



**TOYOTA**

eSHOWROOM

## Avalon 2014

### Competitors

#### 2014 Buick LaCrosse



#### Key Takeaways

- **More Passenger Comfort and Cargo Volume:** Avalon boasts more interior space overall, with more spacious interior dimensions and greater maximum cargo volume<sup>7</sup> than LaCrosse
- **Standard Safety and Advanced Driver Technology:** 2014 Avalon has 10 standard airbags<sup>3</sup>, Whiplash-Injury-Lessening (WIL) front seats<sup>4</sup>, Blind Spot Monitor with Rear Cross-Traffic Alert<sup>5</sup> available Pre-Collision System<sup>6</sup> and available automatic high beams. All features unavailable on Buick LaCrosse
- **Performance:** Avalon's lighter curb weight and two selectable drive modes make for nimble, agile performance
- **Fuel Economy Estimates:** Avalon's V6 engine boasts higher EPA-rated fuel economy estimates than 2014 Buick LaCrosse's V6<sup>8</sup>, and Avalon also has an available Hybrid model available for an even more fuel efficient performance
- **Toyota Care:** 2014 Buick LaCrosse offers a similar benefit but only on short-term leases<sup>4</sup>

#### Challenges

- More power and torque
- Automatic load-leveling suspension
- Available All-Wheel Drive

#### 2014 Ford Taurus

#### Key Takeaways



- **Fuel Economy Estimates:** Avalon's V6 boasts higher EPA-rated fuel economy estimates<sup>8</sup> than both of Taurus' V6 engines, and Avalon also has an available Hybrid model for an even more fuel efficient performance
- **Fun To Drive:** Avalon provides three selectable drive modes and standard paddle shifters (Touring and Limited). Taurus only has one available selectable drive mode, and only offers paddle shifters on the SHO. Taurus Limited outweighs comparable Avalon models by 500 pounds, giving Avalon a clear advantage in pounds-per-horsepower ratio
- **Exemplary Safety Features:** 2014 Avalon and Taurus are well matched in the category of safety, but Taurus has a maximum of 6 airbags<sup>3</sup> compared to Avalon's standard 10 airbags<sup>3</sup>, putting Avalon in the winner's circle
- **Technology:** 2014 Avalon and Taurus feature voice-activated technology. Avalon pulls ahead with the Entune® App Suite<sup>1</sup> and data services like Bing™, Pandora®, and OpenTable®. The Entune® App Suite<sup>1</sup> has been praised for its ease-of-use while Ford's MyTouch system continues to get poor reviews
- **Innovative Interior:** 2014 Avalon is equipped with eBin™ an innovative way of combining technology design by providing a cushioned safe location for your smart phone that has 2 12V auxiliary power outlets, auxiliary audio jack, a USB port<sup>9</sup>, and a cable management system. You won't find anything similar in Taurus
- **Peace of Mind:** With ToyotaCare<sup>10</sup>, Avalon offers both peace of mind and reduced ownership costs. This no-cost maintenance plan covers normal factory service for the first 2 years or 25,000 miles of ownership and is performed by factory-trained technicians

## Challenges

- Lane keeping assist feature added to Driver Assistance Package
- Standard electronic parking assist

- Available All-Wheel Drive

## 2014 Chrysler 300C



### Key Takeaways

- **Safety:** The 2014 Avalon has 10 standard airbags<sup>3</sup> while 300 must make do with only 7. The Toyota STAR Safety System with Smart Stop Technology<sup>®</sup>, and Safety Connect<sup>®</sup> are not available on Chrysler 300 models
- **Fuel Economy Estimates:** The 2014 Avalon has EPA-estimated fuel economy<sup>8</sup> of 21 in the city versus 300's rating of only 19. Avalon offers Sport and ECO Modes for added performance and fuel economy, 300 only offers a Sport mode
- **Fun To Drive:** While numbers may seem to suggest 300 provides more performance with more horsepower and torque, a closer look reveals the real story. Due to its lighter weight, Avalon Touring features a better power-to-weight ratio than 300C Luxury Series, giving drivers a more athletic, responsive and nimble vehicle
- **Comfort and Convenience:** With the 2014 Chrysler 300C lacking features like eBin<sup>™</sup>, HD Radio<sup>™13</sup>, Intelligent Touch capacitive switches, touchscreen with split-screen capability, and the Entune<sup>®</sup> App Suite<sup>1</sup>, the decision for Avalon is easy
- **Toyota Value:** IntelliChoice.com<sup>10</sup> gives previous Avalon models a value rating of excellent, while Chrysler 300 is rated from average to below average. Additionally when five-year cost of ownership is compared IntelliChoice.com shows greater long-term value for Avalon than Chrysler 300C

### Challenges

- 8-speed automatic transmission vs. Avalon's 6-speed
- More horsepower and torque
- More front seat head room

## 2013 Hyundai Genesis



### Key Takeaways

- **Safety:** Avalon comes standard with 10 airbags<sup>3</sup>. Genesis comes close but is missing driver and front passenger knee airbags<sup>3</sup>. Avalon also offers a Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)<sup>5</sup>, and Pre-Collision System (PCS)<sup>6</sup>; none of these are available on Genesis
- **Fuel Economy Estimates:** 2014 Avalon's EPA estimated fuel economy outshines Genesis by a good margin<sup>8</sup>. Avalon's lower curb weight contributes to its EPA estimates (city/highway) is 21/31 compared to Genesis which is rated at 18/28
- **Performance:** Avalon offers 3 selectable driving modes: Normal, Sport, and ECO, along with paddle shifters on Limited and Touring; allowing people to customize the driving experience. These features are unavailable on Genesis
- **In-Cabin Technology:** Genesis falls short in the area of in-cabin technology. Avalon wins the day with the obvious benefits of the Entune<sup>®</sup> App Suite<sup>1</sup> and its customizable suite of apps and data services, Intelligent Touch capacitive switches, and eBin<sup>™</sup>, a dedicated electronic device storage compartment

### Challenges

- More horsepower and torque
- 10-year/100,000-mile powertrain warranty
- 7-year/unlimited mileage anti-perforation warranty

## 2014 Nissan Maxima

### Key Takeaways

- **Safety:** The 2014 Avalon has 10 standard airbags<sup>3</sup> to Maxima's 6. Plus, a Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)<sup>5</sup> is standard on Limited models, something Maxima can't match



- **Fuel Economy Estimates:** Even despite Maxima's CVT transmission, Avalon achieves better EPA-estimated city and highway fuel economy – 21/31 MPG vs. 19/26 MPG, respectively<sup>8</sup>
- **Performance:** With Avalon's 6-speed automatic transmission and three selectable driving modes, customers don't need to compromise a visceral driving experience in the name of fuel efficiency; with Avalon they get both
- **Comfort And Convenience:** 2014 Avalon Touring models features items like eBin™, HD Radio™<sup>13</sup>, Intelligent Touch capacitive switches, and four window automatic up/down, items not available on Maxima SV even with the Sport Package. Combine all that with a more spacious backseat including additional inches of legroom and Avalon comes up with a winning combination
- **Toyota Value:** IntelliChoice.com<sup>14</sup> assigns a value rating of excellent to previous Avalon models, while Maxima receives a rating of poor. When comparing five-year ownership costs IntelliChoice.com predicts just over a \$8000 advantage for Avalon

## Challenges

- More horsepower and torque
- More front head room
- More front leg room

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1 Be sure to obey traffic regulations and maintain awareness of road and traffic conditions. Select Entune® apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies and cannot be used without permission. See [www.toyota.com/entune](http://www.toyota.com/entune) for the latest information regarding apps and services.

2 Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your Owner's Manual for important instructions and cautions.

3 All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

- 4 Whiplash Injury Lessening front seats can help reduce the severity of whiplash injury in certain rear end collisions.
- 5 Do not rely exclusively on the Blind Spot Monitor to determine if a lane change is safe. Always look over your shoulder and use your turn signal before changing lanes. There are several limitations to the function, detection, range and clarity of the monitor. For a complete list of limitations and directions regarding use of the monitor, please see the Owner's Manual.
- 6 The Pre-Collision System (PCS) is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See your Owner's Manual for further information.
- 7 Cargo and load capacity limited by weight and distribution.
- 8 2013 and 2014 EPA estimates. Actual mileage will vary.
- 9 May not be compatible with all mobile phones, MP3/WMA players and like models.
- 10 Covers normal factory scheduled service. Plan is two years or 25K miles, whichever comes first. The new vehicle cannot be part of a rental or commercial fleet, or a livery/ taxi vehicle. See participating Toyota dealer for plan details. Valid only in the continental U.S. And Alaska. Roadside Assistance does not include parts and fluids.
- 11 Smart Stop Technology operates only in the event of certain simultaneous brake and accelerator pedal applications. When engaged, the system will reduce motor 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. Please see your Owner's Manual for further details.
- 12 Contact with the Safety Connect™ response center may not be available in all areas. Service Agreements required. A variety of subscription terms available; charges will vary. See Toyota.com for details.
- 13 HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.
- 14 2013 IntelliChoice, [www.IntelliChoice.com](http://www.IntelliChoice.com); Premium Passenger Car, hybrid models only, based on 2013 model year study.