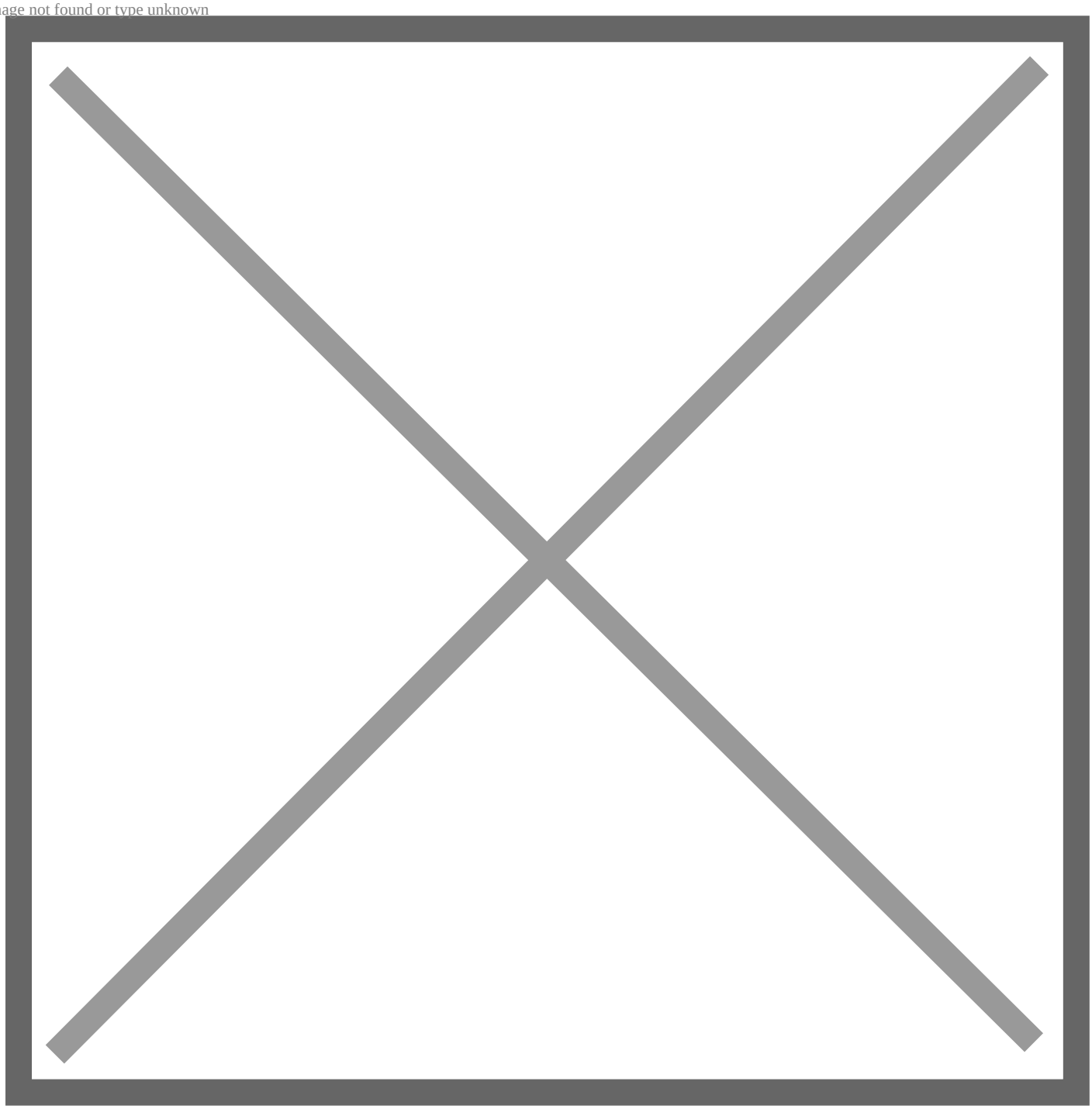
2027 Toyota Tundra: A Bold New Chapter in Full-Size Pickup Excellence with Advanced Towing Tech and the New Trailhunter Package

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PLANO, Texas (Nov. 5, 2026) – The 2027 Toyota Tundra is set to level up its game with an array of exciting updates and enhancements designed to elevate style, capability, and the everyday driving experience. With a perfect blend of rugged performance, luxurious comfort, and advanced technology, the Tundra continues to be a top choice for drivers seeking a no-compromise full-size pickup. For 2027, Tundra brings a refreshed exterior, the introduction of the overlanding-ready Trailhunter package, upgraded TRD Pro suspension, and significant enhancements in towing technology. Expected to arrive at dealerships in the fall of 2026, the newest Tundra will have a starting MSRP of $42,890.

Purposeful and Modern Design
The updated 2027 Tundra reflects a design philosophy rooted in strength, purpose, and capability. Developed by Toyota Motor North America teams, the 2027 Tundra features a more modern front-end treatment that emphasizes authenticity. Across the lineup, the new front design language is well-balanced and sophisticated, featuring a wide, stable stance and a center lower bumper treatment that reinforces its rugged nature. Inside, the cabin also receives an all-new steering wheel design, adding a fresh tactile and visual touch to the driving environment.

New Tundra Trailhunter Package
Answering the call of off-road enthusiasts, the 2027 Tundra introduces the new Trailhunter package. Based on the SR5 grade, this rugged overlanding offering is built for customers who want enhanced trail performance straight from the factory. The package adds Michelin LTX Trail 265/70R18 tires, Old Man Emu® upgraded suspension, front recovery hooks, and additional underbody protection to help prepare the truck for demanding terrain. By including complex components like 4WD, a locking rear differential, Crawl Control, and Multi-Terrain Select, Toyota provides the foundational hardware needed for serious exploration. This factory-built setup helps customers confidently enjoy the trail right off the lot, while also serving as the perfect starting point for a custom overland build using Toyota Genuine parts and accessories and Lifestyle products. The Tundra Trailhunter package further distinguishes itself with unique bronze-colored wheels and exclusive exterior badging. It also features color-selectable fog lamps.

Purpose-Built TRD Pro Upgrades
The TRD Pro grade continues to stand out as the ultimate off-road expression of the Tundra. For 2027, TRD Pro is equipped with newly designed and Tundra-tuned FOX® enhanced QS3® shocks. These adjustable shocks are engineered to provide enhanced feel, stability, and adjustability over rough terrain. A striking new available Honeycomb exterior color adds a bold, high-impact presence, while standard red tow hooks provide a functional accent. The integrated light bar and fog lights now deliver improved lumen output for enhanced visibility in low-light conditions. Inside, available ISO-dynamic seats help support driver and passenger comfort and stability during demanding off-road driving.

Next-Generation Toyota Audio Multimedia
The 2027 Tundra 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. Enhanced 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 Tundra 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.

Refined Ride Comfort
The Adaptive Variable Suspension (AVS) system has been enhanced for delivering a more refined and composed ride, and it now comes standard on the Capstone grade. The system continuously monitors and adapts to driving conditions to help balance comfort and control, while a simplified three-mode drive selection gives drivers clearer changes in ride character and handling feel.

A new premium AVS and Air Suspension combination is now available across all grades, replacing the previous air-only setup on certain grades. The system is designed to support load-leveling for towing and hauling while helping maintain ride comfort and off-road capability, giving the truck greater composure in everyday driving and under heavy loads.

Enhanced Towing Technologies
Towing is a core pillar of the full-size truck experience, and the 2027 Tundra enhances the process with the introduction of a suite of fully integrated Trailer Advanced Driver Assistance Systems (TADAS). The 2027 Tundra 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 radars and camera to automatically detect the presence and measure the physical characteristics of a trailer, seamlessly inputting the information into the Tundra'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 Tundra'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)

Uncompromising Performance and Capability
Under the hood, the Tundra continues to offer impressive powertrains, highlighted by the available i-FORCE MAX hybrid twin-turbo V6. This powerhouse delivers 437 net combined horsepower and an incredible 583 lb.-ft. of torque, allowing for a maximum towing capacity of up to 12,000 pounds. Helping drivers go the distance, a 32.2-gallon fuel tank is now standard on all grades, along with a standard tow hitch and 7/4 pin connector. An available 2.4-kW inverter adds convenient onboard power for worksites, tailgates, and outdoor adventures. The available TRD Performance Package further broadens the Tundra lineup for customers seeking an even more responsive driving experience.

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 Tundra 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.