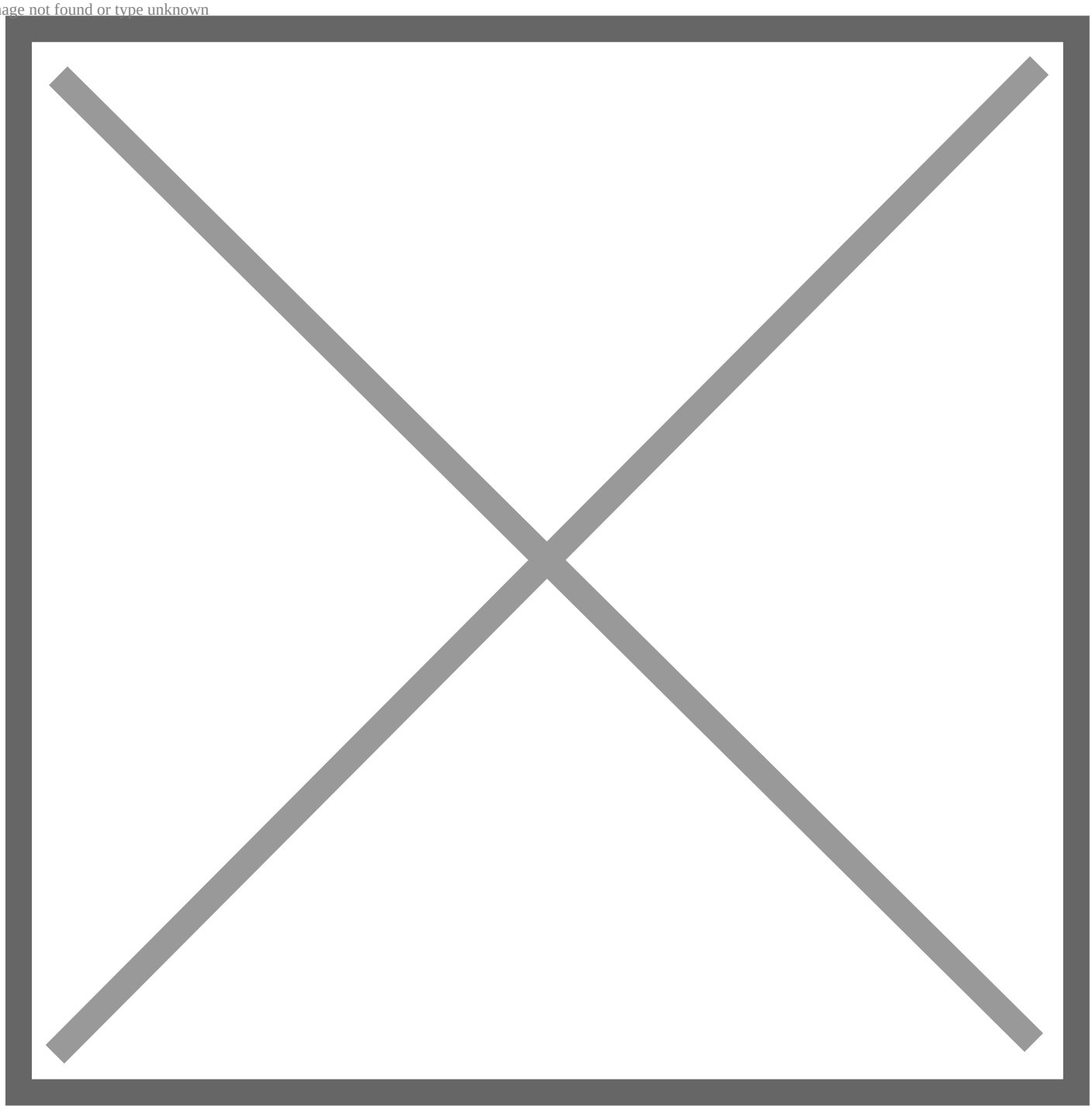
Toyota’s Trailhunter Grade: Features That Elevate the Tacoma and 4Runner Overlanding Experience

June 27, 2025

Image not found or type unknown



The Toyota 4Runner and Toyota Tacoma are stalwarts in the company's long legacy of overlanding vehicles. Now, they are driving innovation even further as they embark on a new frontier: the Trailhunter Grade.

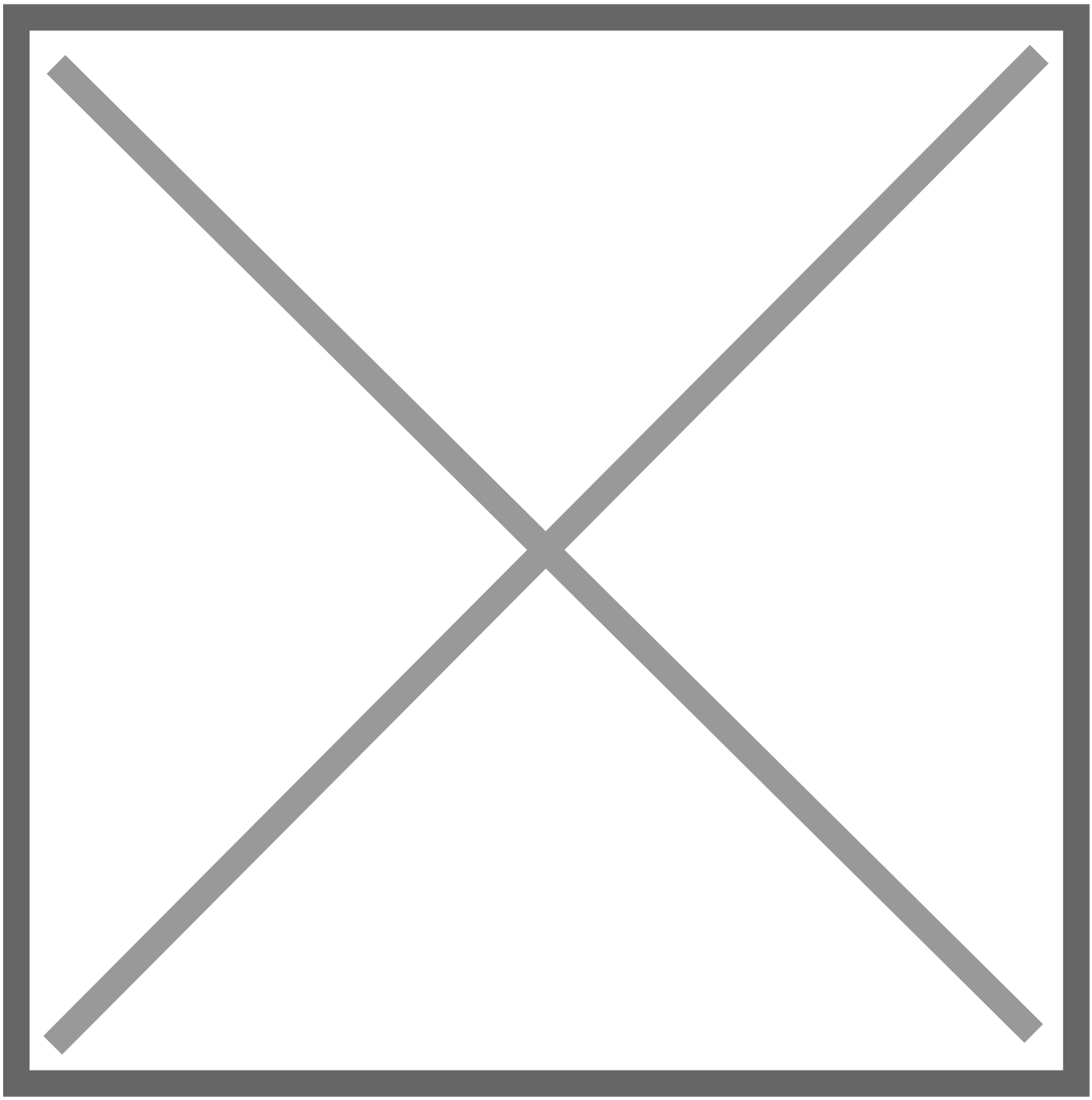
"We could see the growing trend of active outdoor exploration and our customers' desire to reconnect and explore the vast beauty of nature," says Toyota's Chief Engineer Sheldon Brown. "The question we posed to ourselves was: 'How can we bring value to this customer?'"

Designed To Drive Innovation Forward

Introduced on the all-new 2024 Tacoma and expanded to the all-new 2025 4Runner, the first-ever Trailhunter grade is purpose-built for overlanding featuring suspension enhancement and off-road accessories. Think of it as the versions of both vehicles with all the bells and whistles to make adventures even more memorable.

Developed in collaboration with ARB®, Old Man Emu® and RIGID Industries®, Trailhunter grades feature robust components and integrated off-road equipment.

"When we developed Trailhunter we looked to collaborate with companies that brought credible off-road expertise, as well as shared common values in terms of the integrity and quality of their products," says Brown, who has been with Toyota for 30 years. "Together, we developed a vast array of components or accessories that were thoughtfully and carefully engineered and integrated into the core vehicle design."



Both the Toyota Tacoma and 4Runner Trailhunter grades include a 2.4-liter i-FORCE MAX hybrid powertrain delivering 323 horsepower and 465 lb.-ft. of torque. Standard features include Old Man Emu® suspension, high-strength steel skid plates, a high-mount air intake, and onboard air compressor.

The 2025 Toyota Tacoma Trailhunter is also equipped with an ARB steel rear bumper and ARB Sport bar, while the 2025 Toyota 4Runner Trailhunter enhancements include an ARB® roof rack. Both Trailhunter grades come standard with 33-inch rugged-terrain tires wrapped around 18-inch bronze-finished wheels.

“Drawing on over five decades of experience supporting remote area travel around the world with deep roots in Australia, where overlanding is not only common but part of the national identity, ARB helped Toyota understand how enthusiasts build and outfit their vehicles for self-reliant exploration,” says Lachlan McCann, CEO, ARB 4×4 Accessories, USA. “ARB advised Toyota on popular accessory upgrades as seen in the aftermarket, offering guidance on what is most fitted by consumers and why.”


ARB ESPERANCE 1111
TOYOTA

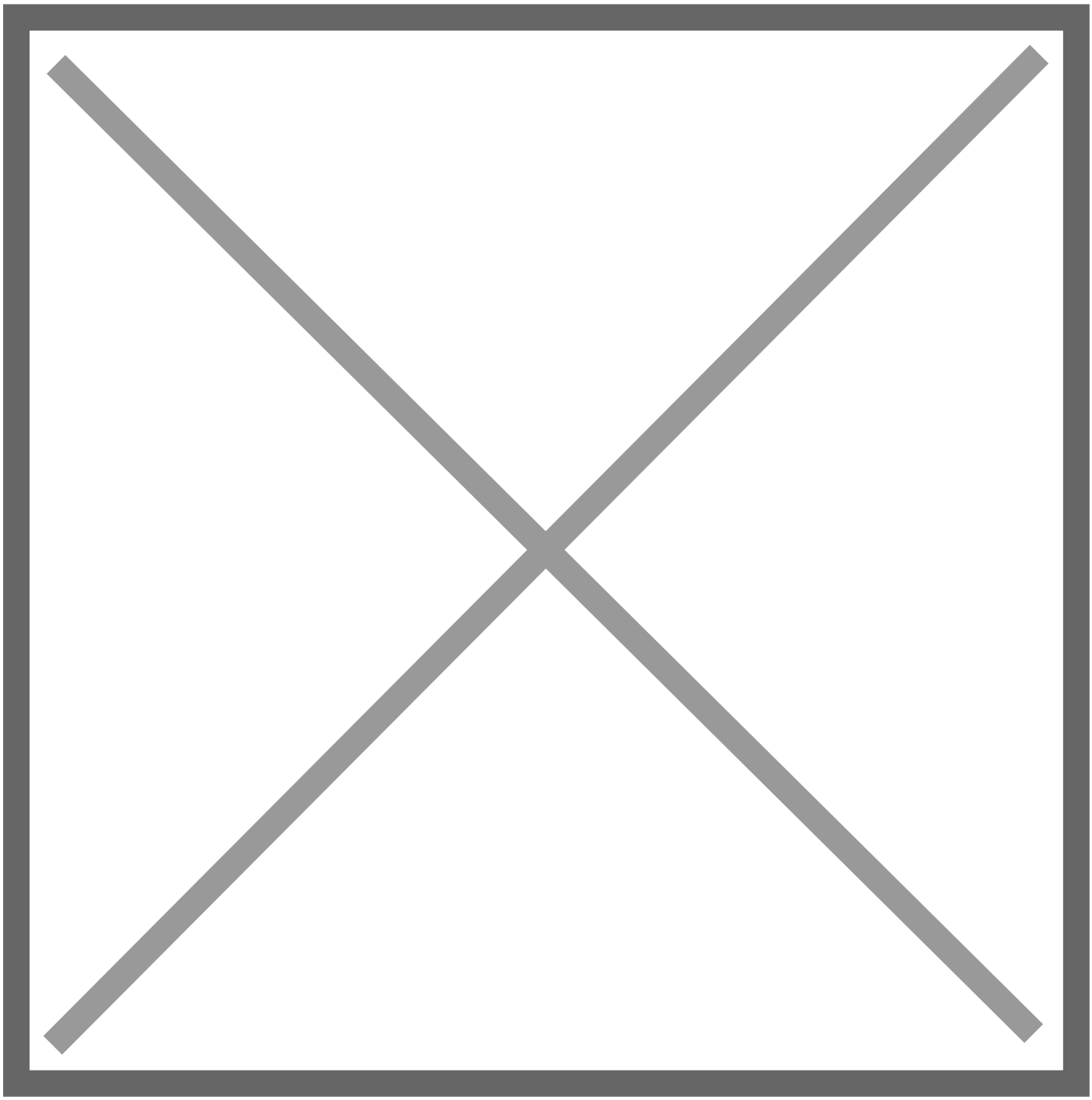
Accessories That Enhance the Overlanding Experience
This collaboration resulted in the inclusion of functional considerations such as protection and recovery (e.g., Tacoma rear bumper), mounting platforms for accessories (e.g., bed rack, roof rack and sport bar) and a suspension tuned for the demands of overlanding.

McCann adds, “ARB’s role was to ensure the vehicle reflected true off-road and remote travel functionality while aligning with Toyota’s design, manufacturing and customer experience standards. These accessory solutions added value to the Trailhunter grade both in terms of performance and user experience.”

The Trailhunter comes adventure-ready with standard integrated overlanding equipment and technology.

For example, Trailhunter’s standard Old Man Emu® suspension, with 2.5-in. forged monotube shocks and external remote reservoirs, combines rugged capability and stability to get customers through obstacles during their epic excursions.

“This truck really is built to handle a variety of terrains,” says Brown. “From desert rock crawling to off-road trails in the dirt, mud or snow, Trailhunter is designed to get you there in comfort, with the tools and confidence to get you back home.”



Devotion to Quality, Dependability and Reliability
Trailhunter grade was developed with safety and ease in mind.

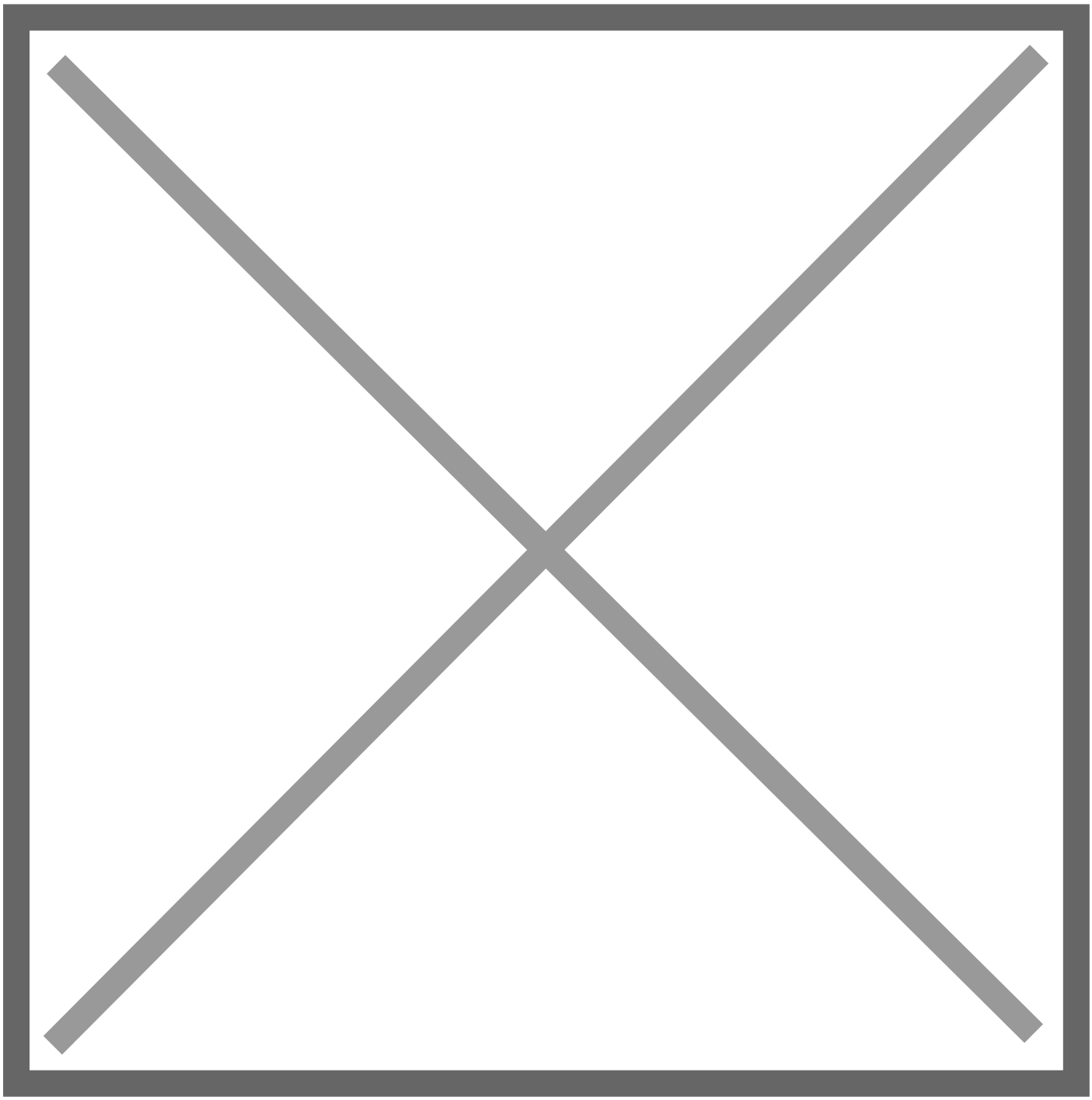
“Many newcomers to the overland experience typically start with the basics: Buy a tent and throw it on the truck and dip your toes into overlanding – starting from the top down,” says Brown. “In reality, it’s best to start from the bottom up: foundational suspension, lift and protection.”

These modifications can be difficult to navigate for many customers. That's why the Trailhunter grade takes care of the heavy technical lifting and allows the platform to be further customized to the customers' desires.

Brown adds, "This gives peace of mind to know that the upgrades are well engineered and backed by their manufacturer's warranty to preserve the value and integrity of the vehicle."

The Trailhunter grade follows suit in the company's commitment to quality, dependability and reliability (QDR).

"QDR is the lifeblood of all Toyota products and perhaps no more so than our body on frame trucks and SUVs," says Brown. "Trailhunter is the epitome of Toyota's dedication to that commitment."



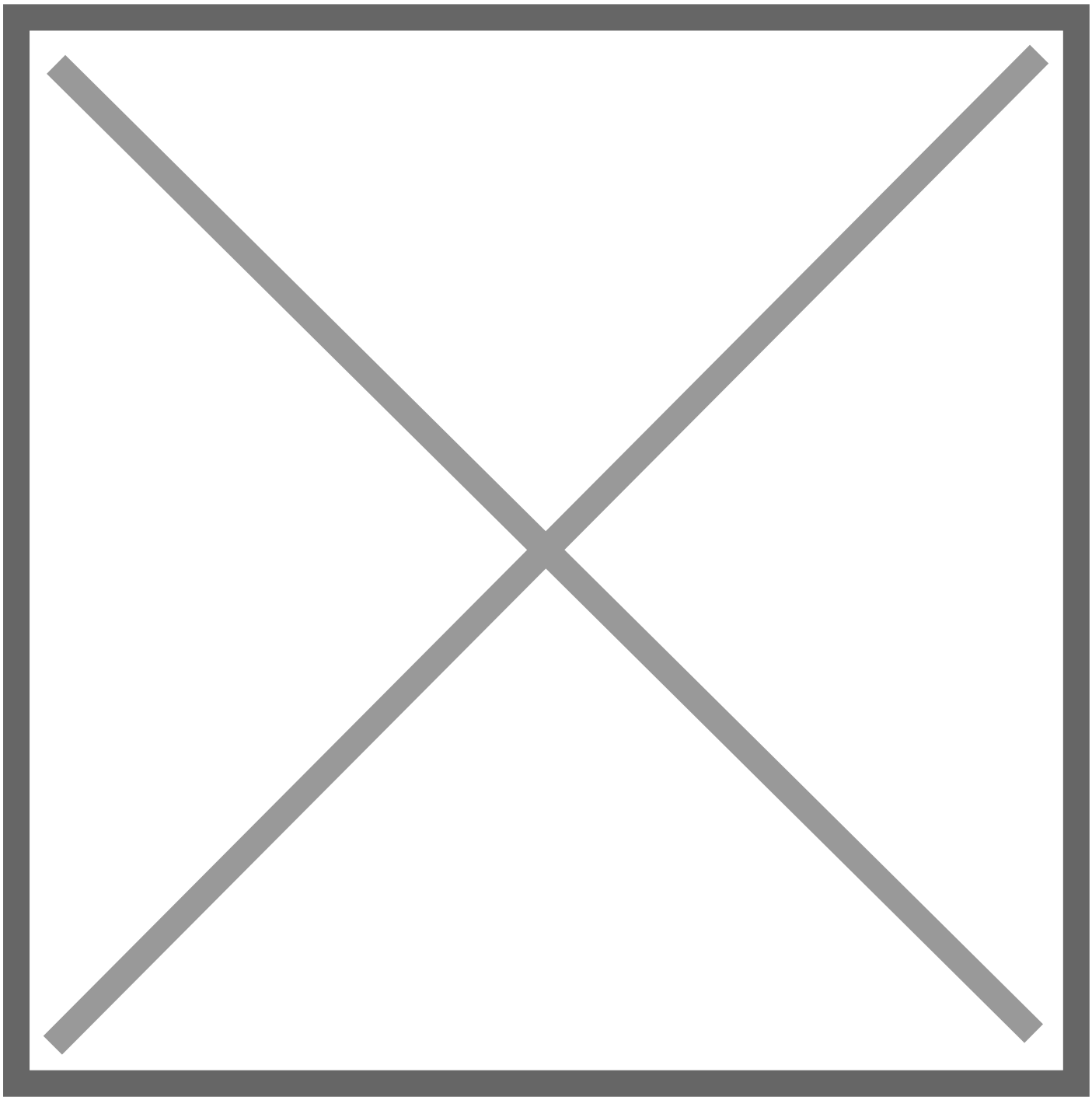
Top-Notch Tech for Off-the-Grid Adventures
The Trailhunter grade is built for rugged terrain and also packed with smart, adventure-ready tech. Both the 4Runner and Tacoma Trailhunter grades come standard with Toyota Safety Sense 3.0, offering advanced driver-assist features for on and off the road.

What's more, off-road navigation tools and Multi-Terrain Monitors help drivers tackle tough conditions with precision with selectable front, side or rear views.

Inside, the Trailhunter grade offers SofTex®-trimmed heated and ventilated front seats and 8-way power-adjustable driver and front passenger seats with 4-way power lumbar support for a comfortable ride.

What's an unforgettable adventure without a soundtrack to sing along to? Avid overlanders can take their preferred tunes on the road thanks to the Trailhunter's standard 14-inch Audio Multimedia Display with JBL® audio system including JBL® FLEX portable Bluetooth® speaker with wireless Apple CarPlay® & Android Auto™ compatibility.

The Trailhunter grade also gives customers enhanced visibility in various conditions with its RIGID Industries® white-and-amber color-switching LED fog lights and an integrated LED light bar on the bronze-colored "TOYOTA" heritage-inspired grille.



Fueling a New Era in Overlanding
The Trailhunter grade marks Toyota's bold entry into the overlanding scene, offering adventure seekers a factory-built solution that's ready for exploration far beyond the pavement.

With off-road power, on the Tacoma and 4Runner Trailhunter grades, they are both built for much more than weekend getaways—they're fully equipped for the long haul.

“The Trailhunter is proof that your local Toyota dealership can offer the best parts of the aftermarket as a one-stop-shop to get a vehicle capable of tackling rugged terrain and accessing breathtaking, remote destinations,” says McCann. “We’re proud to have played a role in helping bring that vision to life, and we’re even more excited about what’s next. The bar has been set—and we see this as a foundation, not the finish line.”

Brown added: “Trailhunter really allows the customer to have the straight-from-factory suspension, protection and traction tech and tools to confidently venture off the beaten path with the capacity and ability to bring along the things you need to address the livability component of overlanding.”