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Accessories That Enhance Your Customers' Driving Experience



Enhance Cargo Management Versatility with Genuine Toyota Roof Racks or Roof Rack Cross Bars

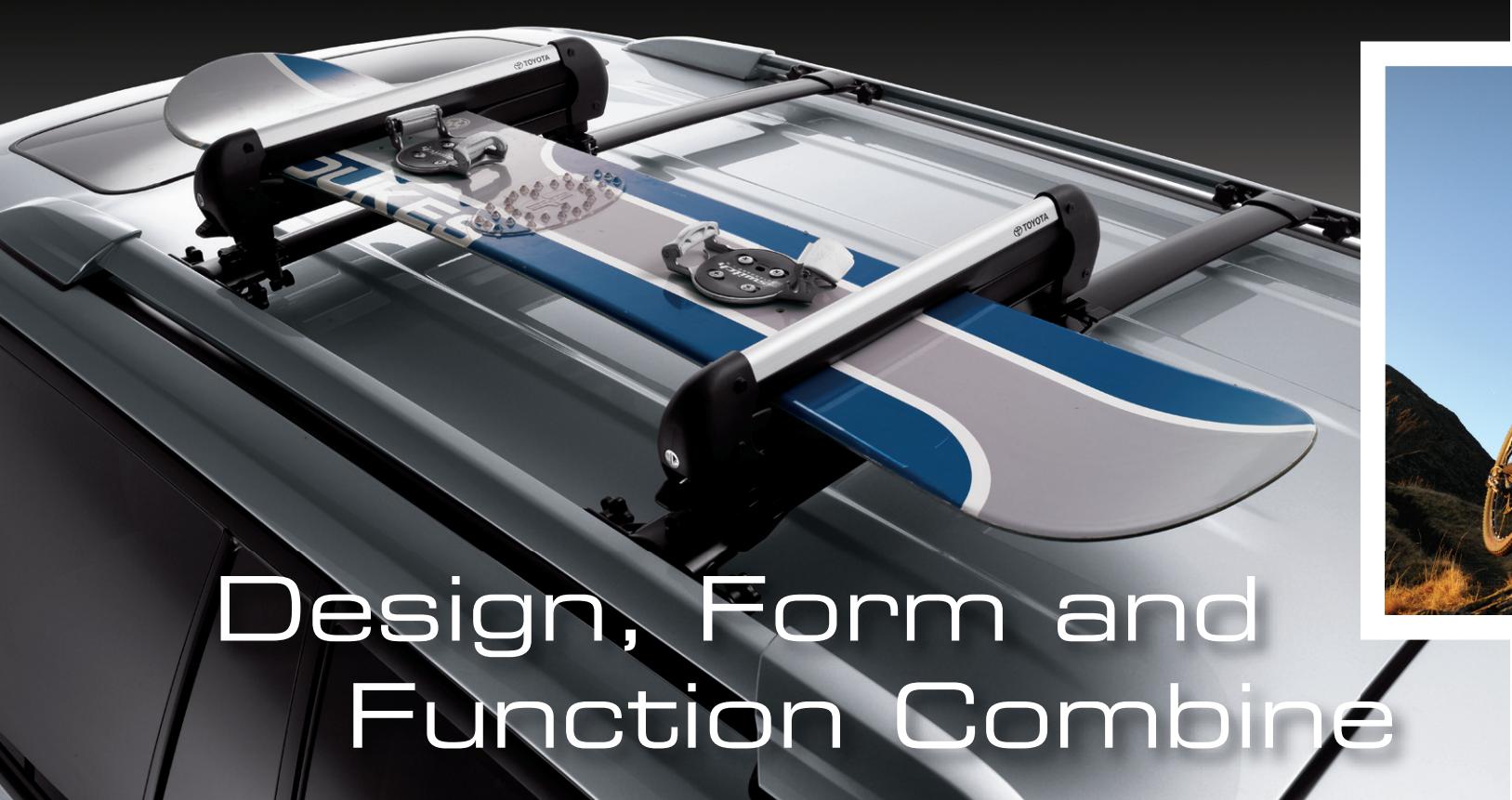
Toyota owners can transport their gear and increase their cargo space by adding a Genuine Toyota Roof Rack or Roof Rack Cross Bars! Designed exclusively for the 4Runner, FJ Cruiser, Highlander, Matrix, Tacoma Double Cab and Venza, Roof Racks and Roof Rack Cross Bars provide additional secure tie-down points for all types of Roof Rack accessories such as skis, snowboards and bikes without taking up any valuable interior cargo or seating space.

Genuine Toyota Roof Racks and Roof Rack Cross Bars are constructed to meet Toyota's high standards for quality, performance and strength. They feature black powder-coated and e-coated surfaces for increased durability as well as fading and corrosion resistance and can be installed with ease in the factory roof channels or factory Roof Rack. Genuine Toyota Roof Racks and Roof Rack Cross Bars are backed by the factory 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.

Genuine Toyota Roof Racks and Roof Rack Cross Bars—what every Toyota owner needs!



ACCESSORIES



Design, Form and Function Combine

Owners have the option of OE-style and convenient ski, snowboard, bike and luggage transportability with Genuine Toyota Roof Racks and Roof Rack Cross Bars. Designed specifically for the 2010 4Runner, 2007-2010 FJ Cruiser, 2008-2010 Highlander, 2009-2010 Matrix, 2005-2010 Tacoma Double Cab and 2009-2010 Venza, the Roof Racks and Roof Rack Cross Bars feature various load ratings depending upon vehicle application ranging from 150lbs. for the FJ Cruiser to 132lbs. for the Matrix. The FJ Cruiser, Matrix, Tacoma Double Cab and Venza Roof Racks offer integrated Cross Bars, while the Highlander and 4Runner allow owners to add a set of Cross Bars to the factory roof rails for a complete Roof Rack system. Genuine Toyota Roof Racks and Roof Rack Cross Bars are available in black for all model applications.

Designed to harmonize with the intended exterior design of each specific Toyota vehicle, Genuine Toyota Roof Racks and Roof Rack Cross Bars offer unique styling characteristics. For example, both the FJ Cruiser and the Tacoma Double Cab feature one-of-a-kind Roof Racks that are sure to enhance their rugged good looks while providing ample cargo transportability. The FJ Cruiser's distinctive basket

style design coupled with sturdy aluminum tubing offers owners a handy platform for carrying their gear. Plus, a patented sliding front Cross Bar adds flexibility to carry a range of attachments. Additionally, the Tacoma Double Cab "Stowaway" Roof Rack features the industry's first storable Cross Bars that unfold to a locked position for use and then can be stowed in-line with the roof rails when not in use. In contrast, some aftermarket products are generic in shape and may detract from the design of the vehicle.





The Genuine Toyota Accessory Competitive Advantage

Constructed from high-strength 6063 T6 aluminum, Genuine Toyota Roof Racks and Roof Rack Cross Bars are built to meet Toyota's rigorous standards for quality and performance. Each part is heat treated and features an e-coat and powder-coated finish for a sophisticated appearance and tough corrosion and environmental protection. Roof Rack uprights are made of composite nylon that is fiberglass and mineral filled to provide high-strength and low weight. Plus, UV stabilized color packages are added to all molded components to provide an extra layer of tough exterior wear and fade protection.

Once the Genuine Toyota Roof Racks and Roof Rack Cross Bars are formed, they undergo repeated static and dynamic testing to ensure durability and strength. On the contrary, some aftermarket products are not required to be tested for durability, furthermore, the decision to test is usually left up to the individual companies developing the product.

In addition to providing optimal strength and durability, Genuine Toyota Roof Racks and Roof Rack Cross Bars undergo rigorous tests to ensure high quality performance. Aerodynamics or Coefficient of Drag tests are performed to help minimize the Roof Rack and Roof Rack Cross Bar's impact on fuel economy. Wind noise performance is also tested to help ensure a quiet ride. Genuine Toyota Roof Rack Cross Bars feature an air-foil shape—like an airplane—which results in less noise inside the cabin. In contrast, typical aftermarket Cross Bars are generally square or round in shape and result in more noise.

Installation of Genuine Toyota Roof Racks and Roof Rack Cross Bars is quick and simple. They are installed directly into the vehicle's factory roof channels or factory Roof Rack to provide a secure, seamless fit. Complete Roof Rack Kits include the Roof Rack itself, instructions, hardware and Cross Bar assemblies.

Genuine Toyota Accessory Promise

Since the Roof Racks and Roof Rack Cross Bars are Genuine Toyota, owners can be assured they deliver the high level of quality they've come to expect. Plus, they're backed by Toyota's 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.





Key Advantages At a Glance:

Genuine Toyota Roof Racks & Roof Rack Cross Bars

Feature	Function	Benefit	Genuine Toyota Roof Racks & Roof Rack Cross Bars	Typical Aftermarket Roof Racks & Roof Rack Cross Bars
Increased Cargo Versatility	Allows owners to transport skis, snowboards, bikes, luggage or other bulky items without impinging on interior cargo or cabin space	Provides convenience and greater cargo management versatility	YES	YES
High-strength 6063 T6 Aluminum Construction	Light weight, high-strength construction allows Roof Racks and Roof Rack Cross Bars to provide optimal load performance specific to each Toyota vehicle Undergo repeated static and dynamic testing to ensure quality and performance	Provides owners with peace-of-mind in knowing that cargo is secure	YES	May or may not include this feature
OEM Style and Design	Designed to harmonize with the intended exterior design of each specific Toyota vehicle One-of-a-kind basket style design for FJ Cruiser and Stowaway design for Tacoma Double Cab offers unique cargo versatility	Does not detract from the intended design of the vehicle Made to fit precisely in factory roof channels or factory Roof Rack Adds to vehicle's rugged good looks	YES	Most aftermarket products are generic in shape and can detract from the vehicle's intended design
Foil-shaped Cross Bars	Provides a more aerodynamic design which results in less wind noise inside the cabin Creates less drag on the vehicle	Helps provide a quiet ride for passengers Helps minimize the impact on fuel economy	YES	Typically round or square in shape which can result in increased interior cabin wind noise
Locking Mechanism	Secures Roof Rack attachments to Cross Bars to help prevent theft	Offers added security for Roof Rack and Cross Bars as well as any attachments	YES	May or may not include this feature
Powder-coated and E-coated Finish for Durability & Weather Resistance	Provides heat treated molded-in color for Roof Rack and Cross Bars E-coat also includes UV protection	Helps provide increased strength, durability and corrosion-resistance Keeps color from fading over time	YES	May or may not include these features It is up to individual companies to determine their own durability standards
Quick & Simple Installation	Installs directly into factory roof rail channels or factory Roof Rack	Provides a secure, seamless fit Complete Roof Rack Kits include the Roof Rack itself, instructions, hardware and Cross Bar assemblies	YES	May or may not include this feature May not offer complete kit with all parts needed for attachment
Toyota 3 Year/36,000-mile New Vehicle Limited Warranty	Warranty will cover Toyota accessories for up to 3 years or 36,000 miles, whichever comes first	Valid at any Toyota dealership nationwide	Yes	NO