

2010 **FJ CRUISER**



Leave no stone unclimbed.

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Model Overview

2010 FJ CRUISER



FJ Cruiser shown in Iceberg with available Upgrade Package #2. [6]



FJ Cruiser 4WD shown in Dark Charcoal with available Upgrade Package #2. 2008 model shown. [6]



FJ Cruiser shown in Sun Fusion and Silver Fresco Metallic with accessory rock rails.

	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
MSRP**	\$24,180	\$25,360	\$25,770
MPG City/Highway***	17/22	15/19	17/21
Seating	5	5	5

EXTERIOR COLORS*

Iceberg White



Army green



Sun Fusion



Brick



Silver Fresco Metallic



Black



INTERIOR COLORS*

Dark Charcoal Fabric



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**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **FJ CRUISER**



- not available
- S** standard
- O** optional
- P** part of package

	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
MSRP**	\$24,180	\$25,360	\$25,770
Model Number	4702	4703	4704
EXTERIOR			
Two-tone exterior color (color-keyed body with white roof top)	S	S	S
Multi-reflector halogen headlamps	S	S	S
Black bumpers with metallic silver trim	S	S	S
Silver-painted mirrors	S	S	S
Washer-linked variable intermittent windshield wipers	S	S	S
Rear window defogger with intelligent timer	S	S	S
Rear hatch glass window with release lever	S	S	S
Two full doors and two access doors with silver tone door handles	S	S	S
Spare tire cover	P	P	P
Black overfenders with integrated mudguards	S	S	S
17in. black steel wheels with P265/70R17 tires and full-size spare (exterior rear door mounted)	S	S	S
17in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mounted)	O P	O P	O P
16-in. 5-spoke aluminum alloy wheels with P265/75R16 BFGoodrich® Rugged Trail tires	-	P	P
16-in. 6-spoke alloy wheels with P265/75R16 BFGoodrich® All-Terrain tires	P	-	-
INTERIOR			
Flat dash panels with pipe-like structure with silver instrument-panel trim	S	S	S
Exterior color-keyed center instrument-panel trim	S	S	S

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	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
Tilt 3-spoke steering wheel with silver trim	S	S	S
Analog instrument meters with backlit white surface area on tachometer, speedometer, fuel, temp and volt meters	S	S	S
CFC-free air conditioning	S	S	S
AM/FM CD player, MP3/WMA playback capability and six speakers	S	S	S
AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and eight speakers	P	P	P
AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and nine speakers (includes subwoofer with off switch)	P	P	P
Backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor	P	P	P
Auxiliary Audio Jack	S	S	S
Digital clock	S	S	S
Dual sun visors with vanity mirrors	S	S	S
Four assist grips (two A-pillars, two above front doors)	S	S	S
Four cup holders (center console) and two bottle holders (access doors)	S	S	S
Power windows and door locks	S	S	S
Four map pockets (one per door)	S	S	S
Map lamps	S	S	S
Fabric-trimmed 8-way manual-adjustable driver's seat with armrest	S	S	S
Fabric-trimmed 4-way manual-adjustable passenger seat with seatback pocket	S	S	S
Fabric-trimmed 60/40 split rear seats with tumble/removable bottom cushion and fold down seatback	S	S	S
Water-resistant seats with adjustable headrest in each position	S	S	S
Rubber-type floor and deck mat	S	S	S
Rear cargo tie-down hooks	S	S	S

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	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
Key cylinder light	S	S	S
Rear window defogger	S	S	S
SAFETY			
Star Safety System™ - includes Vehicle Stability Control (VSC) [2] + Active Traction Control (TRAC), 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD), and Brake Assist [3]	S	S	S
Driver and front passenger dual stage airbags [4]	S	S	S
Driver and front passenger front seat-mounted side airbags and front- and second-row roll-sensing side curtain airbags (RSCA) [4]	S	S	S
3-point Automatic/Emergency Locking Retractor (ALR/ELR) seatbelts in all outboard and second-row center seating positions (driver's belt is ELR only)	S	S	S
Driver and front passenger seatbelt pretensioners with force limiters	S	S	S
Driver and front passenger seatbelt warning with buzzer	S	S	S
Driver and front passenger active headrests [5]	S	S	S
Side-impact door beams	S	S	S
Daytime Running Lights (DRL)	O	O P	O P
Center High-Mount Stop Lamp (CHMSL)	S	S	S
LATCH (Lower Anchors and Tethers for Children) for rear seating	S	S	S
Rear Intuitive Parking Assist	P	P	P
Engine immobilizer	S	S	S
Tire Pressure Monitoring System	S	S	S

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Options*

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The following option combinations are available in your area

FJ Cruiser 4x2 5-Speed Auto (4702)	
Base Model: \$.00	50 state emissions (FE)
Convenience Package with Additional Options: \$2,655.00	50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) Daytime running lights (RL) Locking rear differential (DL)
Convenience Package with Additional Options: \$2,655.00	Locking rear differential (DL) Daytime running lights (RL) Ext color 058 iceberg (MC) 50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ)
Upgrade Package 2 with Additional Options: \$4,865.00	Daytime running lights (RL) 50 state emissions (FE) Upgrade Package #2 [6]-17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount), locking rear differential, 115V/400-watt power outlet, AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and nine speakers including subwoofer, exterior color-keyed door trim inserts, multi-information display floating ball type (inclinometer, compass, temperature), leather-wrapped steering wheel with integrated audio controls, aluminum brush transmission lever and Rear Intuitive Parking Assist (UR) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ)

Upgrade Package 2 with Additional Options: \$4,865.00	Upgrade Package #2 [6]-17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount), locking rear differential, 115V/400-watt power outlet, AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and nine speakers including subwoofer, exterior color-keyed door trim inserts, multi-information display floating ball type (inclinometer, compass, temperature), leather-wrapped steering wheel with integrated audio controls, aluminum brush transmission lever and Rear Intuitive Parking Assist (UR) 50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) Ext color 058 iceberg (MC) Daytime running lights (RL)
TRD Wheel Package with Additional Options: \$5,235.00	Locking rear differential (DL) TRD Package [7]-16-in. 6-spoke TRD aluminum alloy wheels with P265/75R16 BFGoodrich® Rugged Trail tires, TRD Bilstein shocks, and TRD graphics (TR) Daytime running lights (RL) 50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ)
FJ Cruiser 4x4 6-Speed Manual (4703)	
Base Model: \$.00	50 state emissions (FE)
Convenience Package with Additional Options: \$2,275.00	Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) 50 state emissions (FE)

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<p>Convenience Package with Additional Options: \$3,310.00</p>	<p>All-Terrain Package [6]-BFGoodrich® Rugged Trail P265/75R16 tires, off-road 16-in. 5-spoke alloy wheels, trail-tuned Bilstein® shock absorbers, locking rear differential, Active Traction Control (4WD models), multi-information display floating ball-type (inclinometer, compass, temperature) (OF) Daytime running lights (RL) 50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ)</p>
<p>Convenience Package with Additional Options: \$3,310.00</p>	<p>Ext color 058 iceberg (MC) Daytime running lights (RL) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) 50 state emissions (FE) All-Terrain Package [6]-BFGoodrich® Rugged Trail P265/75R16 tires, off-road 16-in. 5-spoke alloy wheels, trail-tuned Bilstein® shock absorbers, locking rear differential, Active Traction Control (4WD models), multi-information display floating ball-type (inclinometer, compass, temperature) (OF)</p>

<p>Upgrade Package 2 with Additional Options: \$4,625.00</p>	<p>Upgrade Package #2 [6]-17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount), locking rear differential, 115V/400-watt power outlet, AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and nine speakers including subwoofer, exterior color-keyed door trim inserts, multi-information display floating ball type (inclinometer, compass, temperature), leather-wrapped steering wheel with integrated audio controls, aluminum brush transmission lever and Rear Intuitive Parking Assist (UR) 50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) Daytime running lights (RL)</p>
<p>Upgrade Package 2 with Additional Options: \$4,625.00</p>	<p>Daytime running lights (RL) 50 state emissions (FE) Upgrade Package #2 [6]-17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount), locking rear differential, 115V/400-watt power outlet, AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and nine speakers including subwoofer, exterior color-keyed door trim inserts, multi-information display floating ball type (inclinometer, compass, temperature), leather-wrapped steering wheel with integrated audio controls, aluminum brush transmission lever and Rear Intuitive Parking Assist (UR) Ext color 058 iceberg (MC) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ)</p>
<p>FJ Cruiser 4x4 5-Speed Auto (4704)</p>	
<p>Base Model: \$.00</p>	<p>50 state emissions (FE)</p>

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Convenience Package with Additional Options: \$2,655.00	Locking rear differential (DL) Daytime running lights (RL) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) 50 state emissions (FE) Ext color 058 iceberg (MC)
Convenience Package with Additional Options: \$2,655.00	Locking rear differential (DL) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) Daytime running lights (RL) 50 state emissions (FE)
Convenience Package with Additional Options: \$3,610.00	All-Terrain Package [6]-BFGoodrich® Rugged Trail P265/75R16 tires, off-road 16-in. 5-spoke alloy wheels, trail-tuned Bilstein® shock absorbers, locking rear differential, Active Traction Control (4WD models), multi-information display floating ball-type (inclinometer, compass, temperature) (OF) 50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ)

Convenience Package with Additional Options: \$3,650.00	50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) All-Terrain Package [6]-BFGoodrich® Rugged Trail P265/75R16 tires, off-road 16-in. 5-spoke alloy wheels, trail-tuned Bilstein® shock absorbers, locking rear differential, Active Traction Control (4WD models), multi-information display floating ball-type (inclinometer, compass, temperature) (OF) Daytime running lights (RL)
Convenience Package with Additional Options: \$3,650.00	Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) Daytime running lights (RL) Ext color 058 iceberg (MC) All-Terrain Package [6]-BFGoodrich® Rugged Trail P265/75R16 tires, off-road 16-in. 5-spoke alloy wheels, trail-tuned Bilstein® shock absorbers, locking rear differential, Active Traction Control (4WD models), multi-information display floating ball-type (inclinometer, compass, temperature) (OF) 50 state emissions (FE)

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Options*

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<p>Upgrade Package 2 with Additional Options: \$5,035.00</p>	<p>50 state emissions (FE) Upgrade Package #2 [6]-17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount), locking rear differential, 115V/400-watt power outlet, AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and nine speakers including subwoofer, exterior color-keyed door trim inserts, multi-information display floating ball type (inclinometer, compass, temperature), leather-wrapped steering wheel with integrated audio controls, aluminum brush transmission lever and Rear Intuitive Parking Assist (UR) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) Daytime running lights (RL)</p>
<p>Upgrade Package 2 with Additional Options: \$5,035.00</p>	<p>50 state emissions (FE) Convenience Package-Remote keyless entry system, cruise control, power outside mirrors with illuminated markers, rear privacy glass, rear wiper, backup camera [1] linked to an electrochromic mirror with integrated backup camera monitor, and spare tire cover (CQ) Upgrade Package #2 [6]-17-in. 6-spoke aluminum alloy wheels with P265/70R17 tires and full-size spare (exterior rear door mount), locking rear differential, 115V/400-watt power outlet, AM/FM 6-disc in-dash CD changer, MP3/WMA playback capability and nine speakers including subwoofer, exterior color-keyed door trim inserts, multi-information display floating ball type (inclinometer, compass, temperature), leather-wrapped steering wheel with integrated audio controls, aluminum brush transmission lever and Rear Intuitive Parking Assist (UR) Ext color 058 iceberg (MC) Daytime running lights (RL)</p>

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Specifications

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	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
MSRP**	\$24,180	\$25,360	\$25,770
Model Number	4702	4703	4704
MECHANICAL/PERFORMANCE			
Engine	4.0-liter DOHC 24-valve V6 with Dual VVT-i; 260hp@5600rpm, 271lb.-ft. @4400rpm		
Emission rating	(LEV-II)		
Ignition	Electronic, with Toyota Direct Ignition System (TDIS)		
Transmission	5-speed Electronically Controlled Automatic Overdrive (ECT)	6-speed manual	5-speed Electronically Controlled Automatic Overdrive (ECT)
Drivetrain	Rear-wheel 2WD automatic with limited-slip differential	Full-time 4WD	Part-time 4WD
Front suspension	High-mounted, double-wishbone suspension and stabilizer bar		
Rear suspension	4-link suspension with lateral rod with coil springs and stabilizer bar		
Steering	Power-assisted variable-gear rack-and-pinion		
Turning circle diameter, curb to curb (ft.)	40.7		
Brakes	Power-assisted 4-piston front/2-piston rear ventilated disc brakes with Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [3]		
Vehicle Stability Control (VSC) [2]	Standard		
Traction Control (TRAC)	Standard		
Active Traction Control (A-TRAC)	N/A	Available	
EXTERIOR DIMENSIONS (in.)			
Overall height	71.3	72	
Overall width	75.0		
Overall length	183.9		
Wheelbase	105.9		
Track (front/rear)	63.2/63.6		
INTERIOR DIMENSIONS FRONT/REAR (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		
Seating capacity	5		

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Specifications

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	FJ Cruiser 4x2 5-Speed Auto	FJ Cruiser 4x4 6-Speed Manual	FJ Cruiser 4x4 5-Speed Auto
OFF-HIGHWAY			
Skid plates	On engine/front suspension and fuel tank	On engine/front suspension, fuel tank and transfer case	
Angle of approach/departure (degrees)	32/30	34/31	
Minimum running ground clearance (in.)	8.7	9.6	
Rear axle ratio [8]	3.72:1	3.91:1	3.72:1
Transfer case ratios, 2-speed (high/low)	1.000/2.566		
WEIGHTS AND CAPACITIES			
Curb weight (lb.)	4079	4332	4343
Gross Vehicle Weight Rating (GVWR) (lb.)	5330	5570	
Cargo volume (cu. ft.) [9] (behind front/rear seats)	66.8/27.9		
Towing capacity [10] (lb.)	5000		
Fuel tank (gal.)	19.0		
TIRES			
Size	P265/70R17		
Type	Mud-and-snow-rated steel-belted radial blackwall		
Spare	Full-size		
MILEAGE ESTIMATES (mpg city/highway)			
Miles Per Gallon	17/22	15/19	17/21

Accessories

2010 **FJ CRUISER**



EXTERIOR ACCESSORIES



Alloy Wheel Lock Set
\$81 Installed MSRP*



Bike Rack Attachment - w/
Adaptor
\$274 Parts Only MSRP**



Exhaust Tip
\$75 Installed MSRP*



Hood Protector
\$155 Installed MSRP*



Off-Road Lights w/ Air Dam
\$799 Installed MSRP*



Paint Protection Film
\$395 Installed MSRP*



Rock Rails
\$575 Installed MSRP*



Roof Rack
\$649 Installed MSRP*



Roof Rack, Towing Hitch and
Wire Harness, Spare Tire
Cover
\$1,167 Installed MSRP*



Ski/Snowboard Attachment
w/ Adaptor
\$224 Parts Only MSRP**



Spare Tire Cover
\$169 Installed MSRP*



Towing Hitch & Wire Harness
\$349 Installed MSRP*

INTERIOR ACCESSORIES



All Weather Cargo Mat
\$79 Parts Only MSRP**



Armrest
\$125 Installed MSRP*



Ashtray Kit
\$17 Parts Only MSRP**



Billet Door Sills
\$149 Installed MSRP*



Cargo Cover
\$90 Installed MSRP*



Cargo Net
\$49 Installed MSRP*



Cargo Tote
\$40 Parts Only MSRP**



Carpet Cargo Mat
\$69 Parts Only MSRP**

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

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Accessories

2010 **FJ CRUISER**



Carpet Floor Mats (4-piece set)
\$119 Parts Only MSRP**



Carpet Floor Mats & Cargo Mat
\$199 Installed MSRP*



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



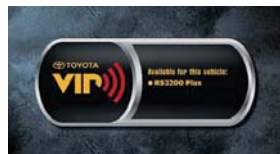
iPod Interface
\$299 Installed MSRP*



Molded Dash Applique
\$350 Installed MSRP*



Rear Door Storage Net
\$89 Installed MSRP*



VIP Security RS3200 Plus System
\$479 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" Off-road Beadlock Wheel
\$219 Parts Only MSRP**



TRD High Performance Brake Kit
\$2,195 Installed MSRP*



TRD Oil Cap
\$45 Parts Only MSRP**



TRD Oil Filter
\$13 Parts Only MSRP**



TRD Performance Brake Pads
\$95 Parts Only MSRP**



TRD Quickshifter
\$450 Installed MSRP*



TRD Radiator Cap
\$37 Parts Only MSRP**



TRD Shiftknob
\$59 Installed MSRP*

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2010 **FJ CRUISER**



TRD Wheel Locks
\$150 Parts Only MSRP**

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