

2017 Toyota Tacoma TRD Pro Named Mid-Size Pickup Truck of Texas for the Second Straight Year

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DALLAS (Oct. 19, 2017) – For the second year in a row, the Toyota Tacoma TRD Pro conquered the competition and drove off the ranch with the title of Mid-Size Pickup Truck of Texas at the 2017 [Texas Auto Writers Association's \(TAWA\) Truck Rodeo](#).

After driving 16 hours through rugged, off-road terrain at Longhorn River Ranch in Dripping Springs, Texas, 75 journalists solidified Toyota's standing in the Lone Star State with back-to-back victories.

"The Tacoma has built a reputation for quality, durability and reliability, and we're honored that TAWA has named the Tacoma TRD Pro the Mid-Size Pickup Truck of Texas for the second straight year," said John Myers, Toyota vehicle marketing and communications national manager. "With the opening of our Toyota Motor North America headquarters in Plano in July, we are especially excited to win this award as Texans."

Assembled at Toyota Motor Manufacturing, Texas (TMMTX), in San Antonio, the 2017 Tacoma TRD Pro impressed TAWA members with its suspension, exhaust enhancements and off-road technology. The TRD Pro takes the Tacoma to the next level with 2.5-inch Fox Internal Bypass front shocks paired with TRD-tuned springs to provide an additional one inch of lift. Remote-reservoir Fox shocks are equipped in the rear that, along with the progressive-rate leaf springs, help provide the TRD Pro with exceptional off-road performance. The TRD Pro features a heritage-inspired TOYOTA grille, TRD Pro badge on the front doors and additional black badging to help it stand out in the crowd. The Tacoma TRD Pro is also fitted with an aluminum front skid plate, Rigid Industries LED fog lights, a TRD cat-black stainless-steel exhaust system, TRD Pro floor mats and a TRD shift lever. Powered by a segment-first Atkinson Cycle V6 engine, the Tacoma TRD Pro produces 278 horsepower and 265 lb.-ft. of torque. The TRD Pro is also equipped with off-road features such as CRAWL Control, Multi-Terrain Select, and a selectable locking rear differential.

TAWA is a Texas-based nonprofit association for automotive journalists promoting professionalism and quality in journalism for more than two decades. The group produces two annual events – Texas Auto Roundup and Texas Truck Rodeo – that allow members to experience vehicles from various manufacturers in one place, at one time.