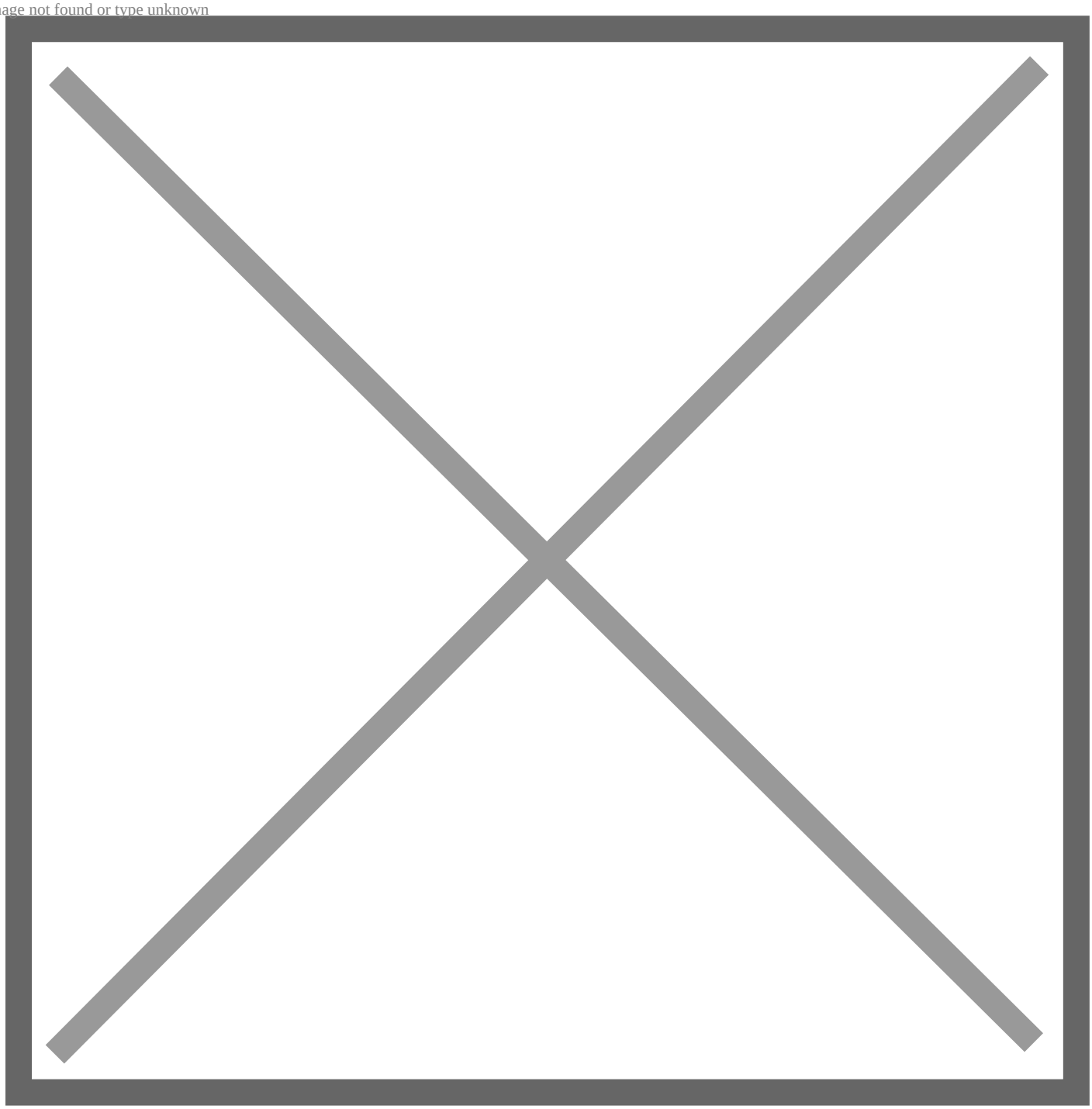
Five Things to Know About the All-New 2028 Toyota Highlander

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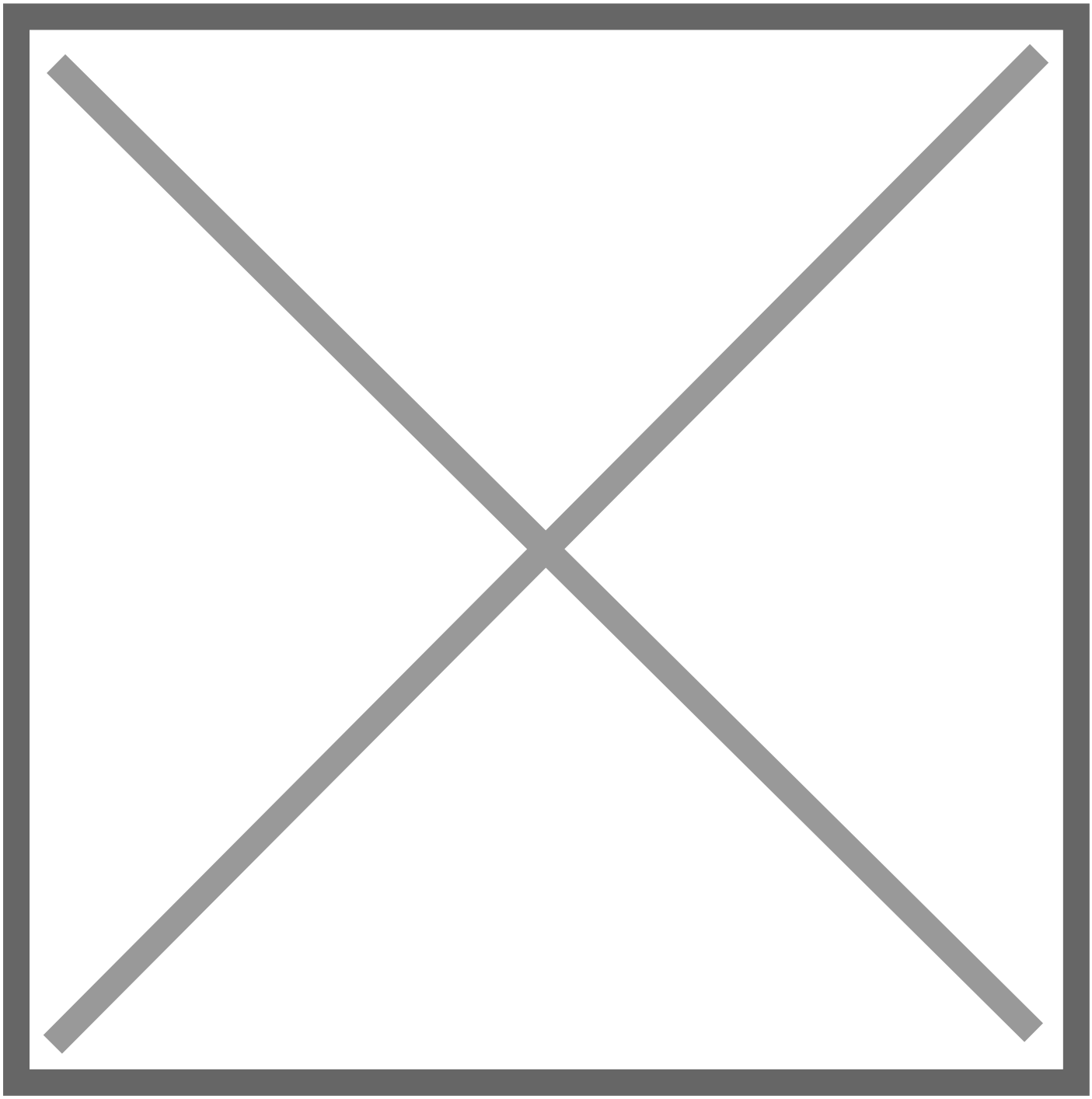


Step into the future of family adventure with the boldly reinvented 2028 Toyota Highlander.

With a new, sleek exterior, a spacious, elevated interior, and powerful all-electric powertrain, it’s engineered to energize.

So, what makes Toyota’s first U.S. assembled three row Battery Electric Vehicle so special? Here are five things you need to know about the reimagined, all-new 2028 Toyota Highlander.

Sleek Design Meets Supreme Comfort and Dynamic Power



The 2028 Toyota Highlander makes a bold statement.

Its striking exterior boasts clean lines, broad fenders, full-length LED daytime running lights and semi-flush door handles, all designed for an aerodynamic edge.

Inside, a premium, high-tech cabin awaits, centered around an impressive, driver-focused cockpit with a standard 14-inch touchscreen and 12.3-inch driver's display.

Customizable ambient lighting sets the mood, while abundant device charging in every row provides power for all.

Guests can elevate the experience further with the available fixed glass panoramic roof— the largest in the Toyota lineup —creating an airy, bright and expansive interior. Available rear window shades add a touch of privacy too.

Ushering in a new era, the 2028 Highlander will have a battery electric powertrain standard and be available in two grades, the XLE or the top-of-the-line Limited.

The versatile XLE grade offers flexibility with both front-wheel drive (FWD) and electronic all-wheel drive (AWD) options.

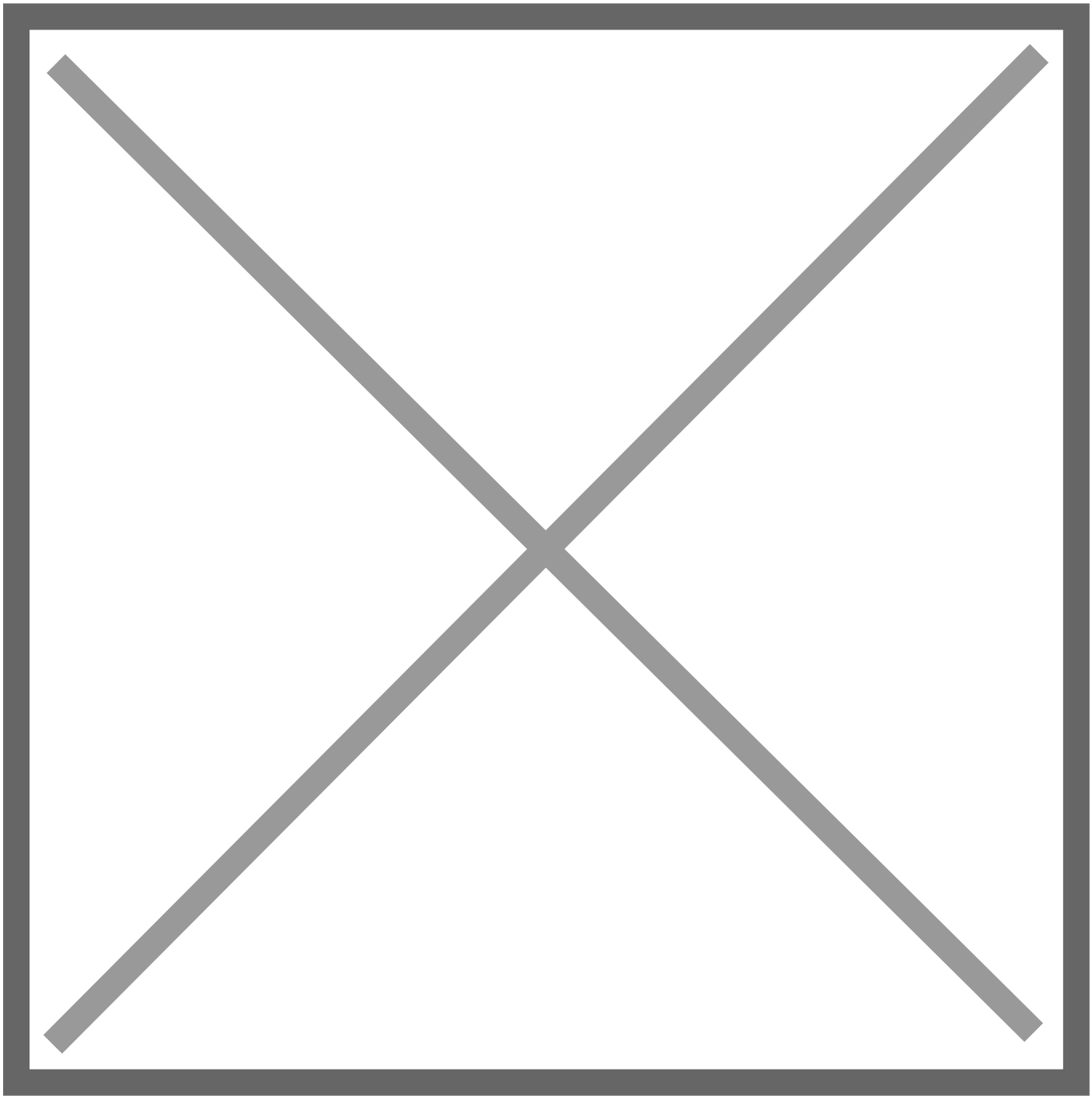
Every XLE FWD model is powered by a robust 77.0-kWh battery. The XLE AWD models allow owners to opt for either the 77.0-kWh or an extended-range 95.8-kWh battery.

For those demanding the ultimate package, the Limited grade comes exclusively with AWD and a substantial 95.8-kWh battery as standard.

What's more, the XLE AWD and Limited AWD models equipped with the 95.8-kWh battery have a 315-mile manufacturer estimated total driving range rating.*

Beyond the powertrain, AWD-equipped Highlanders elevate adventure with advanced features like Multi-Terrain Select and Crawl Control, ensuring confidence on diverse landscapes.

Spacious Design. Uncompromising Safety.



The 2028 Highlander boasts a spacious interior, comfortably seating up to seven with its three-row layout and loveseat-style third row, making room for the whole crew.

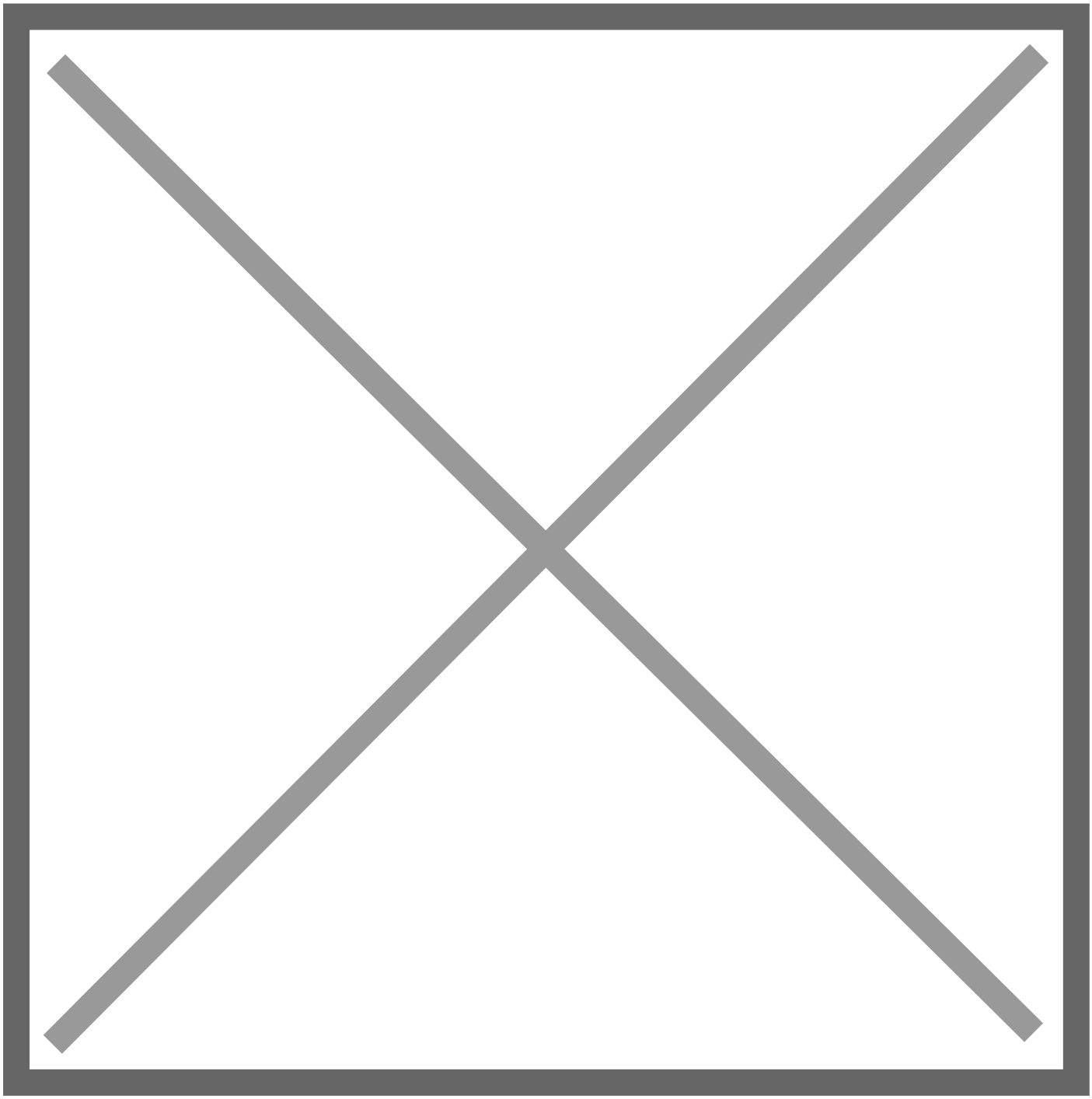
Every detail inside speaks to an elevated experience: standard SofTex®-trimmed seating, and soft-touch materials across the dash and doors.

Heated front seats are a welcome standard, with options for ventilated front seats and heated second-row seats to maximize passenger comfort.

And for those moments requiring maximum utility, the third row seamlessly folds flat, providing over 45 cubic feet of versatile cargo space.

Because every journey deserves peace of mind and seamless connectivity, all 2028 Highlander grades are fortified with the latest Toyota Safety Sense 4.0 (TSS 4.0) and the intuitive Toyota Audio Multimedia system, both standard.

Power on Demand

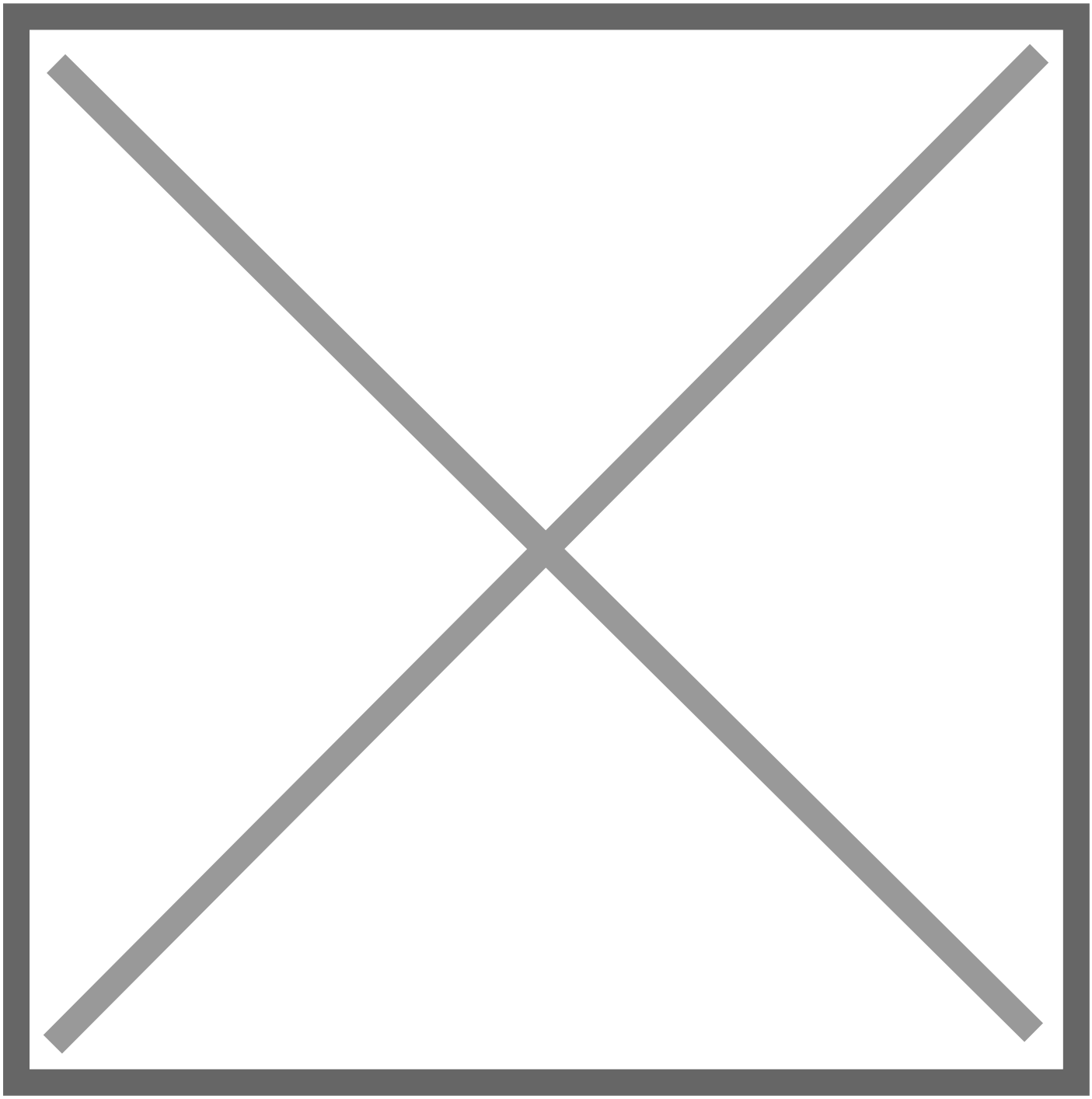


As the fourth BEV in the U.S. Toyota lineup, the 2028 Toyota Highlander stands boldly at the forefront of innovation. For the very first time in a Toyota model sold in the U.S., it proudly introduces vehicle-to-load (V2L) technology (purchase of bi-directional accessories required).

Imagine the possibilities: effortlessly powering your favorite appliances for an epic tailgate party or providing crucial energy backup to your home during an unexpected outage.

This groundbreaking capability is further enhanced by Toyota's intelligent Charge Assist and ECO Charge features accessible through the Toyota app with a Remote Connect trial or subscription. These thoughtful systems empower the 2028 Toyota Highlander to strategically charge during off-peak, lower-rate times, or even when energy is actively being generated from renewable sources.

Smooth and Speedy Performance

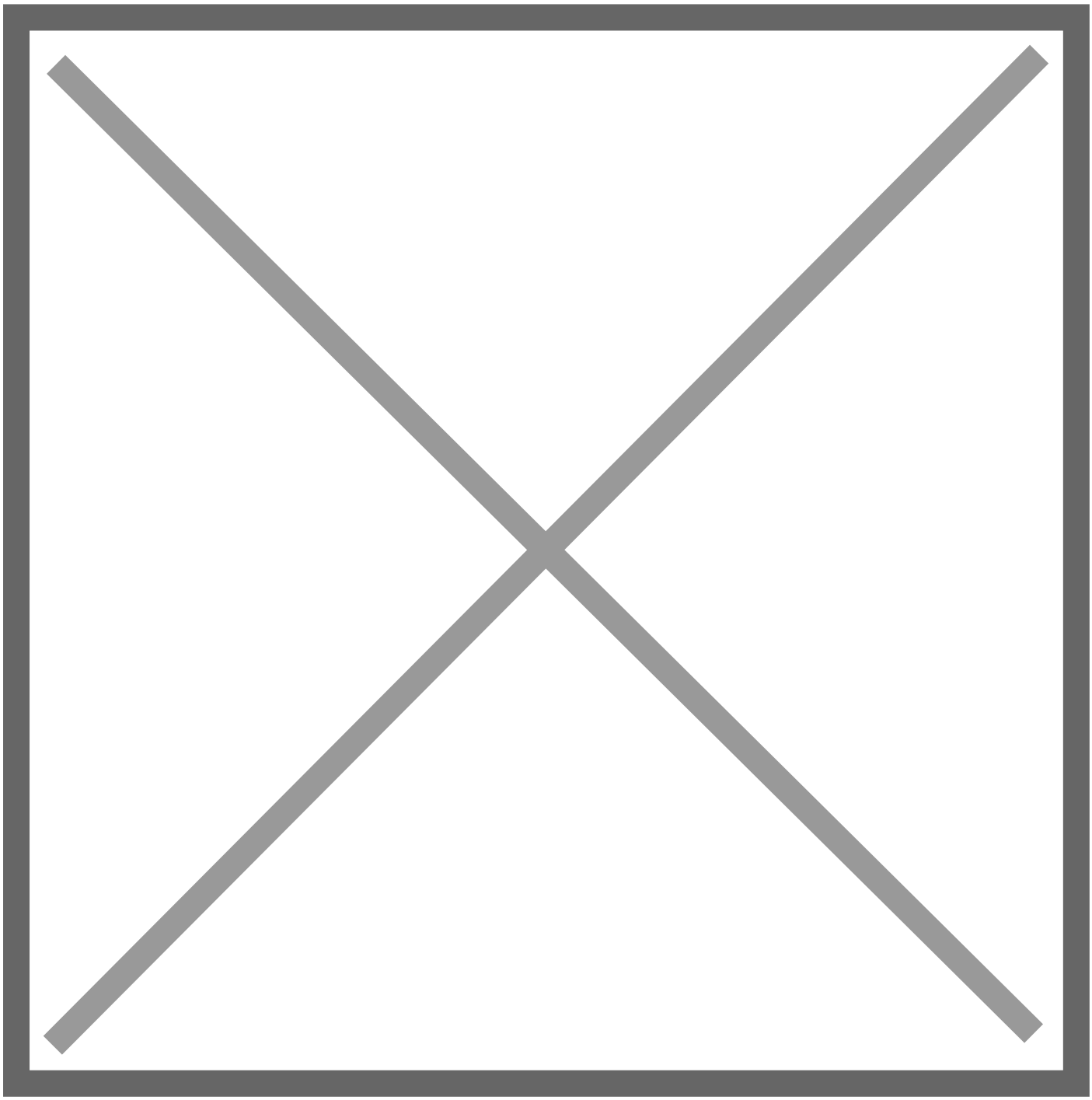


A hallmark of BEVs is their inherently thrilling drive, born from a low center of gravity and the electrifying, instant torque only an electric motor can deliver.

Toyota engineers seized upon these advantages, crafting an all-electric Highlander that masterfully blends efficiency with compelling power.

Exhilarating sharp acceleration and a serenely quiet ride make the Highlander a standout. What's more, the AWD-equipped models have 338 net combined horsepower system and 198/125 lb.-ft of front/rear motor torque. For those opting for FWD, the models have 221 net combined horsepower systems and 198 lb.-ft. torque.

Proudly Assembled in the U.S.A.: Toyota’s Local Commitment



With deep American roots, the 2028 Highlander is a next-generation electric SUV that will proudly roll off the assembly lines at Toyota’s renowned manufacturing facility in Georgetown, Kentucky.

Powering its advanced powertrain are batteries assembled right here in America, drawing from Toyota’s newly opened, $13.9 billion battery plant in Liberty, North Carolina, complemented by a strategic supplier partner.

Sales of the all-new Highlander are expected to begin in early 2027.

*Estimate only. Actual range will vary depending on weather, driving style and other factors.