

# 2013 Chicago Auto Show Toyota Tundra Reveal - Bill Fay

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***MY14 Tundra Reveal***  
***2013 Chicago Auto Show***  
***Grand Ballroom – McCormick Place***  
***Thurs., Feb. 7, 2013 @ 9 a.m. EST***  
***Bill Fay – Toyota Division Group VP & GM, TMS, U.S.A***

Good morning everyone and thanks for helping us kick off the 2013 Chicago Auto Show.

Chicago is Toyota's "Truck Show"...as we have a long history of major reveals here, many in this ballroom, such as the first-generation Tundra Crew Cab along with our NASCAR Tundra race truck, which will be going for its 100<sup>th</sup> victory at Daytona next week.

So, it's only natural that this is where we'd debut the new 2014 Tundra — the third new Toyota introduced in the last 10 months.

The gentleman behind the podium at the 2003 Chicago Auto Show is Dave Illingworth, who was a Senior Executive at the company and headed the Motor Sports among many other things. Dave is now our Toyota Dealer in Warsaw, Indiana and is here with us today. So join me in welcoming Dave back to the Show.

Toyota understands that American truck buyers have different needs, so we offer a choice of a compact or full-size truck even while most of our competitors have abandoned the compact market.

Tundra and Tacoma sold nearly a quarter million trucks in 2012 — claiming 18 percent of the combined retail compact and half-ton pick-up truck market, which is about the same as our retail passenger-car share. And all of them are built in North America.

In addition, no full-size truck has more North American parts content than Tundra.

We're optimistic about the future of the full-size pick-up truck market. The recession hit the segment hard probably harder than any other and there were only 1.1 million sold in 2009.

But in 2012 with the economy growing in many areas, the segment exceeded 1.6 million units and we see it hitting 1.8 million by 2015.

The full-size truck segment has typically been one of the most loyal in the industry with owners continually replacing their old trucks with new ones and in today's market some are taking the opportunity to change brands.

We've also seen more segment switching as people move from SUVs and cars to the unique capabilities increasing comfort of full-size pickups. With increased personal use, the mix of half-ton Crew Cabs has grown from 48 percent to almost 60 percent over the last five years.

There is also a growing trend towards more premium grades with additional features and distinctive styling.

So we listened to what the market and customers were telling us when we redesigned the Tundra.

In addition to maintaining the capability, reliability and safety that truck buyer's demand, the 2014 Tundra also

features

- unique exterior designs with a distinct look for each grade
- An all-new spacious interior with each grade having its own identity
- And new technological innovations that customers appreciate everyday

Ladies and gentlemen — the redesigned 2014 Tundra.

*(TUNDRA REVEAL)*

Designed, engineered and built in the U.S., the new Tundra has a powerful front image and chiseled overall appearance.

Kevin Hunter and his Caltz Design team in California and Michigan gave it an aggressive look to match its capability.

The new exterior design features a muscular front view that signifies its “pulling power” through a wider, taller grille ... with forceful headlamps that interlock with the rest of the front fascia.

The hood was raised by 1.6 inches contributing to the bolder appearance.

The new bed design helps carry the sculpted character lines all the way down the side leading to a new gate ...with an integrated spoiler and “TUNDRA” embossed directly into the sheet metal creating a rugged high-tech look.

A new unique bumper goes from one to three pieces allowing for grade differentiation and lower customer replacement costs.

Chief Engineer Mike Sweers grew up in a Michigan farming community and has a small, active farm. day. It's a place where full-size pickups are a way of life. I guess you could say pickups are in his blood.

On top of that, he was previously a vice president of interiors at TTC Ann Arbor, which made him the natural choice to lead development of the new Tundra.

He and his team really sweated the small stuff when it came to crafting an all-new best-in-segment. interior.

They made the cab more driver-centric moving the center stack 2.6 inches closer for easier access. And a new gauge, cluster with distinctive styling, is easier to view.

And Mike knows a thing or two about towing, so he added a trailer-brake controller to the towing package and moved the 4 and 7 pin trailer connectors from below the rear bumper up next to the license plate. This makes them not only easier to use but also reduces the potential for damage.

To satisfy the growing number of premium, full-size truck buyers, the redesigned Tundra will offer five distinct grades each with a “unique flavor” that is immediately recognizable — including a different front grille for each rather than just an equipment build up from grade to grade.

The SR grade is our entry-level Tundra designed primarily for the work-use buyer who will value its excellent utility on the job.

Although work-focused, the SR includes convenience features like Display Audio with integrated Backup Camera and Bluetooth as standard features.

The SR5 will continue to be our volume model with a great mix of style and capability.

It's differentiated from the SR with

- chrome grille surround,
- fog lights,
- satellite radio,
- and optional 18-inch alloy wheels.

The Limited, like the model behind me, will have a character that is active and premium with

- a unique grille insert,
- chrome accents,
- and 20-inch alloy wheels.

Inside heated leather bucket seats with power driver controls, wood grain trim and Display Audio with navigation and Entune add to the Limited's well-appointed character.

This particular Limited also features the TRD Off-Road Package with

- unique 18-inch wheels,
- dedicated off-road tires,
- and performance springs and shocks.

With the half-ton truck segment growing significantly at the top end, we'll offer two premium grades to satisfy varied tastes and desires.

The Platinum grade will have an urban contemporary edge appealing to a new generation of truck buyers with perforated black premium leather seats and double stitching on the seats, doors and instrument panel inserts – along with chrome trim and brushed metallic accents.

We have an amazing black Platinum Edition upstairs in the Toyota display for you to see up close today.

The 1794 Edition over here on your right is a true heartland pick-up...

***(REVEAL 1794 EDITION)***

with its heritage inspired by the ranch founded in 1794 where the Tundra plant is now located

in San Antonio.

It reflects a western lifestyle with saddle-brown premium leather seating and ultrasuede accents with bold contrast stitching and an exclusive logo. Both premium models include LED daytime running lights.

Tundra also features a number of segment firsts including a new Blind Spot Monitor with Rear Cross Traffic Alert on premium models.

It will continue to have the largest front brakes in the class and the segment's only standard knee airbags ...

In addition to a class-leading eight standard airbags, Tundra — like all Toyotas — will feature our exclusive STAR Safety System with Vehicle Stability Control and Smart Stop Technology among others.

Toyota's DNA of QDR has made Tundra the leader in full-size pickup quality. The industry has honored Tundra with numerous awards over the past 12 years including JD Power's recognition as the most dependable full-size pickup seven years in a row.

We will continue to offer three engine options where our customers have consistently given us positive feedback on the efficiency, power and durability of Tundra's powertrains — which remain the most capable in the half-ton segment towing all sorts of boats and trailers as well as some other interesting craft.

With Tundra, “what you see is what you get.” Tundra meets customers' expectations from towing to “real world” fuel economy.

According to a leading consumer publication, our 5.7-liter V8 gets the same combined fuel economy in daily driving as some competitors' smaller-displacement V8 and Turbo V6 engines.

Tundra's 5.7-liter V8 carries more than 2,000 pounds and tows over 10,000 pounds. Tundra has been compliant with SAE's new towing standard since 2011 and it's still the only full-size truck in the industry to date that has adopted this new standard.

Tundra continues to deliver on what full-size truck customers need and now gives them more of what they want as well.

From its inception back in 1999, the Tundra was designed and built for American truck buyers and all Tundra's are built at our San Antonio plant.

The redesigned Tundra is a continuation of Toyota's initiative to locally develop more engaging vehicles specifically for the North America market, which began with the all-new Avalon.

Two men whose teams helped make the new Tundra happen are here today.

Please welcome from TTC Ann Arbor Tundra Chief Engineer Mike Sweers.

And from Caltly Design Research in Newport Beach, California, and Ann Arbor Caltly President Kevin Hunter.

These guys are the heart and soul of the new Tundra and I can't thank them enough for this fantastic new truck.

While we won't have pricing until closer to the September launch, I think Tundra will offer the best overall

package in the half-ton segment.

Tundra's dynamic new styling with its long-standing capability, five distinctive grades, unique premium interior features, and Toyota safety reiterates our commitment to our customers and the North American market.

And it's another example of Toyota inviting people to "Let's Go Places"... together.

Thank you for spending the morning with us.

I invite you to take a look at these amazing new trucks, but let the photographers come up first to get some additional images of the Limited and 1794 Edition... and don't forget to go by the Toyota display area to see the outstanding Platinum Edition.

And if you swing by the Scion display, I might see you there. I'm looking forward to checking out the new, modified FR-S, which will be the new race car for the Pro/Celebrity Race at the Toyota Grand Prix in Long Beach this April.

Thanks again and enjoy the rest of the show.

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