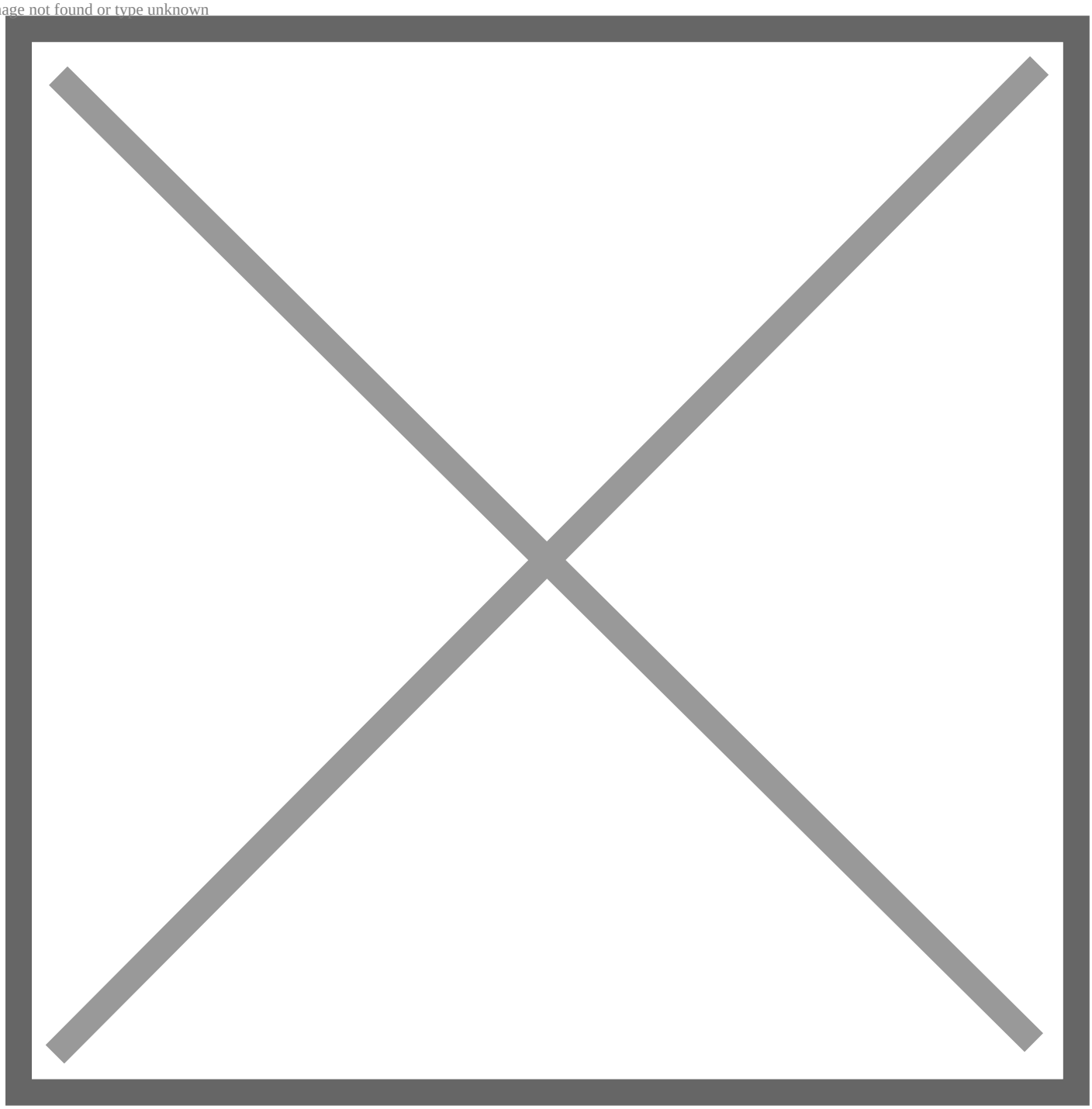
Toyota’s All-New 2025 4Runner Campaign Ventures ‘Into the Wild’

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PLANO, Texas (April 7, 2025)—Toyota is inviting drivers to rediscover adventure with its latest marketing campaign, "Your Window to the Wild," celebrating the all-new 2025 Toyota 4Runner. Staying true to its legendary heritage while integrating premium comfort and cutting-edge technology, the redesigned 4Runner is built for those who seek the thrill of exploration – whether navigating city streets or connecting to the awe of the great outdoors.

"This campaign captures the essence of adventure that has defined the Toyota 4Runner for over 40 years," said Mike Tripp, group vice president of Toyota Marketing. "The 2025 4Runner blends rugged capability with modern innovation, inspiring drivers to embrace the magic of the outdoors."

Created by Saatchi & Saatchi, the campaign features a 30-second and 15-second CTV spot "Into the Wild," as well as a variety of 6-second and 15-second NLV spots including "Full Screen," "Jam Session," and "Unsteady Ground," directed by Peter Thwaites. Each spot captures the spirit of the 4Runner, showcasing its ability to inspire confidence and find adventure at every turn.

In "Into the Wild," a father and daughter explore the mountains in their all-new 2025 Toyota 4Runner set to the tune of Lord Huron's *La Belle Fleur Sauvage*. Noticing his daughter glued to her tablet, the father decides to change direction, igniting her sense of awe-filled adventure. As the 4Runner conquers rugged terrain, playful forest creatures mirror its spirit of exploration. The daughter is captivated with wide-eyes and engaged with the world around her. The spot closes with them setting up camp under the open sky, fully present and immersed in the wild.

In more feature focused content, the creative continues in that same world, catching these physical manifestations of the awe experienced in the 4Runner while interacting with the vehicle. From a mischievous group of stick and acorn creatures admiring the legendary power rear window and available JBL FLEX portable Bluetooth speaker, to an ancient rock colossus rising from centuries long slumber to catch a glimpse as the 4Runner makes its way over the rocky terrain.

The Hispanic creative campaign, "4Runner Landia," takes the all-new 2025 4Runner launch to unexpected territory. Blending the excitement of off-road adventure with the dream of land ownership, the campaign invites adventure seeking Latinos to enter a contest for a chance to win an all-new 2025 Toyota 4Runner and a piece of land of their choice to create their ultimate playground. The campaign features a 30-second video, directed by Eric Maldin, starring a charismatic realtor who showcases the stunning views both inside and outside the all-new 4Runner. In addition, a custom real estate listing on realtor.com places the all-new 4Runner in a space where car campaigns rarely venture.

Created by Conill, the campaign includes additional digital and social content promising to inspire those who crave awe-inspiring adventure. The contest runs from April 14 to May 26, with details available at www.4RunnerLandia.com. Created by Conill, the campaign includes additional digital and social content promising to inspire those who crave awe-inspiring adventure. The contest runs from April 14 to May 26.

Media Placements

The all-new Toyota 4Runner campaign is a fully integrated campaign extending across CTV, digital content, digital video, paid social, programmatic, streaming audio, and experiential. Digital content/video includes partners such as AllGear Digital + AllTrails, Amazon Music Live, Canela Media, Discovery Channel en Espanol, Gear Patrol, Google Maps, Google TV, Huckberry, Hulu Latino, National Geographic, NBA, Netflix, NWSL, Outside, Outside TV, Paramount+, Peacock, Preakness, Premier League, Prime Video, ROKU, Sphere, Stagecoach Music Festival, Telemundo, The Dyrt, Univision, ViX, WMBA, Wunderking, YouTube, and more. Partnerships/programming highlights include Magnite, OpenX, Outside TV, Realtor.com, Samba TV, YouTube, among others. Paid Social runs across Meta, Pinterest, Reddit, and Snap.

The campaign spots are available for viewing here. For images and credits, please click here.

About the 2025 4Runner
The 2025 Toyota 4Runner is built for adventure, combining legendary capability with modern innovation in an all-new design that stays true to its rugged heritage.

With a bold, athletic stance and refined details, the all-new 4Runner is ready for any terrain. Its chiseled exterior features the signature power rear window and a reinforced body-on-body frame construction, ensuring durability and versatility for every journey.

Available in a range of grades, including SR5, TRD Pro, TRD Sport, TRD Sport Premium, TRD Off-Road, TRD Off-Road Premium, Limited, all-new Platinum, and the all-new Trailhunter, the 2025 4Runner offers a choice of two powerful and efficient i-FORCE powertrains. The standard i-FORCE engine delivers 278 horsepower and 317 lb-ft of torque, while the i-FORCE MAX hybrid system ups the ante with 326 combined net horsepower and an impressive 465 lb-ft of torque. Both powertrains are paired with an advanced 8-speed automatic transmission for smooth performance on and off the road.

Designed for exploration, the 2025 4Runner offers advanced off-road capabilities, including available Multi-Terrain Select, Crawl Control, and an electronically locking rear differential. The all-new Trailhunter grade is purpose-built for overlanding, featuring suspension enhancements and off-road accessories straight from the factory.

The 2025 Toyota 4Runner has a starting MSRP of $40,770 for the SR5 grade, excluding the Delivery Processing and Handling fee. All prices are subject to change.

Updated April 8, 2026.