

Toyota Brings the Need for Speed and Adventure to the New York International Auto Show

April 14, 2025



NEW YORK (APRIL 14, 2025) – Toyota returns to the 2025 New York International Auto Show with an immersive display of its latest vehicles, including the newly unveiled GR Supra MkV Final Edition and GR86 Yuzu Special Edition, as well as the 2025 models of favorites like the Grand Highlander, Camry and all-new 4Runner. Showcased in the Javits Center, visitors can experience Toyota’s diverse lineup from April 18-27.

Taking the last lap

Following its debut earlier this month at Grand Prix of Long Beach, the GR Supra MkV Final Edition will make its first auto show appearance at the Toyota exhibit.

Track-tested and street-ready, the GR Supra is a testament to Toyota’s commitment to performance cars – and their enthusiasts. The GR Supra MkV Final Edition celebrates this legendary sports car by blending its unmistakable exterior design with engineering excellence, innovation, and insights gleaned from exhilarating drives on and off the track.

The GR Supra MkV Final Edition offers an elevated driving experience with unique updates to this special edition, including optimized tuning, improved breaking, chassis, and suspension updates.

For more information on the GR Supra MkV Final Edition, please visit the [Toyota USA Newsroom](#).

Bolder and brighter

The Toyota sports car lineup is getting brighter this year with the introduction of the GR86 Yuzu Special Edition. Having also debuted at Grand Prix of Long Beach, the vibrant Yuzu Yellow exterior color honors the memorable special edition of GR86's predecessor, the Scion FR-S Release Series 1.0.

Based on the GR86 Premium grade, the Special Edition features matte black wheels, complementary yellow and black interiors, and a performance package that packs a punch.

Toyota's GR models undergo rigorous development and testing with input from Toyota's GAZOO Racing drivers and MORIZO himself, so each model offers uniquely fun driving characteristics and the highest quality.

To learn more about the GR86 Yuzu Special Edition, please visit the [Toyota USA Newsroom](#).

Awe-inspiring adventure

Within Toyota's display, the automaker will also host "4Runner Landia" that takes the all-new 2025 4Runner to unexpected territory. Blending the excitement of off-road adventures with the dream of land ownership, the campaign invites adventure seekers to enter a contest with a unique prize: an all-new 4Runner, plus a piece of land to provide for the ultimate playground for adventure.

To capture the great outdoors from inside the New York Auto Show, Toyota is partnering with Brooklyn-based artist Danny Cortes to design his interpretation of 4Runner Landia – in miniature form. Displayed within the trunk of the 4Runner, show attendees will be invited to imagine what their ultimate adventure looks like, whether that includes camping, driving off-road, hiking, or all the above.

Stop by the Toyota exhibit on Wednesday, April 16 at 11:25 a.m. to hear from Toyota's Cynthia Barreras, vehicle marketing and communications series planner, and Danny Cortes. The 4Runner Landia contest runs from April 14 to May 26, with details available at www.4RunnerLandia.com.

For more information about the New York International Auto Show, visit autoshowny.com.