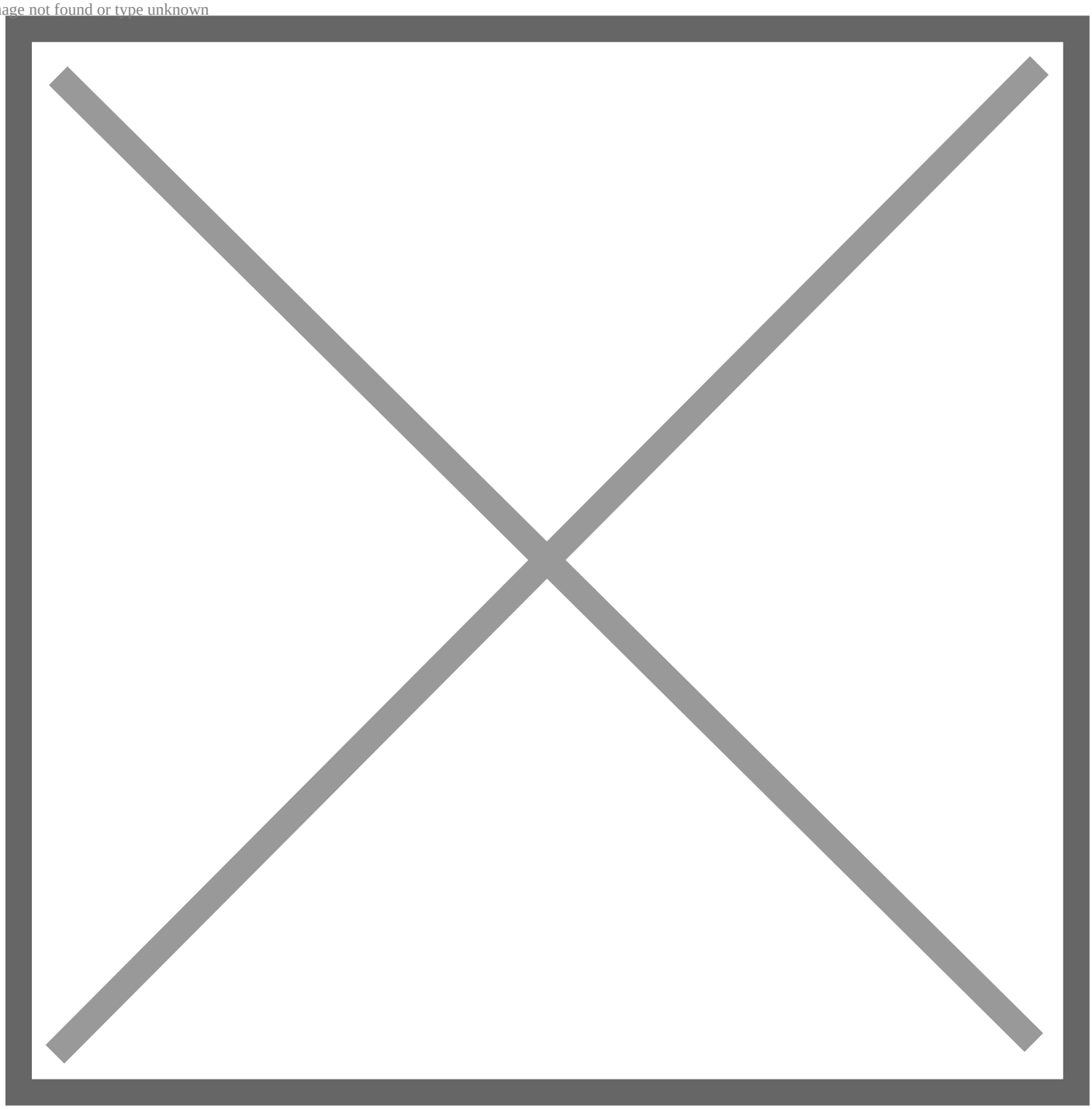
# Toyota Debuts All-Electric SUV Concept in U.S.

June 02, 2021

Image not found or type unknown



**PLANO, Texas (June 2, 2021)** – The Toyota bZ4X Concept touched down to make its North American debut at Toyota Motor North America's headquarters.

Already a leader in electrification, the company has taken a major step forward with the introduction of the Toyota bZ4X Concept, the vision for the first of a global series of battery-electric vehicles to be introduced under the “Toyota bZ” brand umbrella.

“Roughly the size of a RAV4, with the versatility to stand apart from other BEVs, it will be well-positioned in the sweet spot of the market,” said Lisa Materazzo, group vice president of Toyota Marketing. “And the best part is, it’s a Toyota – with the legendary quality, durability and reliability our customers expect.”

Jointly developed with Subaru, the Toyota bZ4X SUV Concept features the new e-TNGA BEV-dedicated platform. The concept conveys Toyota’s legendary quality, durability and long-term reliability (QDR) in combination with AWD capabilities to achieve a driving experience that is both comfortable and engaging.

The Toyota bZ4X SUV Concept features a long wheelbase with short overhangs, resulting in a distinctive design with ample interior space. The open-concept interior is designed to enhance driver comfort and confidence on the road. With every detail purposefully engineered, the low position of the instrument panel and the location of the meters above the steering wheel not only help expand the vehicle’s sense of space, but also increase visibility to aid in safe and secure driving.

Toyota envisions a future in which carbon neutrality is achieved through the practical marketization of a portfolio of products with advanced, alternative-fuel and zero-emission powertrain technologies.

Overall, Toyota plans to expand to around 70 electrified models globally by 2025. This future lineup will feature 15 dedicated BEVs, including seven carrying the bZ (Beyond Zero) brand moniker. In addition, Toyota intends to bring electrification to its pickup truck lineup in the near future. This diverse portfolio of electrified products will help propel Toyota toward its goal of carbon neutrality by 2050.

More information on the production model of the Toyota bZ4X will be shared later this year, with sales planning to begin in 2022.

For additional upcoming Toyota product news, check out the Toyota New Product Showcase page.