

2014 All-American Tundra Full-Size Pickup: New Design Inside and Out. Improved Value, and Legendary Toyota Quality

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The redesigned 2014 Toyota Tundra half-ton full-size pickup truck adds dramatically bold elements of design, refinement, quality and craftsmanship, while building upon Tundra's well-known reputation for reliability, efficiency and function, making it the most stylish, value-driven and capable Tundra yet.

"Toyota prides itself on listening to its customers and the development of the 2014 American-born Tundra is a perfect example," said Bill Fay, group vice president and general manager, Toyota Division. "Tundra's new exterior design and new interior were inspired by customer feedback requesting a more chiseled exterior and refined interior, with improved driver ergonomics, and easy-to-use technology, giving customers more of what they want."

Tundra has been a quality leader with Toyota's DNA of Quality, Dependability and Reliability. The industry has recognized Tundra with a myriad of awards over the last 12 years, including the J.D. Power Vehicle Dependability Study for seven of the past eight years in the Full-Size Pick Up segment. Not resting on its laurels, the 2014 Tundra is redesigned, inside and out, representing the first major change since the 2007 model year.

The redesigned Tundra continues to be a truck with true American roots that was once again engineered by Toyota Technical Center in Ann Arbor, Mich., and its new look created by Caltly Design Research centers in Newport Beach, Calif., and Ann Arbor. Tundra's V6 and V8 engines are built at Toyota Motor Manufacturing Alabama, Inc. in Huntsville, Ala., and transmissions are built at a production facility in North Carolina. Finally, Tundra continues to be assembled exclusively at Toyota Motor Manufacturing, in San Antonio, Texas (TMMTX).

"With the redesigned 2014 Tundra, Toyota will continue to focus on customer respect and loyalty by providing the highest-quality, best-built, best value pickup in the full-size segment," said Fay. "It's what our customers expect and what they deserve."

The 2014 Tundra has a grade strategy consisting of the hard-working SR, volume-leading SR5, the well-appointed Limited, and two premium grades: "Platinum" and the all-new "1794 Edition." The new 1794 Edition is a tribute to the ranch, founded in 1794, on which the Tundra plant is located in San Antonio. Tundra is offered in three cab styles, two-door Regular Cab, four-door Double Cab and four-door CrewMax, all available in 4x2 and 4x4.

Chiseled New, Unique Exterior Designs; Distinct Look for Each Grade

Inside and out, each Tundra grade embodies a specific theme through distinct designs that go beyond just badging.

The Caltly design team set out to create a bold and powerful exterior to embody Tundra's performance capabilities. The all-new front design integrates the hood and grille for a chiseled and modern industrial image.

Designers increased the size of the front fascia and tightened up the surfaces and character lines to visually punctuate Tundra's pulling power and wide stance. The grille has a taller, bolder look, visually connecting the upper intake to the lower bumper. The front lower bumpers are now a three-piece design, allowing for lower replacement costs. In addition, the fenders and wheel wells have been squared-off for a wide and sturdy stance.

A new bed design helps carry the chiseled character lines all the way down the profile, leading to a rugged new bed and tail gate, with an integrated spoiler and "TUNDRA" stamped into the sheet metal, creating a one-piece forged look. The integrated spoiler in the deck helps with fuel efficiency, while the tail lamps express a tool-like quality to match the appearance of the body. Like the front bumper, the rear bumper changes from one piece to three, for lower replacement costs.

Tundra offers three cab styles: two-door Regular Cab, four-door Double Cab, and the super-sized four-door CrewMax. Tundra Regular Cab and Double Cab models are offered in standard bed (78.7-inch) or long bed (97.6-inch) configurations, while the CrewMax comes with a 66.7-inch bed. All beds are 22.2-in. deep.

The Tundra's lockable easy-lower-and-lift tailgate lowers slowly with no slam and can easily be removed. Limited Double Cab models come standard with a power sliding rear window. A power vertical sliding rear window is standard on all CrewMax models.

Tundra offers a palette of eight exterior colors including three new colors: Attitude Black Metallic; Sunset Bronze Mica; and Blue Ribbon Metallic. Popular carryover colors include Radiant Red, Super White, Silver Sky Metallic, Magnetic Gray Metallic, Black, and Barcelona Red.

A New Premium, Spacious Interior; Each Grade With a Unique Identity

Caly's design team worked closely with the Product Planners and Tundra engineers to develop a bold new interior focusing on styling differentiation between grades and improving the availability of features most important to truck buyers. The new interior variations are thematic and cater to a specific customer with a specific budget. Ergonomic improvements include easier driver access to controls as the reach to the audio and HVAC controls was reduced by 2.6 inches. Large knobs have been retained so they can be operated with or without work gloves. Overall passenger comfort was improved with a new front and rear (CrewMax) seat design and improved front seat ventilation. In addition, front seats have additional travel, and CrewMax rear seats can now be folded up for additional cargo carrying capability while maintaining a comfortable seating back angle and lowering load the height by more than 11 inches.

The interior has a rugged, interlocked construction with new instrument panel. The meters feature 3-D metallic rings and individual gauges grouped in a clear, easy-to-see design with a center-mounted multi-information (LCD) display screen. The console design holds multiple storage areas for personal items and electronics plus additional padded surfaces and accent stitching in premium grades. Both Double Cab and CrewMax are available with a bench or bucket seats for the front row.

The interior of the SR5 features a "professional gear" theme, with unique driver and passenger zones, metallic accents and bold contrasting fabric. Most importantly, the new design uses premium surface treatments such as high granulated paint on the center cluster and unique seat stitching to enhance interior quality and durability.

The Limited grade has an "active premium" image with leather seating surfaces matching soft-touch door and console surfaces, and wood-style interior trims. The Limited will be available with Black, Sand Beige and Graphite leather-trimmed interiors and will have standard dual zone auto HVAC controls.

The Platinum grade has been redesigned for the next generation of personal use truckers. It features perforated, diamond pleated premium leather seats, door and instrument panel inserts, and chrome seat and console accent

badging for an upscale, yet urban feel. In addition, Platinum uses premium leather never before used on a Toyota truck and comes with many standard amenities, including a 12-speaker touch-screen Entune™ Premium JBL Audio system with navigation, and heated and ventilated front seats.

The 1794 Edition reflects a western lifestyle theme and includes exclusive saddle brown premium leather-trimmed seating with embossed leather and ultra-suede accents. Matching soft-touch materials also accent the shift console, the front and rear door trim, and the instrument panel. Like the Platinum, the 1794 Edition includes an array of standard features that includes heated and ventilated front seats, and Entune Premium JBL Audio with navigation.

Three Engine Options Remain Among Segment's Most Capable

Tundra continues to offer three proven powertrains that are among the best in its segment. A 4.0-liter Dual Overhead Cam (DOHC) V6 is standard on Tundra Regular and Double Cab models and produces 270 horsepower at 5,600 rpm and 278 foot-pounds of peak torque at 4,400 rpm. It is paired with a five-speed automatic transmission with uphill/downhill shift logic. EPA-estimated fuel economy is 16 miles per gallon (mpg) in the city, 20 mpg on the highway and 17 mpg combined.

The available 4.6-liter, DOHC i-Force V8 offers 310 horsepower at 5,600 rpm and 327 foot-pounds of peak torque at 3,400rpm. EPA-estimated mpg fuel economy is 15 mpg city/19 mpg highway/16 mpg combined on 4×2 models and 14 city/18 highway/16 combined on 4×4 models.

The Tundra workhorse, and still one of the most capable and advanced engines in the full-size pickup segment, is the 5.7-liter, DOHC i-Force V8. Tundra's most popular engine with owners, it generates 381 horsepower at 5,600 rpm and 401 foot-pounds of peak torque at 3,600 rpm. The 5.7-liter is offered in both gasoline and "Flex Fuel" variants. Fuel efficiency on 4×2 models is a competitive 13 mpg in the city, 18 mpg on the highway and 16 mpg combined while the 4×4 achieves 13 mpg city/17 mpg highway/15 mpg combined.

Both V8's come standard with a six-speed electronically controlled automatic transmission. All Tundra engines feature an aluminum cylinder block and DOHC heads, along with Dual Variable Valve Timing with intelligence (VVT-i) for a broad torque curve and optimized efficiency.

New Suspension Enhancements Improve Capability, Handling and Ride

Several enhancements have been implemented on the 2014 Tundra to improve performance. Shock-absorber valving has been re-tuned to improve ride quality over harsh surfaces.

Steering feel and straight-line stability have been enriched due to steering-system-enhancements. These reduce the inputs from road variations and imperfections, resulting in improved straight line stability and less driver fatigue.

Patented aerodynamic stabilizer fins are added to the outside surface of the rear tail lamp lens, and the outside mirror bases. These patented "Aero-Fins" reduce the air turbulence along the sides of the vehicle and also aid in enhancing straight-line stability during normal driving conditions and while towing.

Interior cabin noise is reduced by the advanced design of engine compartment NVH treatments and innovative engineering. Among the many design developments are the installation of a new hood insulator design, a sound-absorbing dash, reduced windshield angles, a non-breathable headliner, door trim pads, and body mounts under the dash and rear panels help to reduce sound transmission from the engine compartment to the vehicle cabin.

Tundra's advanced TripleTech frame uses wide, full-boxed rails for the front portion, a reinforced C-channel

under the cab and an open C-channel underneath the bed to help maximize strength, ride quality and durability. The double A-arm front suspension uses coil-over spring shock units, while a front-mounted steering rack helps enhance steering feel and response. The rear suspension uses staggered shocks mounted outboard of the springs to improve the shocks' dampening efficiency. Spring rates are tuned to provide a flat vehicle stance when fully loaded.

The Tundra SR and SR5 grades will ride on 18-inch styled steel wheels, while the Limited, Platinum and 1794 Edition will have all-new 20-inch alloy wheels specific to each grade.

All Tundra models come standard with class-leading, four-wheel disc brakes with ventilated rotors – 13.9 inches and 1.26-inches thick – with a segment-most four-piston calipers in front; and 13.6 x 0.71-inch two-piston calipers in the rear. Part of Toyota's Star Safety System™, Anti-lock brakes (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA) are standard on all Tundra models. EBD optimizes brake pressure at each wheel for greater control under braking, especially when cornering. BA is designed to determine if the driver is attempting emergency braking. If the driver has not pressed firmly enough on the brake pedal to engage ABS, the system supplements the applied braking power until pedal pressure is released.

The standard Automatic Limited-Slip Differential (Auto-LSD) helps provide better acceleration in deep sand or mud and on mixed-friction surfaces. Compared to a conventional mechanical limited slip differential, the Auto-LSD system is much more responsive and has better wear characteristics. The Tundra's VSC system integrates traction control (TRAC) and enhances traction on or off-road by helping keep the vehicle on its intended course.

Integration of these technologies also provides driver-selectable versatility to tackle just about any road surface or driving condition. In "normal" mode, VSC, TRAC and Auto-LSD all function to help enable traction and control capability. "TRAC Off" and "Auto-LSD" modes activate Auto-LSD to help extricate the Tundra from extreme conditions. The "VSC Off" mode turns off all three of these systems.

Tundra 4×4 models use an on-demand, electronically controlled four-wheel drive system featuring a six-pinion planetary reduction gear set to provide 4×2, 4×4 Hi and 4×4 Lo ranges. The driver selects the drive mode using a dial on the dash.

Towing Capability You Can Believe In

Toyota believes it is important for truck owners to be able to tow with confidence. This is why Tundra has been compliant with the SAE J2807 towing standard since 2011 and remains the industry's only full-size truck to adopt the standard.

When equipped with a tow package, Tundra has a maximum tow capacity of 10,400 pounds (4×2 Regular Cab). A one-piece towing receiver is integrated into the frame prior to bed installation. Tow Package rear springs help provide level full-load rear suspension height and maintain a full range of suspension travel.

The Tow Package also upgrades Tundra's cooling and electrical systems. Integrated engine and transmission oil coolers help handle the demands of towing under a full load, and a heavy-duty battery and alternator are added, as well. The seven- and four-pin towing hitch connectors sit above the hitch to help avoid damage during high-departure-angle driving.

Electrical upgrades include an under-dash connector pre-wire for a third-party trailer brake controller, both seven- and four-pin trailer brake connectors near the hitch, and an up-rated alternator. On 5.7-liter models, heated, power, outside tow mirrors with turn signal indicators and manual-extend feature are available.

With the Towing Package, the six-speed automatic transmission gains a TOW/HAUL shift mode, selectable by

a dedicated switch. The TOW/HAUL mode applies specific logic for adjusting the throttle sensitivity and transmission shift control, favoring and holding lower gears when accelerating or decelerating to help enhance control and safety. Standard for all models, Trailer Sway Control uses the Vehicle Stability Control (VSC) to help counteract handling forces applied to the truck in an effort to minimize the impact of trailer sway.

2014 Tundra Comes With An Array of Standard Convenience Features

Tundras will feature a number of key standard features, including a standard back-up camera (viewed from the audio display screen), and standard Bluetooth® hands-free phone and audio streaming on all grades.

The Limited grade adds an eight-way power driver seat, standard chrome door handles and outer mirrors, 20-inch alloy wheels and a deck rail system.

The Platinum and 1794 Edition come standard with a 10-way power driver's seat with memory and a four-way power passenger's seat, both with heat and ventilation, power moonroof (CrewMax only), parking sonar, and Entune Premium JBL Audio with navigation.

All Tundra models have a standard windshield wiper de-icer, front and rear mudguards, power window and door locks, and heated, power, outside mirrors.

All SR and SR5 grade models come standard with air conditioning, while all Limited, Platinum and 1794 Edition models come with standard dual zone air conditioning with individual temperature settings for driver and front passenger. Standard High Solar Energy-Absorbing (HSEA) glass helps filter solar heat and most UV light energy entering the vehicle. This helps reduce occupant sun exposure, helps to keep the interior cooler, and enhances durability of interior materials.

An auto-dimming rearview mirror with compass, and HomeLink® universal transceiver is standard on Limited, Platinum and 1794 Edition grades.

Standard Next-Generation Entune Audio

All 2014 Tundra models will come standard with the updated next-generation Entune™ Audio systems, which features several enhancements including a new Entune® App Suite with an array of popular apps including new additions such as Yelp and Facebook Places.

Standard on all SR grades is the Entune™ Audio Multimedia Bundle, which includes a 6.1-inch touchscreen display; AM/FM CD Player with MP3/WMA playback capability; aux jack; USB 2.0 port with increased charging capability and iPod® connectivity and control; hands-free phone capability; phone book access and music streaming via Bluetooth wireless technology; and advanced voice recognition.

All SR5 models will come standard with Entune™ Audio Plus, which includes the Entune Multimedia Bundle with Hi-Res 7.0-inch touch-screen display; HD Radio with iTunes tagging and HD Traffic and Weather (metro areas only); and SiriusXM® satellite radio (90-day trial).

Standard on all Limited grades and available on the SR5 grade is the Entune™ Premium Audio with navigation and The Entune App Suite. The Entune App Suite includes Bing™, iHeartRadio, MovieTickets.com, Open Table®, Pandora®, Yelp and Facebook Places; real-time info including traffic, weather, fuel prices, sports, and stocks.

Standard on the premium Platinum and 1794 Edition CrewMax models and optional on the Limited grade is the Entune® Premium JBL™ Audio with navigation and Entune App Suite, which includes Entune Premium Audio with JBL® speakers and amplifier.

Toyota's STAR Safety and; Segment-First Available Blind Spot Monitor with Cross Traffic Alert

The 2014 Tundra will be the first in its segment to be equipped with a standard backup camera on all grades, and the only full-size pickup with available Blind Spot Monitor with Rear Cross Traffic Alert (Limited CrewMax, Platinum and 1794 Edition).

All Tundra models feature the standard Toyota Star Safety System™ that includes Vehicle Stability Control (VSC), Traction Control (TRAC), an Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), and Smart Stop (SST) brake override technology.

Smart Stop Technology is designed to automatically reduce engine power when both brake and accelerator pedals are pressed at the same time under certain conditions, helping the driver bring the vehicle to a stop.

Tundra will be equipped with eight standard airbags including front seat-mounted side airbags, and front and rear Roll-sensing Side Curtain Airbags (RSCA) in all models, driver and front outboard passenger airbags with an Advanced Airbag System, and the segments only standard driver and front outboard passenger knee airbags.

Additional safety features include manual headlamp leveling on all grades and standard LED Daytime Running Lights on Platinum and 1794 Edition only.

Thoughtful Option Packages

Simplified option packages help to make it easier for customers to find the right Tundra with the equipment they desire. Tundra SR5 models offer an SR5 Upgrade Package that includes front bucket seats with power driver seat and power lumbar support, floor-mounted urethane shift lever and knob, tilt and telescopic urethane steering wheel, three front cup holders, a front console box, a rear under seat storage tray (Double Cab only), and an alarm system.

A TRD Off-Road Package combines off-road tuned suspension featuring Bilstein gas-charged mono-tube shock absorbers, new 18-inch TRD Off-Road alloy wheels, rear side privacy glass, engine skid plate, front tow hooks on 4x2 models, and TRD unique badging.

A Limited Premium Package, available with all Limited grade Tundras, includes front and rear parking sonar, power windows with driver and front passenger auto up/down; room, foot, and ignition key illuminated entry system; and a glass breakage sensor.

A Tundra Work Truck Package, available on the SR grade, is aimed at commercial truck buyers or customers who need a tough, no-frills truck with exceptional cargo and towing capacity. The package features heavy-duty vinyl-trimmed seating surfaces, and heavy-duty all-weather flooring.

Additional stand-alone options include a power tilt/slide moonroof with sliding sunshade on Platinum and 1794 Edition models, heated power outside tow mirrors with turn signal indicators and manual-extend feature on all models, a deck rail system with four adjustable tie-down cleats on SR and SR5 grades (standard on Limited, Platinum and 1794), a tow hitch on V8 SR Double Cab and SR5 Double Cab and CrewMax equipped with a 4.6-liter V8, 18-inch 5-spoke alloy wheels with P275/65R18 tires on SR5 Double Cab and CrewMax, and 20-inch chrome clad wheels with P275/55R20 tires on the 1794 Edition.

Toyota Warranty

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and corrosion with no mileage limitation. Toyota dealers have complete details on the limited warranty. Tundra will also come standard with Toyota Care, a complimentary plan covering normal factory-scheduled maintenance and 24-

hour roadside assistance for two years or 25,000 miles, whichever comes first.
The redesigned 2014 Tundra will reach Toyota dealers in September.