What Is Claimed Is:

Claim 1. A recombinantly-modified adeno-associated virus (AAV) helper vector that comprises an AAV helper function-providing polynucleotide, wherein said polynucleotide comprises a non-native AAV serotype **P5** or **P40** promoter sequence.

Claim 2. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said AAV helper function-providing polynucleotide vector comprises a non-native AAV serotype **P5** promoter sequence.

Claim 3. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said AAV helper function-providing polynucleotide vector comprises a non-native AAV serotype **P40** promoter sequence.

Claim 4. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said vector is a plasmid vector.

Claim 5. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said non-native AAV serotype **P5** or **P40** promoter sequence replaces a native AAV serotype promoter sequence.

Claim 6. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said vector additionally comprises a non-AAV helper function-providing polynucleotide.

Claim 7. A method for increasing the production titer of a recombinantly-modified adeno-associated virus (rAAV) that comprises a transgene cassette, wherein said method comprises culturing cells that have been transfected with:

(1) said rAAV; and

(2) the recombinantly-modified adeno-associated virus (AAV) helper vector of claim 6;

wherein said culturing is conducted in a culture medium under conditions sufficient to permit the production of said rAAV and wherein the presence of said non-native AAV serotype **P5** or **P40** promoter sequence causes said cells to produce said rAAV at an increased production titer relative to that which would be attained if said AAV helper function-providing polynucleotide contained native serotype **P5** and **P40** promoters.

Claim 8. The method of claim 7, wherein said transgene cassette encodes a protein, or comprises a transcribed nucleic acid, that is therapeutic for a genetic or heritable disease or condition.

Claim 9. The method of claim 7, wherein:

(A) said AAV helper function-providing polynucleotide of said vector encodes an AAV1 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV3, AAV4, AAV5, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(B) said AAV helper function-providing polynucleotide of said vector encodes an AAV2 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV5, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(C) said AAV helper function-providing polynucleotide of said vector encodes an AAV3 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV4, AAV5, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(D) said AAV helper function-providing polynucleotide of said vector encodes an AAV4 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV5, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(E) said AAV helper function-providing polynucleotide of said vector encodes an AAV5 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(F) said AAV helper function-providing polynucleotide of said vector encodes an AAV6 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV5, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(G) said AAV helper function-providing polynucleotide of said vector encodes an AAV7 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV5, AAV6 or AAV8, or a hybrid of one or more of said serotypes; or

(H) said AAV helper function-providing polynucleotide of said vector encodes an AAV8 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV5, AAV6 or AAV7, or a hybrid of one or more of said serotypes.

Claim 10. The method of claim 7, wherein said cells are human embryonic kidney cells, baby hamster kidney cells or sf9 insect cells.

Claim 11. The method of claim 10, wherein said cells are HEK293 human embryonic kidney cells.

Claim 12. The method of claim 10, wherein said cells are BHK21 baby hamster kidney cells.

Claim 13. A method for increasing the production titer of a recombinantly-modified adeno-associated virus (rAAV) that comprises a transgene cassette, wherein said method comprises culturing cells that have been transfected with:

(1) said rAAV;

(2) the recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1; and

(3) an additional vector that comprises a non-AAV helper function-providing polynucleotide;

wherein said culturing is conducted in a culture medium under conditions sufficient to permit the production of said rAAV and wherein the presence of said non-native AAV serotype **P5** or **P40** promoter sequence causes said cells to produce said rAAV at an increased production titer relative to that which would be attained if said AAV helper function-providing polynucleotide contained native serotype **P5** and **P40** promoters.

Claim 14. The method of claim 13, wherein said transgene cassette encodes a protein, or comprises a transcribed nucleic acid, that is therapeutic for a genetic or heritable disease or condition.

Claim 15. The method of claim 13, wherein:

(A) said AAV helper function-providing polynucleotide of said vector encodes an AAV1 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV3, AAV4, AAV5, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(B) said AAV helper function-providing polynucleotide of said vector encodes an AAV2 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV5, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(C) said AAV helper function-providing polynucleotide of said vector encodes an AAV3 **Cap** protein, and said non-native AAV

serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV4, AAV5, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(D) said AAV helper function-providing polynucleotide of said vector encodes an AAV4 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV5, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(E) said AAV helper function-providing polynucleotide of said vector encodes an AAV5 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV6, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(F) said AAV helper function-providing polynucleotide of said vector encodes an AAV6 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV5, AAV7 or AAV8, or a hybrid of one or more of said serotypes;

(G) said AAV helper function-providing polynucleotide of said vector encodes an AAV7 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV5, AAV6 or AAV8, or a hybrid of one or more of said serotypes; or

(H) said AAV helper function-providing polynucleotide of said vector encodes an AAV8 **Cap** protein, and said non-native AAV serotype promoter sequence is a promoter sequence of an AAV of serotype AAV1, AAV3, AAV4, AAV5, AAV6 or AAV7, or a hybrid of one or more of said serotypes.

Claim 16. The method of claim 13, wherein said cells are human embryonic kidney cells, baby hamster kidney cells or sf9 insect cells.

Claim 17. The method of claim 16, wherein said cells are HEK293 human embryonic kidney cells.

Claim 18. The method of claim 16, wherein said cells are BHK21 baby hamster kidney cells.

Claim 19. A pharmaceutical composition that comprises recombinantly-modified adeno-associated virus (rAAV) produced by the method of claim 6, and a pharmaceutically acceptable carrier.

Claim 20. A pharmaceutical composition that comprises recombinantly-modified adeno-associated virus (rAAV) produced by the method of claim 13, and a pharmaceutically acceptable carrier.