

Toyota Announces Pricing for 2012 Tacoma Pickup Truck

September 07, 2011

TORRANCE, Calif., September 7, 2011 – Toyota Motor Sales (TMS), U.S.A., Inc. today announced manufacturer's suggested retail prices (MSRP) for the 2012 Tacoma pickup truck. The best-selling compact pickup in the market offers a refreshed exterior look and a redesigned, upgraded interior in all models for 2012. Changes focus on added comfort, usability and audio/infotainment performance.

The 2012 Tacoma continues to be available in three cab types in 4×2 and 4×4 configurations: Regular Cab, Access Cab, and the four-door Double Cab.

For 2012, Tacoma receives a fresh face with a redesigned hood, grille, headlamps, upper and lower front bumper, fog lamps, headlamps and antenna. Inside, customers will find a new center instrument panel design with a revised gauge cluster, as well as a new steering wheel. A redesigned center stack adds new air conditioner/heater controls and power point locations. Tacoma will also offer two new exterior colors, Spruce Mica and Nautical Blue Metallic.

The 2012 Tacoma interior also gets a new look with high-contrast black center console, switch plate covers, dash and upper door trim, while the SR5 grade features a new seat fabric design. Well aware that Tacoma owners use their trucks for hard work and hard play, new heavy-duty all-weather flooring is now available for Access and Double Cab models, while the more specialized TRD Sport and Off-Road models have new water-resistant fabric protection seats. All models now feature two front-deck "D" rings for added versatility.

Tacoma will be one of the first Toyota vehicles to offer the Entune™ multi-media system. The Toyota Entune system 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 includes Bing™ and Pandora®; real-time info including traffic, weather, fuel prices, sports and stocks. Apps available in spring 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable®. See toyota.com/entune for details.

The 2012 Tacoma line offers two engines: a 2.7-liter Dual Overhead Cam (DOHC) four-cylinder that produces 159 horsepower and 180 lb-ft. of torque and a 4.0-liter DOHC V6 that provides 236 horsepower with 266 lb-ft. of torque. In both engines, variable valve timing with intelligence (VVT-i) provides strong low-end and mid-range torque.

An Electronic Throttle Control System with intelligence helps optimize performance and fuel economy. The V6 can be teamed with either a six-speed manual or a five-speed automatic transmission. Four-cylinder models offer a choice between a five-speed manual and a four-speed automatic transmission. When equipped with a V6 Tow Package, Access Cab and Double Cab models boast a maximum tow capacity of up to 6,500 pounds.

Standard on all Tacoma models is the Toyota Star Safety System™, which includes the anti-lock braking system (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Vehicle Stability Control (VSC), Traction Control (TRAC) and Smart Stop Technology.

The base MSRP for the 2012 Tacoma will range from \$16,875 for the Regular Cab 4×2 equipped with a 2.7-liter four-cylinder engine and five-speed manual transmission, to \$27,835 for the Tacoma Double Cab 4×4 long bed with a 4.0-liter V6 and five-speed automatic, reflecting price increases ranging from \$10 to \$645.

The MSRP for the 2012 Tacoma does not include the delivery, processing and handling (DPH) fee of \$810. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

All 2012 Tacomas will be assembled at Toyota Motor Manufacturing, Baja California (TMMBC) in Baja California, Mexico and Toyota Motor Manufacturing, Texas (TMMTX) in San Antonio, Texas.

The 2012 Tacoma will begin arriving at Toyota dealerships in September, 2011.

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| Vehicle/Model Number | Grade | Doors | Body Style | Trans | 2011 MSRP | 2012 MSRP | MSRP Change (\$) | MSRP Change (%) |
|----------------------|-----------------|-------|------------|-------|-----------|-----------|------------------|-----------------|
| TACOMA 4×2 | | | | | | | | |
| 7103 | Base L4 | 2 | Reg Cab | 5MT | \$16,365 | \$16,875 | \$510 | 3.1% |
| 7104 | Base L4 | 2 | Reg Cab | 4AT | \$17,265 | \$17,775 | \$510 | 3.0% |
| 7113 | BaseL4 | 4 | Access Cab | 5MT | \$19,655 | \$19,665 | \$10 | 0.1% |
| 7114 | BaseL4 | 4 | Access Cab | 4AT | \$20,555 | \$20,565 | \$10 | 0.0% |
| 7162 | PreRunner L4 | 4 | Access Cab | 4AT | \$21,315 | \$21,325 | \$10 | 0.0% |
| 7164 | PreRunner V6 | 4 | Access Cab | 5AT | \$22,760 | \$22,760 | \$10 | 0.0% |
| 7153 | X-Runner V6 | 4 | Access Cab | 6MT | \$25,735 | \$26,380 | \$645 | 2.5% |
| 7182 | Base L4 | 4 | Double Cab | 4AT | \$21,865 | \$22,175 | \$310 | 1.4% |
| 7186 | PreRunner L4 | 4 | Double Cab | 4AT | \$22,515 | \$22,825 | \$310 | 1.4% |
| 7188 | PreRunner V6 | 4 | Double Cab | 5AT | \$23,950 | \$24,260 | \$310 | 1.3% |
| 7190 | PreRunner LB V6 | 4 | Double Cab | 5AT | \$24,450 | \$24,760 | \$310 | 1.3% |
| TACOMA 4×4 | | | | | | | | |
| 7503 | Base L4 | 2 | Reg Cab | 5MT | \$20,220 | \$20,725 | \$505 | 2.5% |
| 7504 | Base L4 | 2 | Reg Cab | 4AT | \$21,350 | \$21,855 | \$505 | 2.4% |
| 7513 | Base L4 | 4 | Access Cab | 5MT | \$23,490 | \$23,500 | \$10 | 0.0% |
| 7514 | Base L4 | 4 | Access Cab | 4AT | \$24,390 | \$24,400 | \$10 | 0.0% |
| 7553 | Base V6 | 4 | Access Cab | 6MT | \$25,045 | \$25,055 | \$10 | 0.0% |
| 7554 | Base V6 | 4 | Access Cab | 5AT | \$25,925 | \$25,935 | \$10 | 0.0% |
| 7593 | Base V6 | 4 | Double Cab | 6MT | \$26,145 | \$26,455 | \$310 | 1.2% |
| 7594 | Base V6 | 4 | Double Cab | 5AT | \$27,025 | \$27,335 | \$310 | 1.1% |
| 7596 | Base LB V6 | 4 | Double Cab | 5AT | \$27,525 | \$27,835 | \$310 | 1.1% |

All prices listed above do not include the Delivery, Processing, and Handling Fee (DPH).