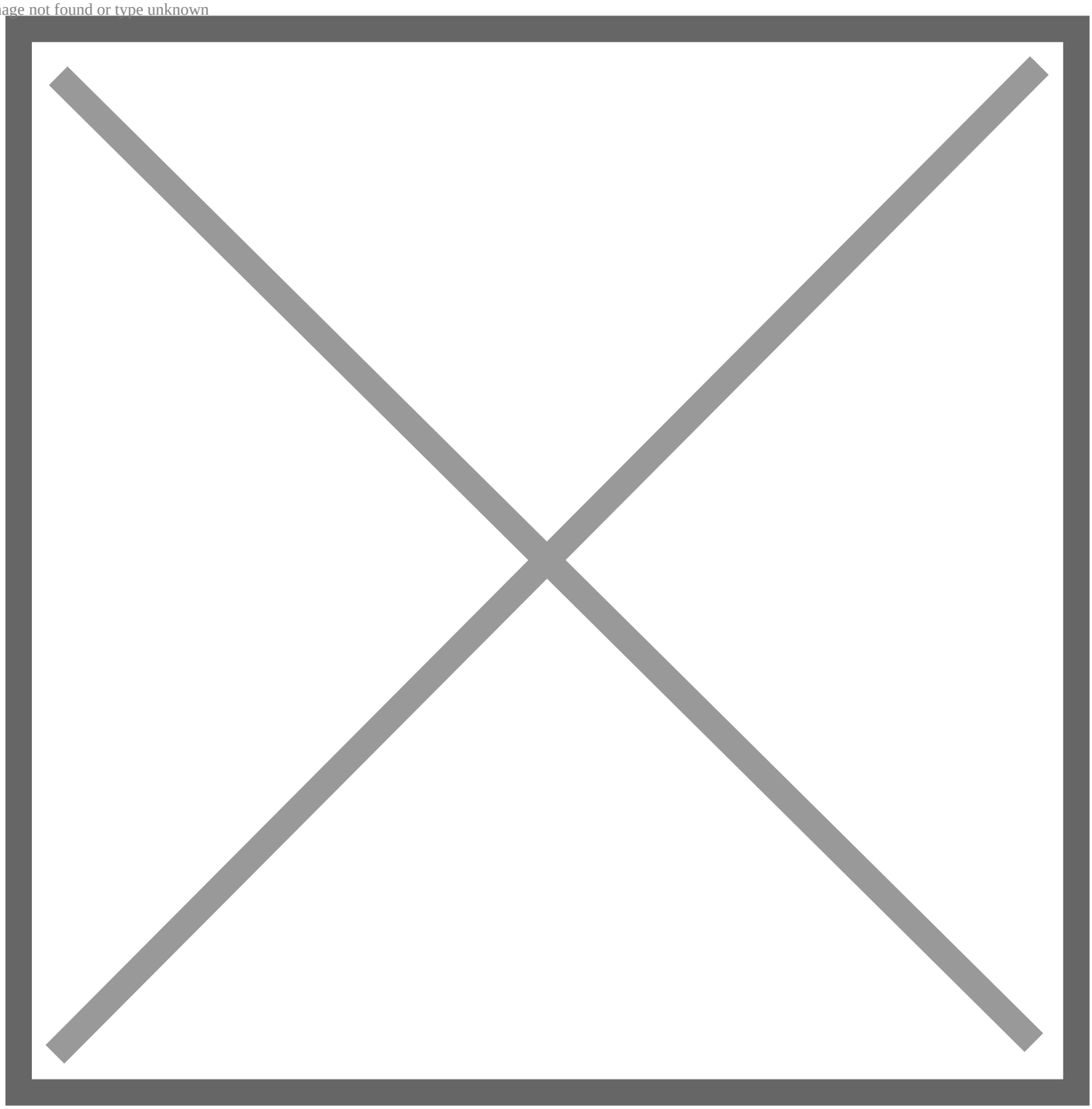
2027 Toyota Sequoia: Forging New Paths with the First-Ever Sequoia Trailhunter, Upgraded TRD Pro, and Next-Generation Towing Technology

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PLANO, Texas (Nov. 4, 2026) – Toyota is taking its flagship full-size SUV to uncharted territory for the 2027 model year. The 2027 Toyota Sequoia arrives with a bolder exterior, the highly anticipated introduction of the rugged Trailhunter package, and a massive leap forward in towing intelligence. Engineered for modern families who refuse to compromise on luxury, interior space, or genuine off-road capability, the updated Sequoia is ready to conquer your next escape, from the daily school commute to remote, off-the-grid campsites. The updated Sequoia will have a starting MSRP of $69,900 and is expected to arrive at dealerships in the fall of 2026.

A Commanding and Refined Presence
The 2027 Sequoia makes an immediate statement with a refreshed exterior design that perfectly balances premium sophistication with undeniable strength. The SUV's front-end geometry has been refined to account for wider, more planted stance that exudes hauling confidence. The updated lower bumper treatment enhances the vehicle's rugged appeal while seamlessly integrating new rectangular fog lights. Depending on the grade, the Sequoia features distinct, bold hexagonal grille designs that give each trim its own unique personality, ensuring this full-size SUV turns heads whether parked at a luxury resort or a dusty trailhead.

The Overland Ready Trailhunter
Catering to families who crave off-the-grid adventures, the 2027 Sequoia introduces the all-new Trailhunter package. Built upon the SR5 foundation, the Trailhunter package delivers factory-ready overlanding capability. It comes equipped with Old Man Emu® upgraded suspension, an underbody skid plate, front recovery hooks, and aggressive Michelin® LTX® Trail tires. Visually, the Trailhunter package stands apart with exclusive bronze-colored wheels and unique badging. Standard off-road technologies such as Crawl Control, Multi-Terrain Select, and a locking rear differential to help it handle tough trails with ease.

TRD Pro Unleashed
For those seeking exceptional off-road performance, the legendary TRD Pro grade receives a significant suspension upgrade for 2027. It now features newly designed Sequoia-specific FOX® enhanced QS3® adjustable shocks, helping to provide drivers with stability and customizable damping for high-speed desert running or rocky terrain. The TRD Pro also gains standard red tow hooks and introduces a striking new available signature color: Honeycomb.

Exhilarating Hybrid Power
Under the hood, every 2027 Sequoia is powered exclusively by Toyota's brilliant i-FORCE MAX® hybrid powertrain. By pairing a 3.4-liter twin-turbo V6 with a specially designed motor generator, the Sequoia delivers a breathtaking 437 net combined horsepower and 583 lb.-ft. of torque. This advanced hybrid system not only provides strong acceleration, but also enables the Sequoia to tow an impressive 9,520 pounds, making it a top-tier choice for hauling boats, heavy trailers, and campers.

Enhanced Towing Technologies
Towing a large trailer can be intimidating, but the 2027 Sequoia helps take the stress out of the equation with the introduction of a suite of fully integrated Trailer Advanced Driver Assistance Systems (TADAS). The 2027 Sequoia features a full suite of the latest Toyota Safety Sense 4.0 technologies in addition to new trailer-specific active driver-assist systems.

The new Trailer ADAS suite makes towing convenient and more intuitive, featuring:

- Automated Trailer Detection: Utilizes rear radar and camera to automatically detect the presence and measure the physical characteristics of a trailer, seamlessly inputting the information into Sequoia's redesigned Trailer Garage menu.
    - Trailer Garage has been relocated from the meter cluster to the multimedia system, allowing for greater visibility and improved functionality.

- Trailer Blind Spot Monitor: Extends the standard blind spot detection zone beyond the vehicle's body to cover the length of the trailer and its immediate surroundings, expanding the blind spot monitoring area based on the size of the trailer.
- Trailer Lane Trace Assist: A towing-optimized version of standard Lane Trace Assist that provides automated steering support to maintain lane centering in certain conditions. Trailer Lane Trace Assist can actively compensate for when lanes split as well as help manage for uneven roads and certain wind disturbances.
- Trailer Backup Guide: Improved for 2027, this system now features dynamic on-screen guidelines, a slider interface, and semi-automated steering support for managing complex maneuvers. It can guide a path to the trailer, while helping to detect jackknife risks.

Safety & Convenience Features
The Toyota Sequoia's updated Toyota Safety Sense (TSS 4.0) system comes with a host of standard active safety and convenience suite technologies, including improved hardware and detection capabilities:

TSS 4.0

- Pre-Collision System with Pedestrian Detection (PCS w/PD)
- Full-Speed Dynamic Radar Cruise Control (DRCC)
- Lane Departure Alert with Steering Assist (LDA w/SA)
- Automatic High Beams (AHB)
- Lane Tracing Assist (LTA)
- Road Sign Assist (RSA)
- Proactive Driving Assist (PDA)

Convenience

- Emergency Drive Stop System (EDSS) – While LTA is activated, the EDSS can bring the vehicle to a stop under certain conditions if it determines that the driver is not attentive.
- Panoramic View Monitor (PVM)
- Safe Exit Alert (SEA) and Rear Camera Detection (RCD)

First-Class Cabin and Connectivity
The 2027 Sequoia puts the latest-generation Toyota Audio Multimedia system front and center with a standard 14-inch touchscreen across the lineup. Developed by Toyota Connected North America, the new system integrates AT&T 5G network connectivity and features a configurable home screen, plus an always-on Quick Control shortcut menu that keeps key information right where you want it.

The system also includes the standard built-in Drive Recorder Dash Cam, Toyota's first camera with playback directly on the touchscreen. Using the vehicle's external cameras, drivers can capture 20-second clips of both manual and triggered events. Digital Key functionality is also accessible with a Remote Connect trial or subscription, allowing drivers to manage vehicle access seamlessly via their compatible smart device's native digital wallet. A 12.3-inch digital meter is now standard, providing drivers with a clear and modern display of key vehicle information.

Arene, an all-new software platform created by Woven by Toyota, enables added enhancements to advanced safety, security, voice recognition, connectivity features, and supports over-the-air update capabilities.

All 2027 Sequoia grades include a 5-year Connected Services trial for Remote Connect, Safety Connect and Service Connect, as well as a 3-month Drive Connect trial and a 30-day/Unlimited Wi-Fi Connect trial. Connected Services are 5G network dependent. Visit Toyota Connected Services to learn more.

The spacious three-row cabin continues to offer premium materials and exceptional versatility. The exclusive sliding third row, combined with the adjustable cargo shelf system, allows families to effortlessly reconfigure the rear space to balance passenger legroom and cargo capacity on the fly.

A Grade for Every Lifestyle
The 2027 Sequoia lineup offers a diverse range of trims to suit any driver:

- **SR5:** The well-equipped starting point, features the standard 14-inch screen, i-FORCE MAX® power, and the available Trailhunter package.
- **Limited:** Adds a layer of luxury with SofTex®-trimmed seating, heated/ventilated front seats, and enhanced convenience features.
- **Platinum:** Focuses on premium comfort with leather-trimmed seats, second-row captain's chairs, a panoramic moonroof, and a 14-speaker JBL® Premium Audio system.
- **1794:** Blends premium refinement with Western-inspired design details, including unique saddle-brown interior accents, rich leather-trimmed seating, open-pore wood-style trim, and exclusive badging that gives the Sequoia a distinctive upscale character.
- **TRD Pro:** The ultimate off-road SUV, boasting FOX QS3 shocks, a heritage grille, and rugged styling cues.
- **Capstone:** The absolute pinnacle of Toyota luxury, featuring exclusive semi-aniline leather trimmed seats, striking 22-inch wheels, acoustic glass for a whisper-quiet ride, and power running boards.

Enhanced Peace of Mind
New for 2027, Sequoia introduces Advanced Rear Seat Reminder, which uses a millimeter-wave radar concealed in the headliner that can, under certain circumstances, detect movement in the second and third row seats after the vehicle is parked, the ignition is off and the driver exits the vehicle. If movement is detected, it can trigger escalating warnings such as hazard lights, chimes, horn, and, with an active Safety Connect trial or subscription and 5G network, app notifications, SMS text messages and an automated phone call can be sent.

Limited Warranty and ToyotaCare
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. Hybrid-related components are covered for 8 years/100,000 miles, and the hybrid battery is covered for 10 years/150,000 miles. The 2027 Toyota Sequoia also comes with ToyotaCare, a plan covering normal factory-scheduled maintenance for one year or 10,000 miles, and 2 years, unlimited mileage of Roadside Assistance.