Toyota Partners with Howler Brothers to Launch Rugged Land Cruiser Collection

June 10, 2025

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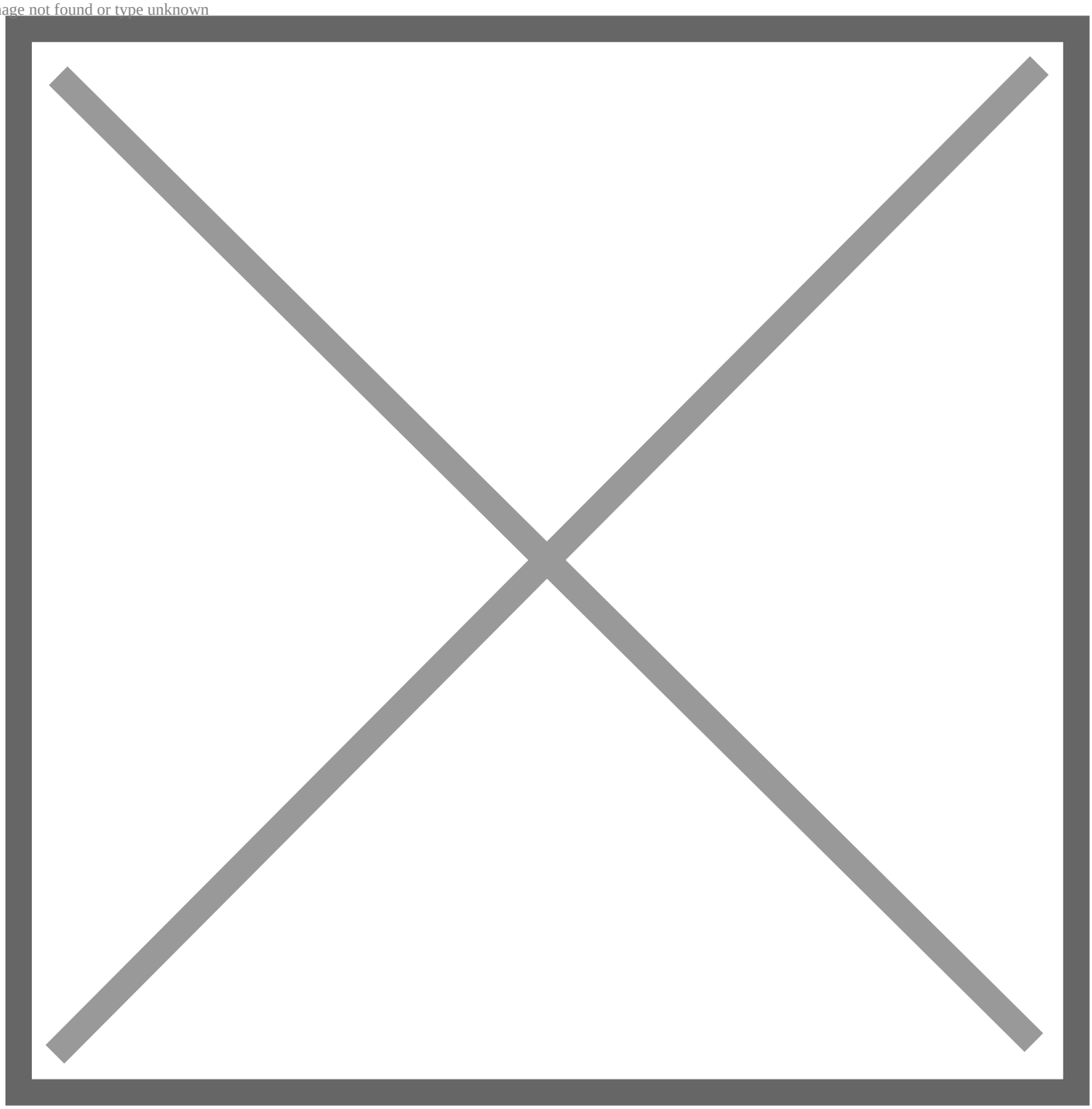

The Toyota Land Cruiser has always been more than just a truck — it's a symbol of freedom, exploration, and a certain no-frills approach to adventure. And now, it's getting a new expression not in the form of horsepower or trail upgrades, but through apparel.

Toyota has teamed up with Austin-based outdoor brand **Howler Brothers** to launch a limited-edition capsule that channels the rugged charm and timeless utility of the iconic Land Cruiser. The **Land Cruiser x Howler Brothers collection** launched June 10th and is designed for those who embrace the unexpected, who choose the road less traveled, and who appreciate the enduring legacy of iconic trucks.

For more information, please watch the video below.

The collection pulls from the deep cultural roots of the Land Cruiser — a truck trusted for decades to get people across deserts, up mountains, and through jungles. From the coastlines of Costa Rica to remote trails in the American West, the Land Cruiser has been a constant companion for explorers who value grit and reliability.

"We believe adventure doesn't start when you turn the ignition; it begins with a mindset," said Dedra DeLilli, Vice President, Marketing Communications at Toyota. "Partnering with Howler Brothers allows us to celebrate the spirit of exploration and everyday versatility in a whole new way. Together, we're blending style and function to inspire people to get out, go farther, and live life on their own terms."

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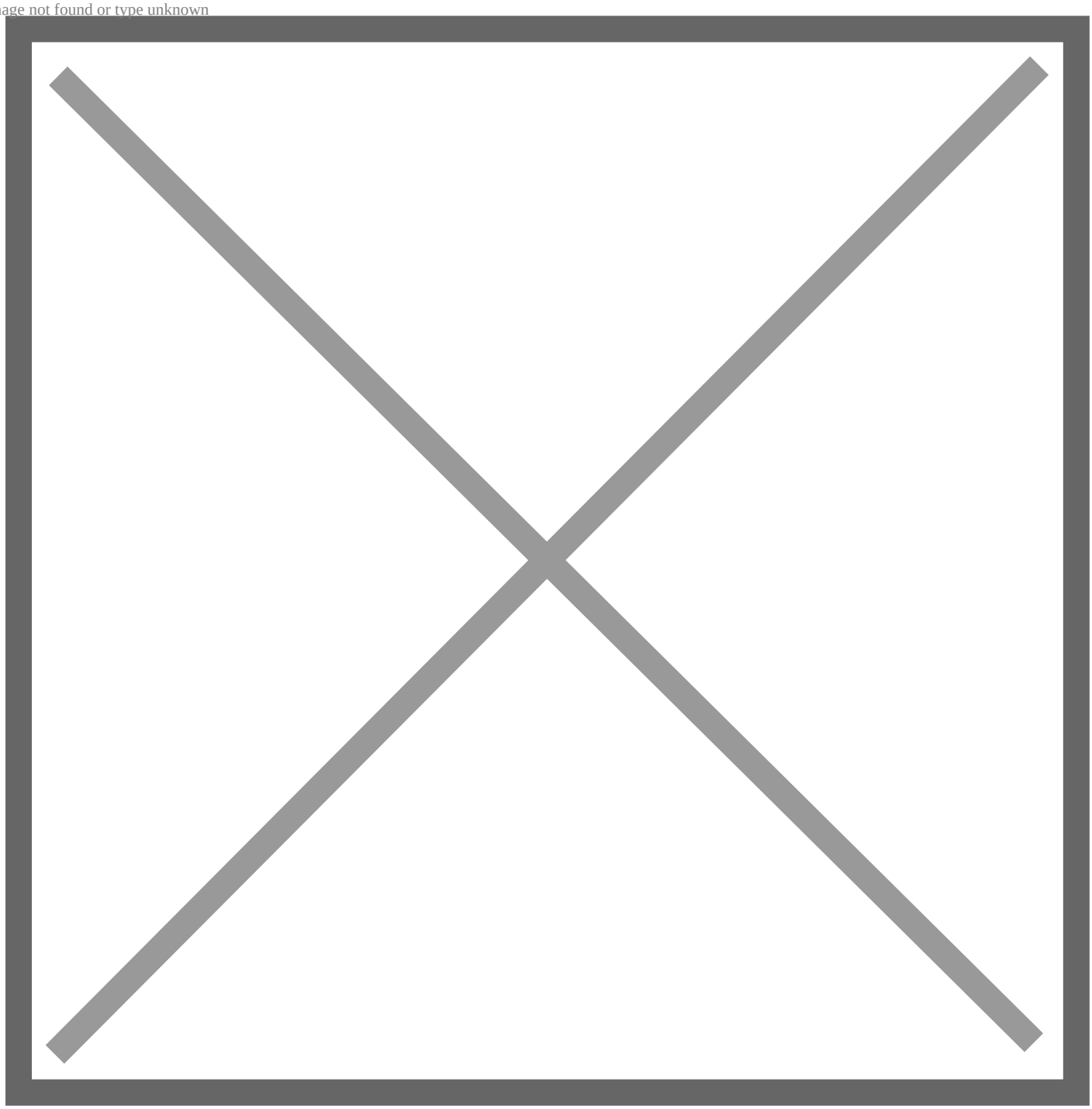

The collection features a range of apparel and accessories designed for diverse outdoor activities from camping and fly fishing to surfing. The collection's design thoughtfully incorporates elements that blend both the classic Land Cruiser and the signature Howler Brothers style.

For Howler Brothers, the project is personal. The brand's founders spent time exploring Costa Rica in old Land Cruisers — experiences that would shape their company's identity. "We've combined Howler's signature style with Land Cruiser's legendary legacy to create a collection built for the jungle roads ahead," said Chase Heard, CEO of Howler Brothers. "This collaboration with Toyota Land Cruiser is a natural fit. Both of our brands are

rooted in a shared love for exploration and craftsmanship.”

Find collection and full details on the Howler Brothers and Toyota partnership at howlerbros.com.

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