

Tundra Owners 'Know What They Can Tow'

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TORRANCE, Calif. (Oct. 22, 2013) – Texans know pick-up trucks. But do they know how much they can safely tow? If they've hitched their wagon to the Lone Star State's native truck, they can get back to work without any guesswork.

The Texas Auto Writers Association (TAWA) recognized Toyota with its Distinguished Service Award for Toyota's sole implementation of the Society of Automotive Engineers (SAE) J2807 tow standard on its trucks and SUVs, including the new 2014 Toyota Tundra. Toyota has been compliant with J2807 since 2011, and the Tundra is the industry's only full-size truck to adopt the standard.

Developed by the SAE, in agreement with the major automotive manufacturers, J2807 establishes a single, repeatable test curriculum to determine real-world tow ratings for its body-on-frame vehicles. Prior to the standard, manufacturers had devised their own tests and published their ratings without a third-party guideline.

“Toyota owners look to us to develop vehicles that meet the highest safety standards, and our voluntary adoption of J2807 helps us deliver on that promise,” said Mike Sweers, chief engineer of the Toyota Tundra and Tacoma. “Tundra owners can tow confidently knowing that the published tow rating has been verified by the industry's foremost engineering authority. With Tundra, what you see is what you get.”

Toyota has certifications for its entire towing-equipped lineup, including every Toyota pick-up truck, SUV, and minivan. SAE's J2807 certification includes a comprehensive test of the vehicle's engine, transmission, cooling system, axles and structural rigidity to handle a rated load so customers will know that rated Toyota vehicles have survived the industry's harshest test methods.

“We appreciate the acknowledgement from TAWA, whose membership includes some of the industry's most truck-savvy automotive journalists,” Sweers said. “This recognition underscores the importance of this standard in helping keep truck owners safe.”

The Toyota Tundra is assembled exclusively in San Antonio and is the only half-ton full-size pickup to hail from the state of Texas. Toyota Motor Manufacturing Texas (TMMTX) employs 2,900 Texans, with on-site suppliers providing an additional 2,800 American jobs.

The annual Texas Truck Rodeo attracts more than 40 automotive journalists to drive and review pickups, SUVs and crossover utility vehicles.

For more information about Toyota, visit toyotaneewsroom.com, toyota.com, or toyotainaction.com.