

# Rounding Up Toyota's Road-Ready Green Machines

September 16, 2020

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Silver, white, black. Vivid red. Cool blue. We can all conduct our own studies on the most popular colors for cars just by looking around us. But what about green? While they may not be seen as often as silver, and as

automakers focus on environmentally green vehicles, cars *painted* green haven't gone away.

Toyota's green color story began at its outset with the introduction of the Land Cruiser in the U.S. in 1958—the first Toyota to be popular in America—which came in a military-inspired olive green. Today, that spirit is still alive with TRD's Army Green. From that early and only color choice, Toyota's variety of greens grew and there are now five unique options available. Subtle, shimmery, bold and even otherworldly, Toyota's green palette offers choices for customers, which is the driving force behind these wide-ranging options. Green is cool. Green is fun. And green engages the senses. There are even green “green” cars, as green shows up on hybrid models in the lineup.

Check out Toyota's current lineup of greens below. Which one would you choose if you decided to “Go for Green?”

### **Lunar Rock**

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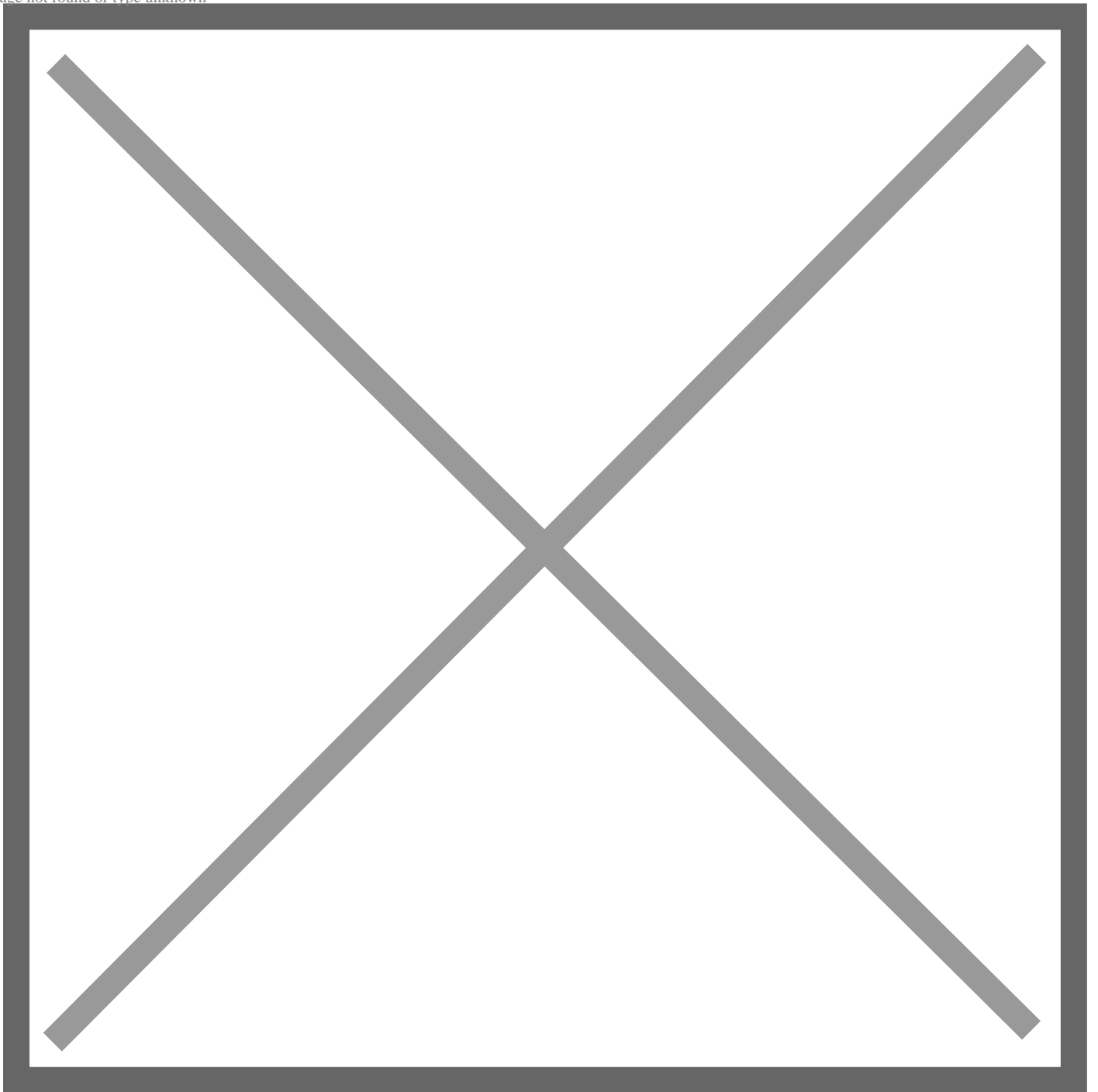


As the 2021 TRD Pro hero color, Lunar Rock is out of this world—literally. Inspired by magnesium-infused craters carved into the surface of the moon, this green is also down to earth, balancing the rugged requirements of the TRD lifestyle with the human call to look up towards the stars.

Click [here](#) to learn about the 2021 TRD Pro lineup.

**Hakone Green**

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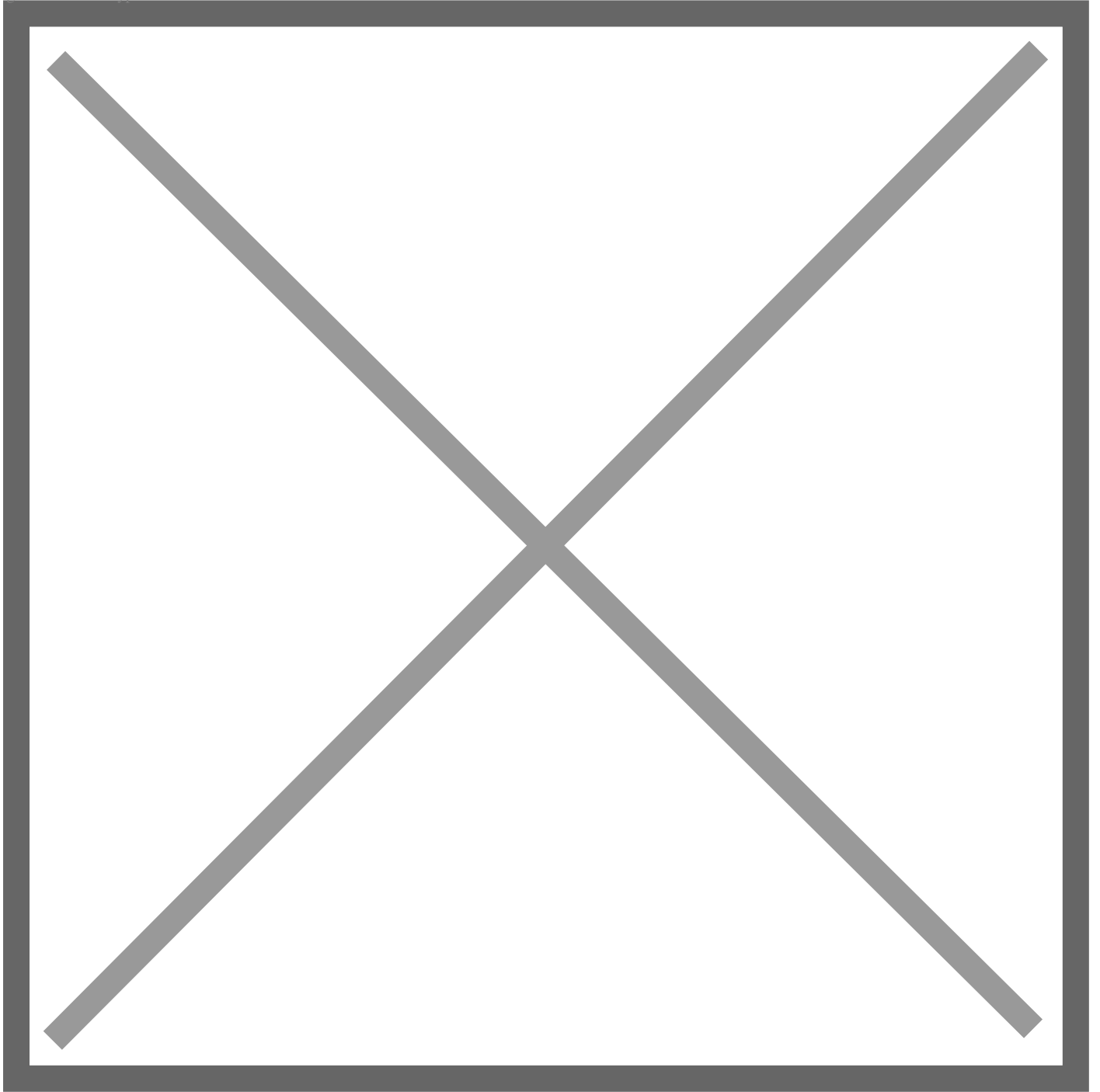


Inspired by the views of the natural world visible from Japan's Hakone Turnpike, Hakone Green is found in the forests that fringe the base of Mt. Fuji and the deep green cedar trees encircling the banks of nearby Lake Ashi, itself originally a crater. Make no mistake, though. This green, exclusive to the Toyota 86 Hakone Edition, is built for speed, offering Toyota's take on the most iconic color on the track, British Racing Green.

Click [here](#) to learn more about the 2020 Toyota 86 Hakone Edition.

## Cypress Green

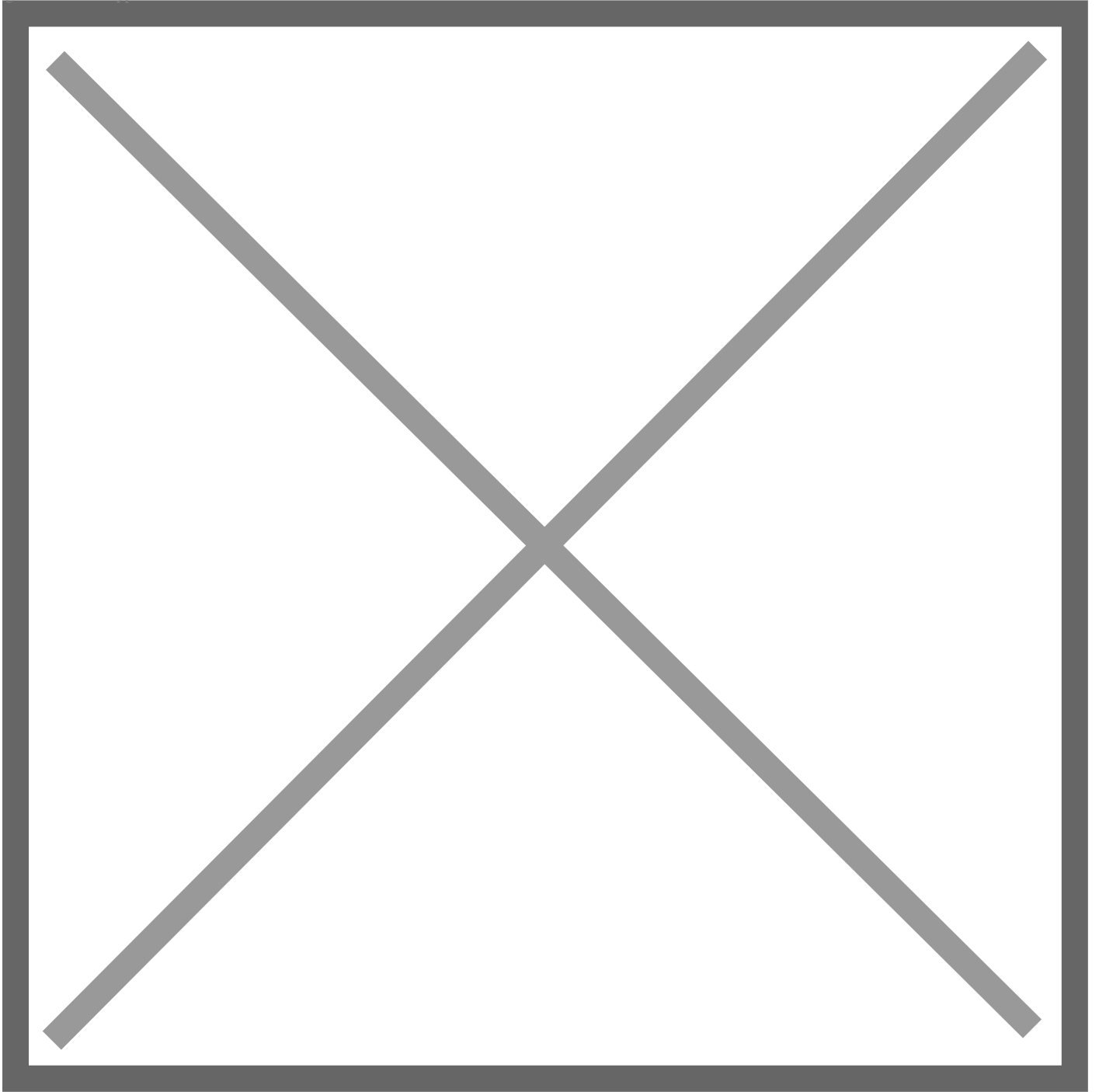
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Cypress trees are highly adaptable and majestic looking specimens. The conifers' deep green foliage and slender shape make it a popular choice in ornamental landscaping — a visual display that's mirrored on the all-new Sienna. Not only is the versatile van ready for outdoor adventures, but its provocative design, a nod to the green cypress, cuts a memorable profile in its natural surroundings.

## Sea Glass Pearl

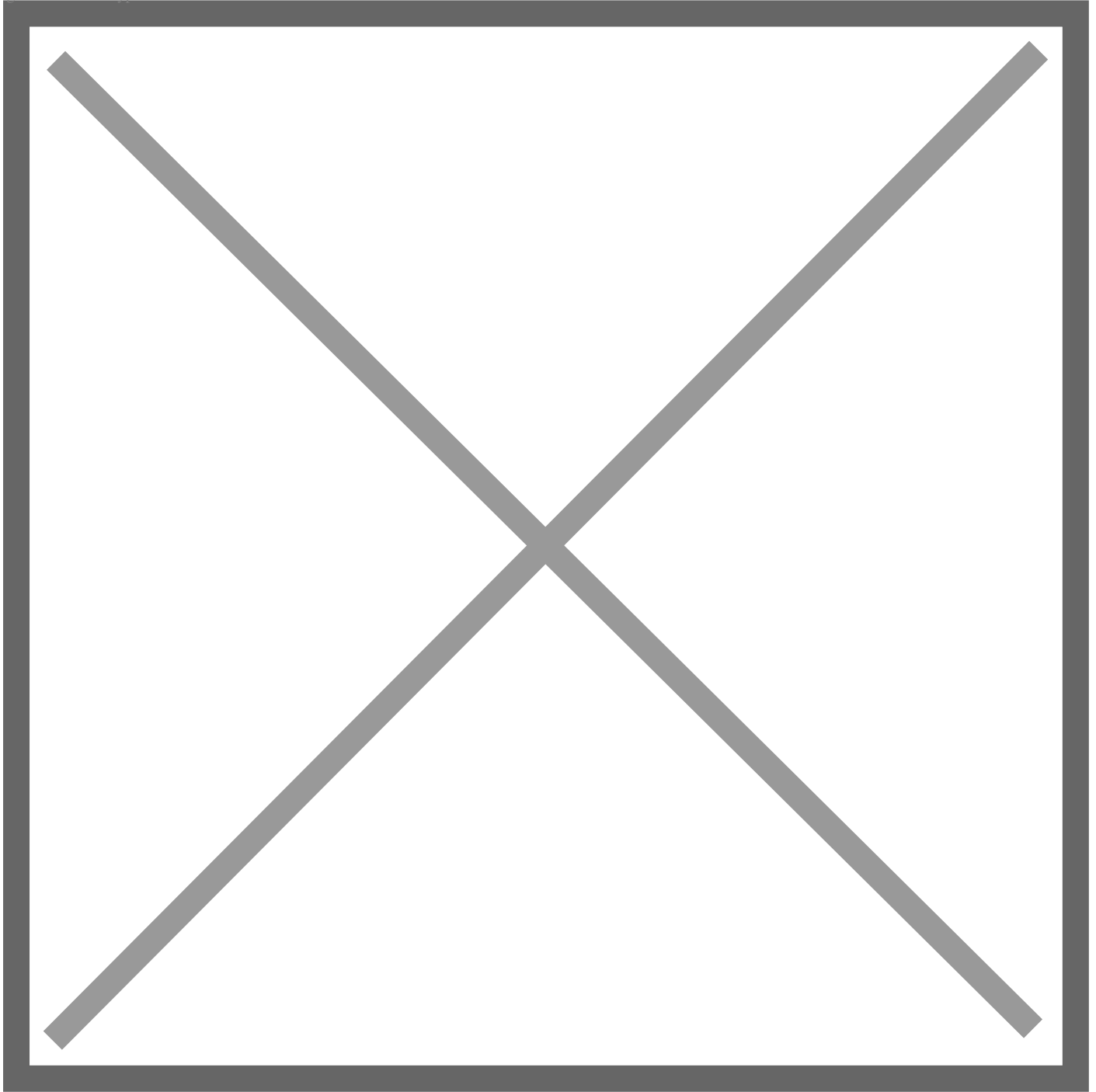
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Sea glass is one of nature's handiest metaphors. Sharp glass fragments, often from bottles, are worn smooth over time by pounding seas. Appearing as a light ocean green, sea glass reminds us that the elements, and experience, create beauty out of the ordinary. A staple color for the Prius, green connects the power and elegance of the environment with the human lives co-existing with it.

## Army Green

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We love a truck in uniform. As of the 2021 model year, this former TRD hero color is now a part of the general truck paint lineup. A robust military olive, Army Green symbolizes Toyota's recognition of the men and women who serve in our nation's armed forces. Since 2012, the company has supported Hiring Our Heroes, a program of the U.S. Chamber of Commerce Foundation that connects veterans, transitioning service members, and military spouses with career opportunities. Toyota also offers military rebates to U.S. military personnel,

household members of eligible U.S. military personnel (including Gold Star families), U.S. military retirees, and U.S. military veterans within two years of discharge.