

All-New 2017 Toyota Tacoma TRD Pro Voted Mid-size Truck of Texas by Texas Auto Writers Association

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SAN ANTONIO (Oct. 12, 2016) – The 2017 Toyota Tacoma TRD Pro showed off its off-road prowess at the 2016 Texas Auto Writers Association’s (TAWA) Texas Truck Rodeo, winning the Mid-size Pickup Truck of Texas award.

After two days of demanding on and off-road driving at Longhorn River Ranch in Dripping Springs, Texas, journalists voted for their favorite pickup trucks, SUVs and CUVs in multiple categories. This year, more than 70 media members attended the event to test drive 82 vehicles from the world’s top truck and SUV manufacturers.

“As America’s best-selling mid-size pickup for ten years running, the recognition as Mid-size Pickup Truck of Texas confirms our vision of producing a truck that can tackle any off-road challenge,” said Mike Sweers, Tacoma chief engineer. “Toyota’s commitment to the new Tacoma TRD Pro was focused on meeting the needs of adventure-seekers where roads fear to tread, and we have proven that today.”

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 Tacoma TRD Pro’s front springs with a 1-inch lift, rear suspension with progressive-rate off-road leaf spring and 16-inch TRD black alloy wheels with Goodyear Wrangler® All-Terrain Kevlar®-reinforced tires helped to navigate the off-road course at the event. With a heritage-inspired TOYOTA grille and TRD Pro badge on its front door with diamond-pattern knurled finish, the 2017 Tacoma TRD Pro’s exterior it stands out in the crowd. From behind, the truck features a black TRD Pro, 4×4 rear tailgate badging and taillights with black bezels and TRD cat-black stainless steel exhaust system. The TRD Pro grade’s look is topped off with a TRD Pro badge on the front door with a diamond-pattern knurled finish.

The 2017 Tacoma TRD Pro produces 278 horsepower and includes a V6 with a segment-first Atkinson Cycle engine. For those traveling off the beaten path, the Tacoma’s TRD Pro grade offers a Crawl Control system, Multi-Terrain Select, Locking Rear Differential, Hill Start Assist Control and Active Traction Control, which takes over the truck’s acceleration and braking, allowing drivers to focus on navigating over tough terrain.

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.