

# Toyota Announces Pricing for 2014 4Runner Mid-Size SUV and Tacoma Compact Pickup Truck

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TORRANCE, Calif., September 3, 2013 – Toyota Motor Sales (TMS), U.S.A., Inc. today announced 2014 manufacturer's suggested retail prices (MSRP) for the redesigned 4Runner mid-size sport utility vehicle (SUV) and the Tacoma compact pickup truck. Both vehicles will begin arriving at Toyota dealerships this month.

## 4Runner

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 4Runner combines rugged body-on-frame construction with comprehensive suspension technology that yields optimal off-road capability with a smooth ride and comfort more often associated with crossovers. The 2014 4Runner is available in three grades: a well-equipped, value-driven SR5; top-of-the-line Limited, and a Trail grade for those who want maximum off-road capability. Optional third-row seats on SR5 and Limited allow for up to seven-person capacity.

4Runner owners will have the choice of a rear wheel 4×2, part-time 4×4 or a full-time multi-mode 4×4 with a locking center differential. All models are equipped with a powerful 4.0-liter, 270-horsepower V6 teamed to a five-speed ECT-i automatic transmission and one of the few vehicles that continues offer a transfer case.

The refreshed 4Runner features a redesigned front fascia that conveys a more rugged and aggressive appearance. This includes a muscular front grille, and edgier smoked headlamps for a more forceful look. The headlights have also been changed from halogen to projector beam and the redesigned rear combination lamps now feature LED lights. The SR5 and Trail grades feature a color-keyed grille insert and front bumper that is surrounded by fog lamps set in sharply cut inlays that extend from the headlamps down to the bumper.

The Trail grade features new color-keyed bumpers and overfenders, and it continues to be distinguished by an aggressive hood scoop and silver painted front and rear bumper accents. All grades are now standard with a roof rack.

In addition to the distinctive new grille, the premium Limited's front design stands apart with a chrome-plated grille insert and chrome front bumper that extends to the fog-lamp bezels. The side molding, roof rack and rear bumper are also chrome trimmed.

Both the SR5 and Trail grades will ride on 17-inch alloy wheels with a new and unique wheel-design to both, while the Limited continues to ride on 20-inch alloy wheels, which are now painted black prior to machining to add contrast. All grades continue to come standard with a full-size spare.

The 2014 4Runner adds four new exterior colors that include: Super White; Attitude Black Metallic; Barcelona Red Metallic; and Nautical Blue Metallic. Carryover colors include: Blizzard Pearl; Classic Silver Metallic; Magnetic Gray Metallic; and Black.

The 4Runner exterior updates are complemented by touches of refinement on the inside. Both the SR5 and Trail grade add standard Soft Touch door trim, and a leather-wrapped steering wheel and leather shift knob provide a

premium feel and atmosphere.

The SR5 receives a new bright and highly visible Optitron instrument panel that houses speedometer, tachometer, voltage, fuel and coolant temperature gauges, plus a multi-information display that offers multiple functions. An Eco-Driving feedback system allows the driver to monitor fuel consumption in real time. On 4Runner Trail, an overhead console within easy reach organizes the off-road control switches into one location. A compass indicator and outside temperature display add functionality. A manually controlled air conditioning system is standard on SR5 and Trail grades; the Limited features an automatic dual-zone climate-control system.

For second-row passengers, a sculpted front seat-back shape provides additional knee space. The second-row seats, which include a center armrest, individually recline up to 16 degrees in four steps for relaxing passenger comfort. The 40/20/40 second-row seat configuration also has a one-touch walk-in function, making access to the third row easier. Third-row seating is available on SR5 and Limited grades and features a roomy, supportive seating area.

The SR5 and Trail grade come standard with comfortable fabric-trimmed seating available in Sand Beige, Graphite or Black. Available SofTex seats offer a soft, rich feel. New for 2014, the SR5 adds a standard eight-way power driver seat.

The Limited comes standard with a leather-trimmed interior with new ventilated driver and front passenger seats in Sand Beige, Black and a new Redwood color. Front seats are also heated with eight-way power-adjustable driver's seat with memory function and power lumbar support and four-way power-adjustable passenger seat.

New for 2014 on SR5 and Trail grade 4Runner models is Entune™ Audio Plus, which includes Toyota's Entune multimedia system, an AM/FM/MP3 CD player with eight speakers, integrated SiriusXM™ Satellite Radio (includes 90-day trial subscription), USB port with iPod connectivity, and Bluetooth® hands-free phone capability and music streaming.

Standard on the Limited grade is the new Entune Premium JBL Audio system, which incorporates today's most in-demand connectivity features. It includes the Entune multimedia system, a JBL® premium sound system with navigation, SiriusXM Satellite Radio (with a 90-day trial subscription), HD Radio with iTunes® tagging and 15 speakers.

Entune is a collection of popular mobile applications and data services, with three years of complimentary access. Once a smart phone is connected to the vehicle using Bluetooth wireless technology or a USB cable, Entune's features are operated using the vehicle's controls or, for some services, by voice recognition. Entune offers mobile apps for Bing™, iHeartRadio, MovieTickets.com, OpenTable®, Pandora®, Yelp, and Facebook Places. Entune data services include a fuel price guide, sports scores, stocks, traffic and weather.

New SR5 and Trail Premium grades are available with added standard equipment including SofTex seats, Entune Premium Audio with Navigation and App Suite, power tilt/slide moonroof, power passenger seats, electrochromatic mirror, Homelink® Garage Door Opener, and 120V AC in the cargo area.

With the addition of an array of additional standard equipment, including formerly optional equipment that is now standard, 4Runner maintains its excellent value.

The MSRP for the 4Runner Trail 4×4 is \$35,725, reflecting a price decrease of \$1,430, or 4.0 percent. The new Trail Premium grade is priced at \$38,645.

The MSRP for the 2014 4Runner SR5 will be \$32,820 for the 4×2 model and \$34,695 for the 4×4, an increase of \$1,330, or 4.0 percent. The new SR5 Premium grade will be priced at \$35,740 for the 4×2 and \$37,615 for the

4×4.

The 4Runner Limited will carry an MSRP of \$41,365 for the 4×2 and \$43,400 for the 4×4, an increase of \$2,370, or 6.0 percent.

### **Tacoma**

The Toyota Tacoma, the best-selling compact pickup truck in the U.S. market, offers a sporty new SR appearance package for 2014, along with four levels of Entune® Audio. In conjunction with the Entune upgrade, the backup camera display has been moved from the rear-view mirror to the Entune head unit display. The Tacoma X-Runner sport truck is discontinued for 2014.

The new SR Package, available for the Tacoma PreRunner and 4×4 Access Cab base grade models, lends a sporty look with a color-keyed exterior appearance upgrade, including overfenders, door handles, bumpers, grille surround and mirrors, plus smoked headlight lenses. Models with the V6 engine also get fog lights with the SR package.

Tacoma offers two new exterior colors for 2014, Silver Sky Metallic and Blue Ribbon Metallic. Tacoma maintains its excellent value as it adds the updated Entune Audio system with minimal price changes.

The MSRP for the 2014 Tacoma will range from \$17,875 for the Regular Cab 4×2 with a four-cylinder engine and five-speed manual transmission to \$28,285 for the Double Cab 4×4 V6 Long Bed with a five-speed automatic. The new pricing reflects an average increase of \$100, or 0.4 percent.

Toyota 4Runner and Tacoma MSRPs do not include a delivery, processing and handling (DPH) fee of \$860. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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### **2014 4Runner Pricing**

Model #	Grade	Engine	Transmission	Body Style	MSRP 2013	MSRP 2014
8642	SR5	V6	5AT	SUV 4X2	\$31,490	\$32,820
8664	SR5	V6	5AT	SUV 4X4	\$33,365	\$34,695
8646	SR5 Premium	V6	5AT	SUV 4X2		\$35,740
8648	Limited	V6	5AT	SUV 4X2	\$38,995	\$41,365
8666	SR5 Premium	V6	5AT	SUV 4X4		\$37,615
8670	Trail	V6	5AT	SUV 4X4	\$37,155	\$35,725
8672	Trail Premium	V6	5AT	SUV 4X4		\$38,645
8668	Limited	V6	5AT	SUV 4X4	\$41,030	\$43,400

### **2014 Tacoma Pricing**

Model #	Grade	MSRP 2013	MSRP 2014	MSRP Chg (\$)	MSRP Chg (%)
7103	TACOMA REGULAR CAB 4X2	\$17,625	\$17,875	\$250	1.4%
7104	TACOMA REGULAR CAB 4X2	\$18,525	\$18,775	\$250	1.3%
7113	TACOMA 4X2 ACCESS CAB	\$20,415	\$20,515	\$100	0.5%
7114	TACOMA 4X2 ACCESS CAB	\$21,315	\$21,415	\$100	0.5%

7162	TACOMA PRERUNNER ACCESS CAB	\$22,075	\$22,125	\$50	0.2%
7164	TACOMA PRERUNNER ACCESS CAB V6	\$23,510	\$23,560	\$50	0.2%
7182	TACOMA DOUBLE CAB 4X2	\$22,525	\$22,625	\$100	0.4%
7186	TACOMA PRERUNNER DOUBLE CAB 4X2	\$23,175	\$23,225	\$50	0.2%
7188	TACOMA PRERUNNER DOUBLE CAB 4X2 V6	\$24,610	\$24,660	\$50	0.2%
7190	TACOMA PRERUNNER DBL CAB 4X2 V6 L/B	\$25,110	\$25,160	\$50	0.2%
7503	TACOMA REGULAR CAB 4X4	\$21,475	\$21,725	\$250	1.2%
7504	TACOMA REGULAR CAB 4X4	\$22,605	\$22,855	\$250	1.1%
7513	TACOMA 4X4 ACCESS CAB	\$24,250	\$24,350	\$100	0.4%
7514	TACOMA 4X4 ACCESS CAB	\$25,150	\$25,250	\$100	0.4%
7553	TACOMA 4X4 ACCESS CAB V6	\$25,805	\$25,905	\$100	0.4%
7554	TACOMA 4X4 ACCESS CAB V6	\$26,685	\$26,785	\$100	0.4%
7593	TACOMA DOUBLE CAB 4X4 V6	\$26,805	\$26,905	\$100	0.4%
7594	TACOMA DOUBLE CAB 4X4 V6	\$27,685	\$27,785	\$100	0.4%
7596	TACOMA DBL CAB 4X4 V6 L/B	\$28,185	\$28,285	\$100	0.4%

*All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee.*