

Sequoia Marches Ahead with Pricing and All-New Special Edition for 2021 Model Year

August 12, 2020



PLANO, Texas (August 12, 2020) – Named for California’s massive, majestic redwood trees, the Toyota Sequoia has always been about family adventure. With its robust body-on-frame construction, four-wheel independent suspension, generous ground clearance and 381-horsepower 5.7-liter i-FORCE V8 engine, the Sequoia is one of the most capable full-size SUVs on the market. With seating for up to eight (seven in TRD Sport, TRD Pro and Platinum and new Nightshade Special edition), the Toyota Sequoia makes a solid candidate for the ultimate family vehicle. It’s all there: roominess, luxury, off-road dexterity, high towing capacity, packaged in rugged yet elegant Toyota SUV design. Moving into 2021, the Sequoia will showcase a new ‘out of this world’ color on the TRD Pro model and takes on the night with the new Nightshade Special Edition.

TRD Pro Receives Cosmic New Color

With a striking new debut, the Sequoia TRD Pro model will carry on the new color tradition with the introduction of Lunar Rock for 2021. Replacing Army Green in the TRD Pro color pallet, Lunar Rock will turn heads as customers enjoy all the on and off-road features offered in the lineup. Other available colors on the TRD Pro include: Super White, Magnetic Gray Metallic and Midnight Black Metallic.

2021 Sequoia Nightshade Edition: Don't Be Afraid of the Dark

With the close of summer comes shorter days and earlier sunsets – the perfect time for the Sequoia Nightshade Edition to make its arrival. While most Toyota Nightshade models are based on SE grade versions, the 2021 Nightshade Sequoia is built on the more luxurious Limited grade model with black leather-trim seating and slightly sinister looking black exterior trim.

Sequoia Nightshade uniquely features darkened chrome 'Sequoia' badging, body moldings, and lower grille and fog light surrounds. The Sequoia Nightshade Edition will also offer the choice of 2WD or 4WD and will look particularly wicked in Midnight Black Metallic or Magnetic Gray Metallic. For more customization, the Special Edition will also be available in Blizzard Pearl.

Sequoia: Also Big on Safety Features

Sequoia is an SUV large enough to fit the whole family (and then some), and it's also big on safety. Toyota Safety Sense P (TSS-P) comes standard on every grade of Sequoia, and this active safety system includes Pre-Collision System with Pedestrian Detection (PCS w/PD), Lane Departure Alert (LDA) with Sway Warning System (SWS), Automatic High Beams (AHB) and Dynamic Radar Cruise Control (DRCC). It also includes Blind Spot Monitor (BSM) and Rear Cross Traffic Alert (RCTA). The standard rearview camera on Sequoia helps when parking or positioning a trailer. The backup camera is displayed on the 7-in. high-resolution touchscreen display. The 2021 Sequoia is also equipped with Toyota's STAR Safety System, which includes: Vehicle Stability Control (VSC), Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Traction Control (TRAC), and Smart Stop Technology (SST) brake override. On 4WD models, TRAC is replaced by A-TRAC (Active-Traction Control). All models have a direct tire pressure monitoring system.

Series	Grade	New MSRP
Sequoia	4X2 SR5 8-PASS	\$50,100
Sequoia	4X2 TRD SPORT	\$52,815
Sequoia	4X2 LTD 8-PASS	\$59,120
Sequoia	4X2 PLAT 7-PASS	\$66,150
Sequoia	4X4 SR5 8-PASS	\$53,325
Sequoia	4X4 TRD SPORT	\$56,040
Sequoia	4X4 TRD PRO 5.7L V8	\$64,225
Sequoia	4X4 LTD 8-PASS	\$62,345
Sequoia	4X4 PLAT 7-PASS	\$69,375
Sequoia	4X2 NIGHTSHADE	\$60,120
Sequoia	4X4 NIGHTSHADE	\$63,345