

Leveling Up Luxury: 2027 Toyota Crown Adds Next-Gen Hybrid Power and Bold Styling

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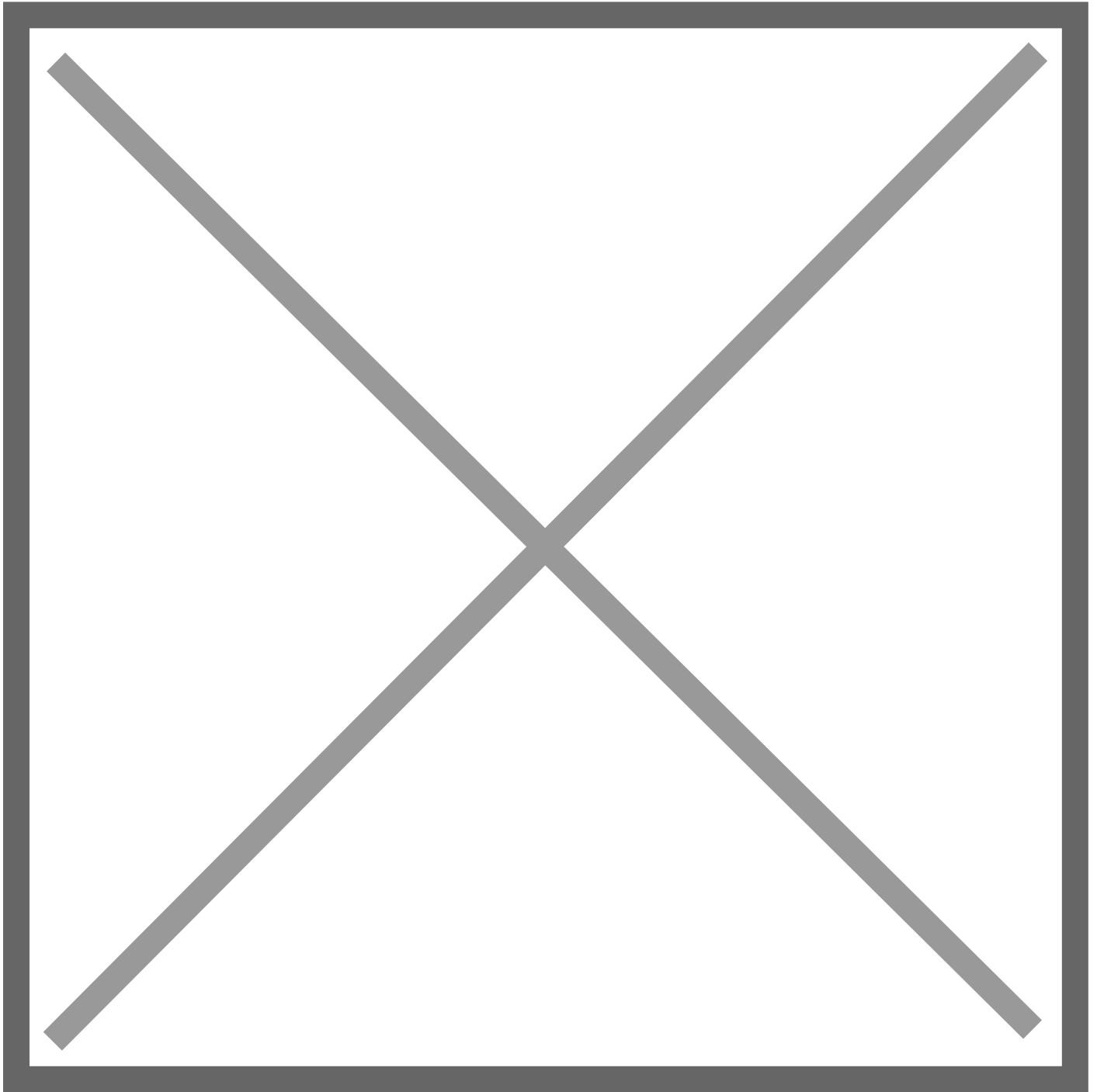
PLANO, Texas (July 23, 2026) – By blending the comfort of a premium sedan with the elevated stance of a crossover, the Toyota Crown challenged convention.

Now, the 2027 Toyota Crown builds on that distinctive foundation with refined exterior styling and enhanced performance, led by the fifth-generation Toyota Hybrid System (THS 5) across the XLE, Limited and Nightshade grades, and the Hybrid MAX powertrain on the top-tier Platinum grade.

What's New

For 2027, the XLE, Limited and Nightshade grades now feature paddle shifters and THS 5, helping deliver a more spirited and responsive driving experience behind the wheel.

Bold and Bespoke Styling



The Crown's head-turning exterior receives a touch of bespoke elegance across the entire lineup. A newly sculpted rear bumper gives the vehicle an even more refined, striking silhouette.

Exterior color options include Inked, a new black color, alongside Oxygen White, Bronze Age, Heavy Metal, Finish Line Red and Storm Cloud. The vehicle's Hybrid Electric Vehicle (HEV) and All-Wheel Drive (AWD) badging has also been refined with a sleek Satin finish. For drivers seeking a bolder look, the top-tier Platinum grade now comes standard with sporty red brake calipers and a sleek black belt window surround. Its distinctive bi-tone paint scheme has been refined for 2027, now featuring a body-colored trunk that complements the black roof and sweeping roofline. This bi-tone option pairs black accents with a choice of Oxygen White, Heavy

Metal, Finish Line Red or Bronze Age.

The stylish Nightshade edition leans even further into its dark, mysterious aesthetic with the addition of new black badge overlays.

Elevated Interior Luxury

To complement the bold exterior, the Crown expands its luxurious interior color options. The Limited grade now boasts full Saddle Tan seats, while Platinum adds Saddle Tan as a new interior option. Across the lineup, buyers can now pair this rich interior with the striking Bronze Age exterior color for a truly standout look.

Power and Efficiency

The 2027 Toyota Crown is available in four distinct grades: XLE, Limited, Nightshade and Platinum, all featuring standard AWD.

Upgraded for 2027, the XLE, Limited and Nightshade grades are now powered by THS 5. Paired with a 2.5-liter engine and front and rear electric motors, these grades have an EPA-estimated 40 mpg combined rating with smooth, confident acceleration.

For drivers seeking the most exhilarating performance, the Platinum grade exclusively features the Hybrid MAX powertrain. With 340 net combined horsepower and 400 lb.-ft. of torque, the system pairs a 2.4-liter turbocharged engine with a direct-shift six-speed automatic transmission to deliver strong low-rpm torque and dynamic response.

THS 5

Standard on the XLE, Limited and Nightshade grades, THS 5 utilizes a 2.5-liter gas engine and two motor-generators through a continuously variable transmission to efficiently charge the hybrid battery. Efficiency is further maximized by an electronically controlled brake system that seamlessly coordinates regenerative and hydraulic braking to recover electrical energy.

All-Wheel Drive Systems

The Toyota Crown offers two distinct AWD systems tailored to its powertrains. On the XLE, Limited and Nightshade grades, the Electronic On-Demand AWD system employs a separate rear-mounted electric motor to power the rear wheels when needed, helping to enhance traction and cornering agility.

The Platinum grade features Full-Time Electronic AWD paired with the Hybrid MAX powertrain and an eAxle. This system constantly adjusts power between the front and rear wheels to help deliver maximum torque, dynamic handling and a firmly planted ride.

Selectable Drive Modes

With the push of a button, the 2027 Crown allows drivers to tailor their experience. The XLE, Limited, Nightshade and Platinum grades feature selectable drive modes.

Standard modes include:

- **NORMAL:** Helps maintain an ideal balance of fuel economy and acceleration.
- **ECO:** Helps improve hybrid system efficiency by moderating power in response to accelerator pedal input.
- **SPORT:** Helps enhance dynamic performance and throttle response.
- **CUSTOM:** Allows drivers to individually adjust powertrain, steering and air conditioning settings to their preferences.

The Platinum grade also offers Rear Comfort mode, which adjusts suspension-related settings to help prioritize a smooth, comfortable ride for rear-seat passengers.

Drive Performance

The Toyota Crown's elevated lift-up sedan profile is supported by a body and chassis engineered for confident handling and a smooth ride. Its suspension uses a MacPherson strut setup in front and a multilink rear suspension, while swing valve shock absorbers are equipped on the XLE, Limited and Nightshade grades.

The Platinum grade's AVS is tuned to support the 2.4-liter turbo hybrid powertrain and helps balance steering response, stability and comfort across drive modes. Electronically controlled braking with Active Cornering Assist also helps reduce understeer in certain cornering situations.

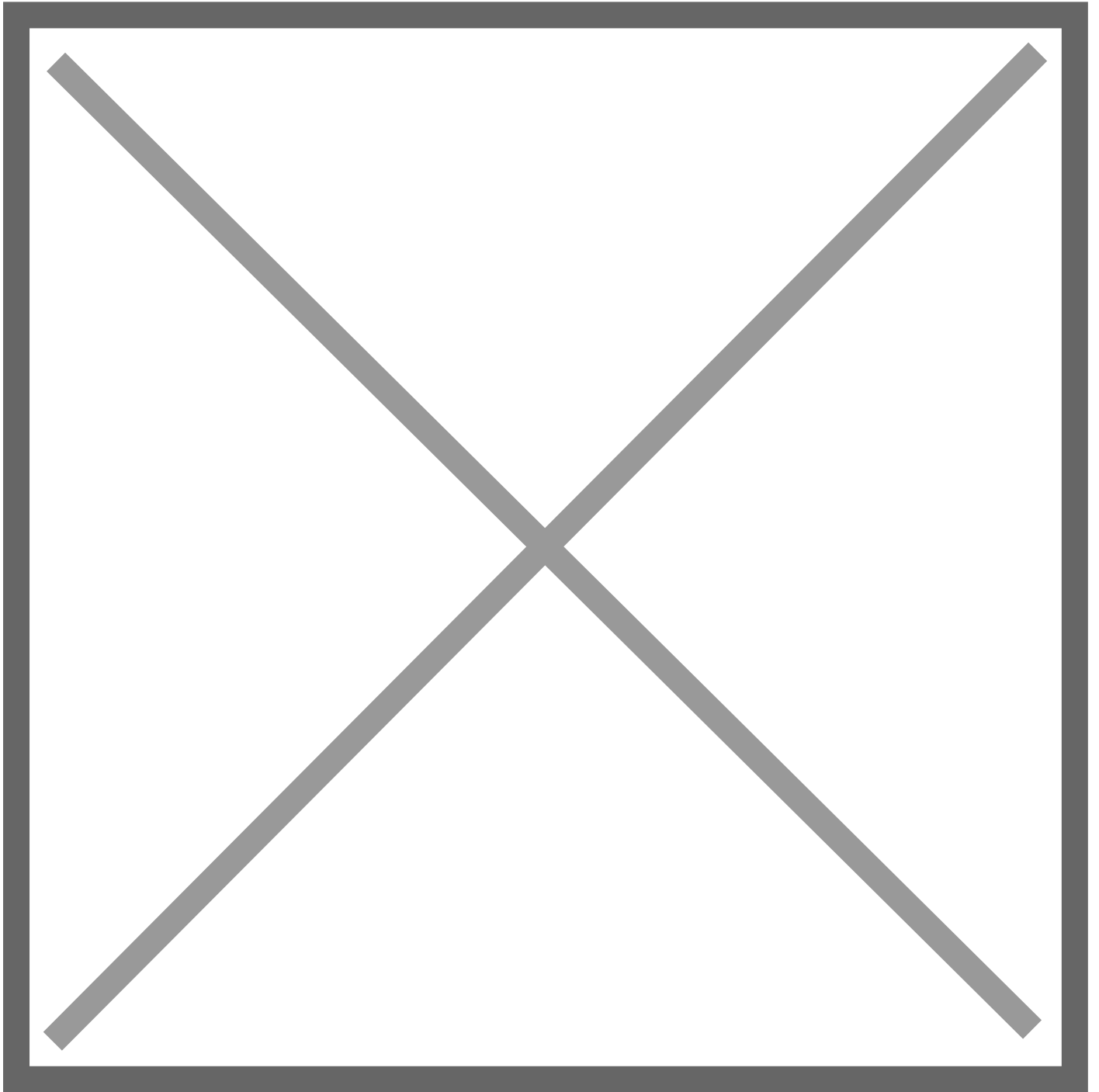
Design and Cabin

The Toyota Crown features an elevated sedan profile with standard 19-inch wheels and available 21-inch wheels for a confident stance and easy entry and exit. Its rounded body lines and signature hammerhead front fascia give the Crown a distinctive, premium appearance. Platinum-grade bi-tone paint is also available in select exterior colors.

Inside, the Crown offers a spacious cabin with standard leather-trimmed seating, a 12.3-inch digital gauge cluster, a 12.3-inch Toyota Audio Multimedia touchscreen and convenient charging and connectivity features.

The Crown also includes heated and ventilated front seats, heated rear seats, a heated steering wheel, dual-zone climate control, a wireless Qi charger and multiple USB-C ports throughout the cabin. Platinum, Nightshade and Limited grades include a standard fixed panoramic moonroof. Platinum and Limited also add a Panoramic View Monitor, while Platinum further adds a Head-Up Display and a power tilt-and-telescopic steering wheel.

Intuitive Multimedia and Connectivity



All 2027 Toyota Crown models feature a standard 12.3-inch Toyota Audio Multimedia touchscreen and offer drivers access to a wide range of connectivity and convenience features, including Over-the-Air (OTA) updates, dual Bluetooth® phone connectivity and standard wireless Apple CarPlay® and Android Auto™ compatibility.

A six-speaker audio system comes standard on the XLE grade. For those looking for an enhanced audio experience, the Crown Limited, Nightshade and Platinum include an 11-speaker JBL® Premium Audio system with a rear subwoofer and 8-channel amplifier.

Connected Services trials include 5-year trials for Safety Connect*, Service Connect* and Remote Connect*, a 3-month trial of Drive Connect* and a 30-day/3 GB trial for Wi-Fi Connect*.

With an active Remote Connect* trial or subscription, customers can enjoy Digital Key on the Limited and Platinum grades. Visit [Toyota Connected Services](#) to learn more.

**4G Network-dependent*

Features by Grade

The 2027 Toyota Crown will be available in four grades. Standard features across all grades include Toyota Audio Multimedia with a 12.3-inch touchscreen and Toyota Safety Sense 3.0.

Key XLE grade features include:

- 2.5-liter Toyota Hybrid System (THS 5) with standard Electronic On-Demand AWD
- Toyota Safety Sense 3.0
- 19-inch Alloy Wheels
- Leather Seats
- Heated & Ventilated Front Seats
- 12.3-inch digital gauge cluster
- 12.3-inch Multimedia Touchscreen
- Wireless Apple CarPlay® & Android Auto™, SiriusXM® * 3-month trial
- Heated Rear Seats
- Heated Steering Wheel
- Qi Wireless Charging
- Blind Spot Monitor with Rear Cross-Traffic Alert
- Paddle Shifters

Nightshade grade has the following features:

- 21-inch matte-black finished wheels
- Dark badging and dark window trim
- Black door handles, mirror caps and shark fin
- Multibeam LED Headlights
- Fixed Panoramic Roof
- JBL Premium Audio
- Rain-Sensing Windshield Wipers
- Front and Rear Parking Assist with Automatic Braking

The Limited grade includes everything on the XLE grade plus:

- 21-inch Alloy Wheels
- Traffic Jam Assist capability*
- Digital Key capability**
- Panoramic View Monitor
- Lane Change Assist
- Front Cross-Traffic Alert
- Multibeam LED Headlights
- Fixed Panoramic Roof
- JBL Premium Audio
- Rain-Sensing Windshield Wipers

- Front and Rear Parking Assist with Automatic Braking

The Platinum grade includes everything on the Limited grade plus:

- Hybrid MAX
- Red Brake Calipers
- Black Window Surround
- Advanced Park Adaptive Variable Suspension
- 21-inch Alloy Wheels with black accents
- 10-inch Head-Up Display (HUD)
- Power Tilt and Telescopic Steering Wheel
- Hands-Free Power Trunk
- Dynamic Rear Steering

**Requires an active Drive Connect trial or subscription. 4G network dependent.*

***Requires an active Remote Connect trial or subscription. 4G network dependent.*

For details, please visit [Toyota Connected Services](#).

Safety and Convenience

The Toyota Crown comes standard with Toyota Safety Sense 3.0. The suite includes:

- Pre-Collision System with Pedestrian Detection
- Full-Speed Range Dynamic Radar Cruise Control
- Lane Departure Alert with Steering Assist
- Lane Tracing Assist
- Road Sign Assist
- Automatic High Beams
- Proactive Driving Assist

Additional standard features include:

- Blind Spot Monitor with Rear Cross-Traffic Alert
- Safe Exit Alert
- Rear Seat Reminder

For complete details on Toyota Safety Sense 3.0, please visit [Toyota.com/safety-sense](https://toyota.com/safety-sense).

The 2027 Toyota Crown is built at the Tsutsumi Plant in Japan.

Pricing***

Model #	Grade	Base MSRP
4015	Crown XLE Hybrid AWD	\$41,640
4020	Crown Limited Hybrid AWD	\$49,720
4025	Crown Nightshade Hybrid AWD	\$48,965
4030	Crown Platinum Hybrid MAX AWD	\$55,190

****MSRP Excludes Dealer Processing and Handling fee of \$1,295. All prices are subject to change.*

Toyota Limited Warranty

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and against perforation from corrosion for 60 months with no mileage limitation. Hybrid-related components that require repairs needed to correct defects in materials or workmanship are covered for 8 years/100,000 miles, whichever comes first from original date of first use when sold as new. The hybrid battery is covered for 10 years/150,000 miles, whichever comes first, and is transferable across ownership.

The 2027 Toyota Crown also includes ToyotaCare, a plan covering normal factory-scheduled maintenance, for one year or 10,000 miles, whichever comes first. 24-hour Roadside Assistance is also included for two years, unlimited mileage.