Toyota Tundra Doubles Down on “Work Hard, Play Hard” Philosophy for 2020

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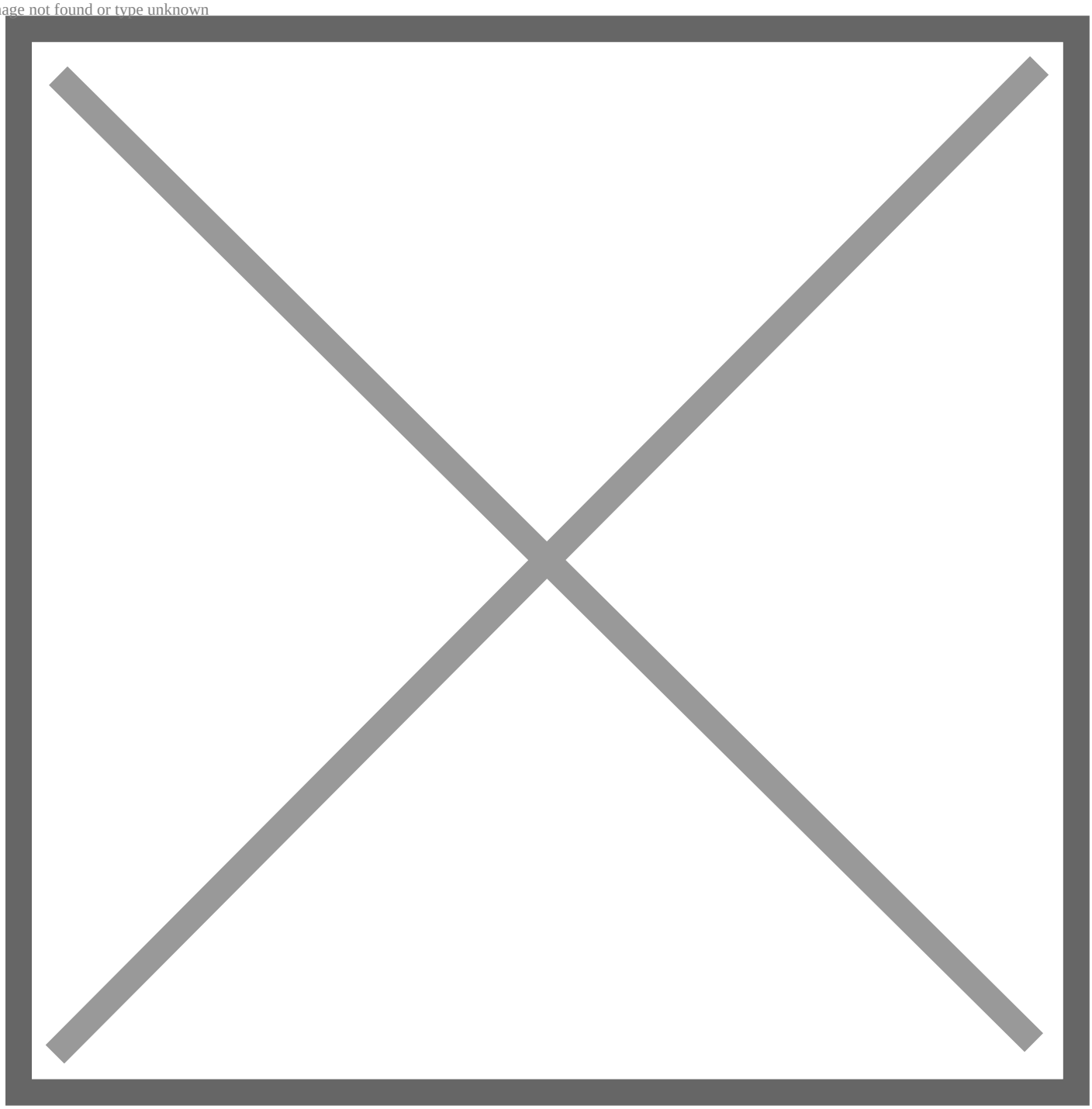

PLANO, TX – We all know the familiar mantra, “Work hard, play hard.” The Toyota Tundra, built in the heart of truck country in San Antonio, Texas, has mastered it. For the 2020 Tundra lineup, there’s added emphasis on “play” with an additional TRD Pro model, enhanced multimedia and expanded comfort and convenience features. Don’t worry, the 2020 Tundra works as hard as this rugged full-size pickup ever has.

Powered for 2020 exclusively by the 5.7L i-FORCE V8 engine that offers up to 10,200 pounds of towing capacity and a maximum payload of 1,730 pounds, Tundra is ready to tackle the jobsite, a weekend cruise to the lake, or a multi-state family road trip. Available in Double Cab and CrewMax four-door cab styles, Tundra is offered in a plethora of configurations to fit just about any need.

Critically, Toyota Safety Sense-Pedestrian (TSS-P) active safety system is standard on all models and grades and includes Pre-Collision System with Pedestrian Detection function, Lane Departure Alert, Dynamic Radar Cruise Control, and Automatic High Beams. Blind Spot Monitor and Rear Cross Traffic Alert are designed to help detect vehicles in the vehicle’s blind spot (available on SR5 and Limited; standard on Platinum and 1794 Edition). Rear Cross Traffic Alert warns drivers of cross traffic via indicator lights in the side-view mirrors, along with an audible warning buzzer while backing up.

And Now for the Fun

That’s the business end of things for 2020. For play, the TRD Pro model is now also available in the Double Cab style. Toyota value shows through with all Tundra models receiving upgraded infotainment systems for 2020, with either a 7-in. touchscreen display (SR grade) or 8-in. touchscreen display (all others). Navigation now comes standard on Limited and TRD Pro Double Cab models and is available for the SR5.

The popular SR5 adds yet another upgrade package for 2020, combining leather seating surfaces (similar to the Limited) with front bucket seats with a power-adjustable driver’s seat. The SX upgrade package that debuted on the 2019 SR5 grade proved popular and returns for 2020, now also available on the CrewMax versions.

Tundra adds the convenience of Smart Key with push button start to numerous models for 2020, including SR5 with TRD Off-Road or TRD Sport packages; Limited; Platinum; 1794 Edition, and TRD Pro.

The Eminently Customizable SR5

The Tundra SR5 owes much of its popularity to the many opportunities for personalization. The newest addition to the palette was the SX package introduced for the 2019 Double Cab. Now also available for the CrewMax, the SX is an upgrade package featuring front bucket seats, color-keyed front grille surrounds, front bumper end caps and rear bumper, 18-inch black alloy wheels and the deletion of all exterior badging. The SX package is offered in Super White, Midnight Black Metallic, and Barcelona Red Metallic.

Two distinct TRD packages combine chassis upgrades with unique style. The TRD Sport package is designed for more engaging on-road performance. The TRD look comes from a body-color surround for the grille, color-keyed mirrors, bumpers and hood scoop, and the truck rides on 20-inch silver-painted aluminum alloy wheels. Upgraded LED headlights, LED daytime running lights and LED fog lights complete the exterior.

Underneath, the TRD Sport package ups its handling game with TRD anti-sway bars and sport-tuned TRD Bilstein shocks. A TRD shift knob and floormats finish the look inside, and a TRD bedside graphic makes sure no one misses this custom-looking truck. The TRD Sport is available in Super White, Magnetic Gray, Midnight Blue Metallic, Voodoo Blue and Barcelona Red Metallic.

The TRD Off-Road package adds upgrades focused on off-highway driving. Trail-tuned monotube Bilstein shock absorbers are employed to soak up bumps, and 18-inch split five-spoke alloy wheels wear P275/65R18 tires. LED headlights and LED fog lights are added, and 4×2 models are equipped with engine and fuel tank skid

plates and tow hooks (already standard equipment on 4x4s). TRD Off-Road floor mats and a TRD Off-Road bedside decal complete the look.

TRD Pro: In A Class By Itself
TRD stands for Toyota Racing Development, and this performance division made its off-road mark with Baja-winning Toyota pickups for three decades. The motorsports prowess comes through in the Tundra TRD Pro, which is now also available in the Double Cab model for 2020. Featuring Fox Internal Bypass shocks at all four wheels, Rigid Industries fog lights, and forged aluminum BBS wheels, the TRD Pro backs up its muscular looks with ultimate off-road capability in the Tundra line.

The Fox 2.5-inch front shocks and TRD-tuned springs provide an additional 2 inches of front lift, along with an additional 1.5 inches of front wheel travel. Out back, 2.5-inch Fox internal bypass shocks feature piggyback reservoirs to ensure consistent damping performance in the toughest terrain. Compared to other Tundra models, the TRD Pro suspension increases rear-wheel travel by more than 2 inches.

A grille featuring prominent TOYOTA lettering, a hood scoop, plus 18-inch BBS forged-aluminum, five-spoke satin black wheels give TRD Pro the brawniest look in the Tundra fleet. Function meets form in the wheels, which when introduced for 2019, reduced un-sprung mass by a significant 3.35 lbs. per wheel. Such details make a big difference in on- and off-road handling and ride quality. The wheels are fitted as standard with Michelin P275/65R18 all-terrain tires.

Outside, black badging is featured throughout, and “TRD Pro” is stamped on the bed’s rear quarter panels. Inside, TRD Pro logos garnish the driver and front passenger leather-trimmed seats, and red stitching adorns the dash, seats and armrests. A truck that can get out into nature ought to let you see more of it, which is why the TRD Pro features a standard power moonroof.

TRD Pro floor mats, shift knob and a center-console emblem help complete the distinctive style. A dual TRD Pro exhaust system with black chrome tailpipe tips gives this truck a mean growl on the trail and highway. Beneath the front end, a TRD Pro 1/4-inch skid plate wears signature red Toyota lettering. TRD Pro also received Smart Key with Push Button Start for 2020. The Tundra TRD Pro is available in Super White, Midnight Black Metallic, Magnetic Gray Metallic and the TRD Pro-exclusive Army Green for 2020.

Four-Doors, Two Ways
Within the Double Cab and CrewMax configurations, Tundra is offered in six model grades: the SR; volume-leading SR5; well-equipped Limited; the off-road flagship TRD Pro; and two premium grades, the luxurious Platinum and the unique, and equally luxurious, 1794 Edition.

Double Cab models, offered with either a 6.5-foot standard-bed or 8.1-foot long-bed configuration, use forward-hinged rear doors, and offer 34.7 inches of rear seat legroom. CrewMax’s longer cab, larger rear doors and shorter 5.5-foot bed enable a limousine-like 42.3 inches of rear seat legroom.

Limited trim Double Cab models come standard with a power sliding horizontal rear window, while all CrewMax models have a power vertical sliding rear window. The SR and SR5 are available with bench or bucket seats for the front row, while the TRD Pro, Limited, Platinum and 1794 Edition offer the upgraded bucket seats. Rear seat cushions in both cab styles can be folded up for additional cargo carrying.

All Tundra beds are 22.2 inches deep and, when properly equipped, offer a payload capacity of up to 1,730 pounds. The lockable easy-lower-and-lift tailgate lowers slowly with no slam and can easily be removed. Carrying larger items is easy with the available deck rail system and spray-on bed liner.

381-Horsepower V8 for All Tundras
Tundra's all-V8 lineup is built around the i-FORCE 5.7L engine that produces 381 horsepower at 5,600 rpm and 401 lb.-ft. of peak torque at 3,600 rpm. This high-tech powerhouse uses an aluminum cylinder block, double overhead-cam heads with four valves per cylinder, Dual Independent Variable Valve Timing with intelligence (VVT-i), and an Acoustic Control Induction System for a broad torque curve. All Tundra models are equipped with a 6-speed electronically controlled automatic transmission.

Texas Tough
The foundation of Tundra's strength and 10,200-lb. maximum towing capacity (SAE J2807 towing standard compliant) is its TripleTech frame. "Triple" refers to the wide, fully boxed rails for the front portion, a reinforced C-channel under the cab and an open C-channel beneath the bed for strength, ride quality, and durability.

The double A-arm front suspension uses coil-over spring-shock units, and a front-mounted steering rack enhances steering feel and response while decreasing the overall turning diameter. In the rear suspension, staggered shocks mounted outboard of the trapezoidal-mounted leaf springs help improve dampening efficiency to better control the rear axle. Spring rates are tuned to help provide a flat vehicle stance when fully loaded.

Tundra SR and SR5 grades ride on 18-inch styled steel wheels, the TRD Pro features exclusive 18-inch forged aluminum BBS wheels, and the Limited, Platinum and 1794 Edition feature 20-inch alloy wheels.

Traction at Your Command
On Tundra 2WD models, the Vehicle Stability Control (VSC) system integrates traction control (TRAC) that enhances grip on or off-road. The system also incorporates Automatic Limited-Slip Differential (Auto-LSD), which helps provide better performance in deep sand or mud and on mixed-friction surfaces because it doesn't restrict engine power. Compared to a conventional mechanical limited slip differential, the Auto-LSD system is often more responsive with better wear characteristics, since it utilizes the vehicle's brakes to limit wheel spin.

Tundra 4×4 models use the on-demand, electronically controlled 4WDemand part-time 4WD 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 located on the dash. With 4WDemand, Active Traction Control (A-TRAC) operates like Auto-LSD, allowing full, unrestricted engine output, transferring power to the wheel with the most traction on both the front and rear axles.

The driver can adjust traction capability as needed using the mode selector. In normal mode, VSC and TRAC 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 by allowing full, unrestricted engine output and transferring power to the wheel with the most traction. The VSC Off mode turns off all three systems.

5+ Tons of Towing Capacity
With its standard Tow Hitch Receiver and Tow Package, the Tundra offers a maximum certified tow capacity of up to 10,200 pounds (SAE J2807). A one-piece towing receiver is integrated into the frame using 12 high-strength bolts. Integrated engine and transmission oil coolers, in conjunction with an added heavy-duty battery and alternator, help the powertrain handle the strenuous demands of towing under a full load.

The Tow Package's selectable TOW/HAUL mode adjusts throttle sensitivity and transmission shift control, favoring and holding lower gears when accelerating or decelerating to help enhance control and safety. A function of Vehicle Stability Control, Trailer Sway Control facilitates safe towing by counteracting handling forces that can cause trailer sway. The Tundra also comes with an integrated Trailer Brake Controller, and the driver can view its status on the multi-information display screen.

All Tundra models come standard with a backup camera (viewed from the Toyota Audio display screen). Heated and power outside tow mirrors with turn signal indicators and manual-extend feature are available.

Soft but Tough Inside
Tundra's smooth ride and quietness might remind one of a luxury sedan, and so might the interior finishes. Soft-touch surfaces, high-granulated paint on the center cluster, and unique seat stitching enhance interior quality and durability. Standard High Solar Energy-Absorbing (HSEA) glass helps to filter out solar heat and UV light energy that could potentially damage cabin materials.

Gauges are grouped in a clear, easy-to-see design, and there's a center-mounted multi-information display screen. The dash's large knobs can be operated while wearing gloves, and the console offers multiple storage areas for personal items and electronics. Likewise, all have a standard windshield wiper deicer, front and rear mudguards, power windows and door locks, and heated and power outside mirrors.

The Limited grade adds leather-trimmed seating surfaces in Black, Sand Beige, or Graphite, with matching soft-touch door and console surfaces and wood-style interior trim. Amenities include dual-zone climate control, a 10-way power driver seat and 4-way power passenger seat, and available power tilt/slide moonroof with sliding sunshade (CrewMax only). The exterior wears chrome door handles and side mirrors and 20-inch alloy wheels, and the bed is equipped with a versatile deck rail system.

1794 Edition: Connecting with Texas Roots
For luxury beyond the Limited grade, Toyota offers two premium-grade Tundra models, the Platinum and 1794 Edition. The latter commemorates the year that a sprawling ranch was founded on the site of Toyota's Tundra plant in San Antonio. The 1794 Edition reflects a western lifestyle theme with its exclusive saddle brown premium leather-trimmed seating featuring embossed leather and Ultrasuede accents. Matching soft-touch materials also accent the shift console, the front and rear door trim, and the instrument panel.
Standard luxuries for both of these premium grades include a 12-way power driver's seat with memory and a 4-way power passenger's seat, both with heat and ventilation; a 12-speaker touch-screen Premium JBL Audio system with Navigation and App Suite; power moonroof; Blind Spot Monitor with Rear Cross Traffic Alert and front and rear parking sonar; auto-dimming rearview mirror with compass; and a HomeLink universal transceiver.

Advanced Toyota Multimedia
The Tundra's quiet cabin is an ideal setting for enjoying the sound quality of the standard and available audio systems, all of which gain Apple CarPlay, Android Audio and Amazon Alexa compatibility for 2020. The SR grade comes with standard with Audio, which includes a six-speaker system that features a new 7-inch touchscreen display; USB media port; advanced voice recognition, hands-free phone capability and music streaming via Bluetooth wireless technology; SiriusXM with 3-month All-Access trial; Safety Connect with 1-year trial; and Wi-Fi Connect with up to 2 GB within 3-month trial.

The SR5 gets Audio Plus, which features a 9-speaker sound system, a new 8-inch touchscreen display, and the addition of HD Radio, along with all of the features found on the SR's Audio system. SR5 TRD Sport and TRD Off-Road feature Audio Plus as well, but these vehicles also get access to Remote Connect that is accessible with smartphone or wearable Alexa devices, and Toyota Service Connect for 10 years. SR5 models can also upgrade to available Dynamic Navigation that includes Destination Assist.

Platinum, 1794 Edition and TRD Pro CrewMax models come standard with Premium Audio with Dynamic Navigation and JBL, which includes 12 speakers including subwoofer and amplifier. It also includes Safety Connect with a one-year trial. This package is optional for the Limited CrewMax.

Star Safety System
The standard Toyota Star Safety System for Tundra includes Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), and Smart Stop Technology (SST) brake override technology.

Tundra features eight standard airbags that include driver and front passenger seat-mounted side airbags, front and rear roll-sensing side curtain airbags, driver and front outboard passenger airbags with an Advanced Airbag System, and driver and front outboard passenger knee airbags.

American Roots
The current-generation Toyota Tundra was primarily designed by Toyota's Calty Design Research centers in Newport Beach, Calif. and Ann Arbor, Mich., with some engineering by Toyota Technical Center in Ann Arbor, Mich., and is assembled exclusively at Toyota Motor Manufacturing Texas in San Antonio, Tex. Its V8 engine is assembled at Toyota Motor Manufacturing Alabama, Inc., and the transmission is manufactured in North Carolina.

Limited Warranty and ToyotaCare
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 also comes standard with ToyotaCare, a plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.