, styling that makes it easy to get a feel for the car, and a steering wheel that requires little effort to operate.

### ***Highly practical seat arrangement and carefully selected fittings***

The SIENTA realizes a highly practical and versatile seat arrangement. The seats in the second row have seatbacks that fold in a 50:50 split, while the two seats in the third row are independent of each other, allowing easy entry and exit to the third row even when a child seat is attached to one of the third-row seats.

Ample storage space is positioned throughout the cabin so that everyday items can be stored unobtrusively.

A puncture repair kit is standard equipment on four-wheel-drive models vehicles, instead of a spare tire, helping to maintain adequate space for passengers in the third row.

### ***Brisk driving performance***

Front-wheel-drive versions are fitted with a newly developed engine and CVT. The new 1NZ-FE engine, with its redesigned valve system and measures to minimize friction, combines with a Super CVT to contribute to smooth and confident acceleration.

The front suspension uses MacPherson struts, while the rear in front-wheel-drive versions has a torsion beam with a toe-correct function and the rear in four-wheel-drive versions features a double wishbone-type suspension.

The lightweight, rigid body ensures brisk road performance characteristic of vehicles with compact dimensions.

The body shape, designed to optimize aerodynamic force, along with front air spats and other devices, allows the vehicle to achieve a Cd value of 0.30 (in G grade front-wheel-drive versions), one of the best for minivans.

Effective positioning of sound-absorbing and sound-blocking materials reduces engine noise and vibration and maximizes cabin quietness, allowing all seven possible occupants to engage in conversation at normal voice levels.

Four-wheel-drive models feature the Flex Full-time 4WD system.



## **Safety**

The SIENTA pursues high levels of both preventive and collision safety performance.

Preventive safety equipment includes ABS with EBD, Brake Assist and discharge headlights (optional).

Collision safety features include a GOA collision-safety body further developed by incorporating the concept of compatibility, a pedestrian-injury-lessening body, SRS (Supplemental Restraint System) airbags for both front seating positions, SRS side airbags (optional) and a dedicated ISO-FIX\* compliant child seat anchor point for each of the outer seating positions in the second row of seats.

\*An ISO (International Organization for Standardization) standard for child seat attachments created to prevent improper installation of child seats, improve vehicle conformity and set an internationally uniform attachment method.

## **Considerations for the environment**

All models have achieved a 75% reduction in emissions from the 2000 standards under the Ministry of Land, Infrastructure and Transport's Approval System for Low-emission Vehicles.

Front-wheel-drive versions achieve leading fuel efficiency among seven-passenger vehicles at 19.0km/liter in the 10-15 Japanese test cycle and all vehicles achieve ahead of schedule year 2010 fuel efficiency standards (fuel efficiency standards specified by the Law Concerning the Rational Use of Energy).

In order to increase the efficiency of dismantling of major components, improved dismantling labeling is used, and the concept of design for recyclability (DFR), which incorporates an easy to dismantle structure, is adopted for body parts.

With use of lead eliminated in the fuel tanks and elsewhere, Toyota has met ahead of schedule the Japanese automotive industry's voluntary environmental target for January 2006 and thereafter of reducing overall lead usage in vehicles to one-tenth or less of 1996 levels.

## **Family-friendly economical features**

In addition to the stylish interior and exterior fittings and the utility of a minivan with three rows of seats, emphasis has been placed on the basic functions of a passenger vehicle in terms of dynamic power, safety and environmental performance. Additionally, the SIENTA is affordably priced as low as 1.37 million yen.

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Front-wheel-drive versions achieve leading fuel efficiency among seven-passenger vehicles for highly economical performance.

***Welcab***—*Specially equipped vehicles with factory-installed features for the disabled*

The seven-passenger vehicle base allows for wide variations of Welcab models, which consist of: a Welcab Lift-up Front Passenger Seat model (Type A, Type B), a Welcab Rotating and Sliding Passenger's Seat model (Type A, Type B), a Welcab Friendmatic Seat model and a model (available from December 2003) that enables removal of a seat for use as a wheelchair (Type I – Type II).

## SIENTA Specifications

Grade		G		X	
		1.5 VVT-I			
Power train		2WD (FF)	4WD	2WD (FF)	4WD
Length (mm)		4,100			
Width (mm)		1,695			
Height (mm)		1,670	1,680	1,670	1,680
Wheelbase (mm)		2,700			
Track	Front (mm)	1,465			
	Rear (mm)	1,485			
Minimum turning radius (m)		5.2	5.5	5.2	5.5
Ground clearance (mm)		140	150	140	150
Curb weight (kg)		1,220	1,320	1,210	1,310
Engine	Model	1NZ-FE			
	Engine type	In-line 4-cylinder DOHC, 16 valves			
	Displacement (cc)	1,496			
	Bore x stroke (mm)	75.0 x 84.7			
	Compression ratio	10.5			
	Maximum output	81 (110) / 6,000	77 (105) / 6,000	81 (110) / 6,000	77 (105) / 6,000
	Maximum torque	141 (14.4) / 4,400	138 (14.1) / 4,200	141 (14.4) / 4,400	138 (14.1) / 4,200
Fuel consumption (km/l)		19.0	14.0	19.0	14.0
Fuel supply system		Electronic fuel injection (EFI)			
Fuel capacity (l)		42	45	42	45
Steering		Rack and pinion			
Suspension	front	Strutted-type coil springs			
	rear	Torsion beam- type coil springs	Double wishbone-type with coil springs	Torsion beam-type coil springs	Double wishbone type with coil springs
Brakes	front	Ventilated disc			
	rear	Leading / trailing			

NOTES: 1) Specifications do not include option considerations; 2) Fuel consumption measured in the Japanese 10 - 15 test cycle

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