

# Toyota 4Runner SUV Celebrates the New Year with Special 30th Anniversary Discounts

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TORRANCE, Calif., Feb. 18, 2014 – – To commemorate the 30<sup>th</sup> anniversary of the iconic 4Runner sport utility vehicle (SUV), Toyota is discounting all 2014 4Runner models. The 30<sup>th</sup> Anniversary Discounts range from \$500 for all 4Runner SR5 and Trail models, \$750 for all SR5 and Trail Premium models and \$1,000 on all Limited models.

For three decades, the 4Runner mid-size SUV has been a stalwart for off-roading enthusiasts seeking a SUV with rugged, go-anywhere capability. Currently in its fifth-generation, 4Runner continues as one of the few fully capable mid-size SUVs. The redesigned 2014 4Runner receives a rugged new exterior design, and interior refinements that add comfort and convenience without sacrificing its hallmark performance capability and excellent value.

The special 4Runner 30th Anniversary Discounts are available at Toyota dealerships now.

<b>14MY 4RUNNER – 30TH ANNIVERSARY DISCOUNTS</b>		
<b>Grade</b>	<b>Model</b>	<b>Discount</b>
SR5 4×2	8642	\$500
SR5 4×4	8664	\$500
Trail 4×4	8670	\$500
SR5 Premium 4×2	8646	\$750
SR5 Premium 4×4	8666	\$750
Trail Premium 4×4	8672	\$750
Limited 4×2	8648	\$1,000
Limited 4×4	8668	\$1,000