

The Toyota Highlander Takes the Hearts of Texas Auto Writers

May 07, 2014

Image not found or type unknown



TORRANCE, Calif. (May 7, 2014) – With a sleek new exterior and premium interior features designed to make driving more functional and fun for families, it's no surprise that the all-new 2014 Toyota Highlander was named Activity Vehicle of Texas at the Texas Auto Writers Association's (TAWA) annual Auto Roundup event.

During the spring event held at the Texas Motor Speedway, more than 50 TAWA members gathered to drive and vote on vehicles in seventeen different categories. The annual event is a way for TAWA members to experience vehicles on road and track courses from manufacturers across the globe – in one place, at one time.

As the Muppets say, the new Highlander “ain't got no room for boring,” and for those active families looking for luxury and adventure, all in one, the Highlander takes them there.

The all-new, 270-horsepower Toyota Highlander sport utility vehicle (SUV) is a no-compromise, midsize, three-row SUV that brings together the best in style, technology, comfort, capability, and safety. Its exterior design conveys both refinement and strength, which complements a totally redesigned interior that raises the bar in its segment and is a huge hit with active families.

With three-row seating for up to eight, an array of standard features, a host of available in-cabin technologies, and increased cargo capacity, the new Highlander offers a nuanced balance of style, comfort and utility. The total package is capped off with three powertrain choices: a fuel-efficient 2.7-liter four-cylinder engine, a powerful 3.5-liter V6 with a new six-speed transmission that will produce excellent all-around capability, and a V6-powered Hybrid Synergy Drive powertrain that delivers fewer emissions and segment-leading miles-per-gallon for a three-row mid-size SUV.