

Toyota New Product Showcase – Executive Remarks

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Crossovers

Samantha Goot, General Manager, Vehicle Marketing & Communications

Hello everyone!

How are you feeling this morning?

For those of you who don't know me my name is Sam Goot with Toyota Marketing ... and we are so glad to have you here today. And I get the special honor to share the newest version of the best-selling nameplate in the world –Corolla.

For over 50 years Corolla has been synonymous with ...

dependability ...

fuel efficiency ...

safety ...

and value.

Since its launch in Japan in 1966 the Corolla series has sold nearly 50 million units, in more than 150 countries. So, we thought to ourselves ... How do we make Corolla even better?

Let's grow its family – and provide our customers with the next evolution.

The distinctive design of the all-new MY22 Corolla Cross is a smart, refreshing and well-balanced addition to the SUV lineup.

Corolla Cross will be Toyota's second product in the expanding Entry SUV segment. Based on the ever-popular Corolla sedan, this bold crossover adds a healthy helping of versatility and capability to an already incredible package.

...And not to mention...projected class-leading cargo space to handle any of life's activities.

Corolla Cross has three well-equipped grades: L, LE, and XLE. Additionally, you can buy these in either front-wheel drive or all-wheel drive. Yes, I said AWD!

Okay, moving on to the front end which features a distinctive black grille flanked by LED lighting – while along the side, black body accents are also included.

Around back, an integrated rear spoiler and LED lighting is standard across the lineup. Also available is a power liftgate for convenient access to the large cargo area.

And when it comes to wheels, options range from 17-inch steel on L, to 18-inch alloy on XLE.

Now...moving on to the interior. Once inside, Corolla Cross does not disappoint.

The interior design is intuitive, thoughtful, and is surprisingly spacious. And, thanks to available quality materials, such as the leather-wrapped steering wheel, Softex seats and heated front seats the Corolla Cross' interior is anything but entry level.

The high-tech interior is achieved with available 8" touchscreen audio display, available 7" MID screen,

Available wireless phone charger and standard Apple Carplay and Android Auto...

All of this makes those daily drives even more enjoyable.

And rear seat passengers get perks, too... Even four-legged passengers!

With standard HVAC vents and available fold-down arm rest and USB charge ports.

And....Yes, if you were wondering those are my two precious little COVID rescues Hank & Miller

Once you put it into Drive, the Corolla Cross' two-liter engine with direct shift CVT will offer 169 horsepower and an estimated 32 combined MPG. Additionally, it can tow up to 1,500 lbs.

And we can't forget about safety...Standard Toyota Safety Sense, available Blind Spot Monitor and Parking Assist with Parking Support Brake are just a few of my favorites.

Corolla Cross will have available accessories that expand its capabilities including a roof rack with crossbars, an activity mount for carrying items such as bicycles, and all-weather floormats.

Overall, the Corolla Cross offers a lot – because that's what our customers expect. They are looking for a vehicle that offers just the right amount of “more” from a brand they trust.

These younger buyers are starting to make their mark on the world. They want a vehicle that showcases their personal style, while providing the versatility to help them navigate through important milestones in their lives.

To close, the exciting, first-ever Corolla Cross that will launch later this year is an expansion of the Corolla Family

It is filled with spec that young, active buyers are looking for, and it is a versatile product with excellent equipment levels for the price and segment.

Before I open it up for questions, I wanted to mention two final things ...

When you check out Corolla Cross, keep an eye out for this icon behind me (points to icon on speaker support).

Not only was it the inspiration for our teaser announcement last week, it was also part of the development of vehicle .. Our chief engineer actually placed it in 22 hard-to-find spots throughout the vehicle. I challenge you to see if you can find all 22!

And SPEAKING of teasing – keep ANOTHER eye out for an announcement coming for the all-new Corolla Cross as early as next year.

Have fun ... Thank you – and now, I'd like to open it up for questions.



Sports Cars

Michael Tripp, Vice President, Vehicle Marketing & Communications

Welcome, everyone, I'm Mike Tripp.

You know, today's a special day. Not only because we're all here together – it's really been way too long. But also, because we're rolling out a limited edition of a legend,

AND...

welcoming a brand new member to our GR sportscar family – a line-up that's rooted in 6 decades of motorsports.

You see, every GR car is born on the track, not in a boardroom. That means the same engineers and drivers that won Le Mans for the past three years. and back-to-back World Rally Championships have a hand in every model.

And in addition to being an avid race car driver himself, Akio Toyoda has an active role in every car that earns a GR badge. These cars are designed by enthusiasts, for enthusiasts.

Let's take look at what's new for 2022...

First up is the uber exclusive A91 Carbon Fiber edition GR Supra.

Only 600 of these bad boys will be produced for North America – but listen, if I have my way we'll only have 599.

Our obsession with every detail on this car continues. We've taken GR Supra's head-turning style, and added a carbon fiber body kit that enhances aerodynamics and complements Supra's curves.

It rides on 19" matte black forged wheels coupled with red calipers and Michelin Pilot Super Sport tires; All designed to handle the 382-horsepower turbo-charged inline 6.

Colors include absolute zero, nitro yellow, and phantom grey.

And an equally head-turning interior, with red and black Alcantara and leather seats and premium details throughout.

Pricing will be announced in the coming months and it'll go on sale this fall...adding another chapter of style, power, and performance to the GR Supra legend.

All GR products are purpose-built, fun-to-drive, and reinforce our motorsports heritage....So, it should come as no surprise that our second generation 86 is now sporting a GR badge.

We set out to add power, agility, and comfort to make this nimble, rear wheel drive sports coupe even better. I think you'll agree...the GR team has really delivered.

We've kept its low wide stance and lively sportscar profile, and accentuated the front and rear fenders.

We added stability and rigidity, yet kept down the weight, and brought even greater horsepower and torque.

Functional exterior air vents enhance steering control; And Frame reinforcements reduce lateral bending and body roll, while weight shaving materials like aluminum keep it light on its feet.

Seriously, the GR Team wasn't messing around. The fuel opening even uses resin to shave ounces of weight off the car.

We've kept the center of gravity low, and the boxer engine was bumped up to 2.4 Liters. It remains naturally aspirated, and comes in at 228 horsepower and hits peak torque at 3700 RPMs — giving drivers a prolonged feeling of acceleration.

Customers can choose an easy shifting, six-speed *manual*...or paddle-shifted six-speed automatic that reaches 60 miles per hour in 6.1 seconds, nearly a second faster than the current gen.

Altogether, it makes for a GR 86 with precise handling, near perfect balance, and just the right amount of power.

It'll come in two grades, GR 86 and GR 86 Premium, in 7 color choices—We even named one of them *Track bRED*.

The cabin's been seriously upgraded too, with race inspired digital readouts and redesigned seats, in Alcantara on the premium grade.

And 2+2 seating for every-day functionality with rear seats that fold down, creating enough space for a full set of track tires or serious run to the wholesale club.

GR 86 manual transmission models come standard with the Star Safety System, and the automatic models will feature additional active safety features.

MSRP will be announced soon and it'll be at the right price point, so even more enthusiasts can tear up the "twisties" at their local track.

Look for the GR 86 on dealer lots later this year.

These two latest entries in our GR lineup really flex our motorsports DNA.

And we want customers to experience the feeling of a perfect turn. So that's why all GR models come with a one-year, complimentary membership to the National Auto Sport Association. Giving customers access to a High-Performance Driving Event, where they can sharpen their skills with experts and do a little flexing of their own.

I'm going to close by saying thanks for coming along with us on this ride. We've got two great cars in our GR lineup developed by enthusiasts, for enthusiasts.

And listen... I've been fortunate enough to work in the US and Japan and in Europe, and I think it's safe to say that Toyota's global dedication to sportscars is a strong signal of more good things to come. So, keep your eyes open for more great GR products in the future.

Now, I'm happy to take any questions....



Trucks

Joe Moses, General Manager, Vehicle Marketing & Communications

Hello! I'm Joe Moses.

Mike just shared the exciting news about our track-bred GR sportscars, but now I'm going to shift gears and kick up some dust with our trucks and SUVs.

By now, you've no doubt heard about the all-new '22 Toyota Tundra. I promise, we're just as excited as you are, but you'll need to hang in there just a little bit longer for more details. ...

As we approach the halfway point of this year, our trucks and SUVs are still crushing goals. Through May of this year, 77 percent of our total sales are trucks and SUVs.

Now today, we're focusing on two vehicles that have a storied history in our lineup, Tacoma and 4Runner.

With more than 40 years of heritage, Toyota Racing Development, or TRD, has helped us create the toughest... most reliable ... most durable trucks on the road.

Blasting down the Baja peninsula or tearing up NASCAR tracks across the country results in real-world product improvements that give our customers the freedom and confidence to conquer any terrain.

And clearly they love it, because over 55% of all Tacomas sold wear a TRD badge.

One of the strongest vehicles for our lineup and a staple for more than 25 years, Tacoma has remained the king of mid-size trucks for 16 straight years.

16 years ... that's a long time!

I mean, do you remember what you were doing back in 2005? Do you believe that little guy in the middle is off to college in the fall? It goes fast!"

With a solid foundation and a clear direction ahead, let me show you why we're confident Tacoma will remain on top.

They look good, right? These new Tacomas take it up a notch, literally.

Let's start with the new TRD Pro, which is ready to tackle the toughest trails thanks to its 1.5-inch front suspension lift and a 0.5-inch lift in the rear.

Along with the heightened lift, ready-to-rock Fox shocks help soak up the bumps.

Now standard new equipment on the Pro are these forged aluminum TRD upper control arms, a popular choice of enthusiasts, now included standard from the factory.

They look great, but more importantly they allow the front suspension to make the most of the added travel the lift provides.

How about that exclusive new Electric Lime paint? It's impossible to miss, and it's the newest TRD Pro-exclusive color. The new TRD Pro stamping on the rear quarter panel and black badges make a real impression.

New black TRD wheels look sharp and offer a wider track for added stability.

With all these features and enhancements... The new TRD Pro truly takes Tacoma to the next level.

Now, while TRD Pro is our flagship off-road truck, Tacoma Trail edition offers another compelling reason to explore the great outdoors.

Trail was introduced last year, and it returns with improved capability and performance. To reinforce the off-road mantra – it is offered exclusively in 4x4.

Worthy of its name, Trail features a suspension lift to go farther off the beaten path. It's equipped with a standard locking rear differential... and it borrows skid plates from TRD Off-Road.

Trail is fitted with a Heritage-inspired TOYOTA grille which features bronze lettering to that complements the wheels.

Trail offers in-bed storage for added versatility, and the coolest part, literally, is the compartment on the driver's side is also a cooler.

It will be offered in four colors, headlined by including two fan-favorite TRD Pro exclusives from years past, Lunar Rock and Army Green.

And because safety is a priority no matter where you take your Tacoma, the standard Toyota Safety Sense system is engineered to work with the suspension lift for both Trail and TRD Pro.

That's added peace of mind.

Both great new trucks will go on sale later this fall.

Now, you may have seen the news that we're adding another offering to one of the most capable and enduring Toyota SUVs of all time, the 4Runner...

Check this out...

In the highly competitive mid-size SUV segment, 4Runner remains true to its body-on-frame 4x4 ethos.

The new 22 4Runner TRD Sport brings its nearly 40-year heritage to new customers seeking an everyday SUV that prioritizes style and on-road comfort.

Taking a cue from our Limited grade, TRD Sport is fitted with our exclusive X-REAS (RE-US) system to improve its on-road handling, especially in the curves.

It adds sleek 20-inch wheels with a machine-faced finish.

Color-matched parts give it some added style, and who can miss the addition of the iconic TRD hood scoop?

On the inside, black SofTex seats feature unique gray stitching, and the front headrests feature embroidered TRD logos.

The 4Runner TRD Sport will definitely turn heads when it goes on sale later this year.

With two new Tacomas and a new 4Runner added to the mix, we look forward to the next chapter of our ever-growing truck story.

Stay tuned. We're going to have a lot of great trucks news to share over the next few years. This is just the beginning.

Thanks for your time, and we'll open it up to questions.



Special Editions

Scott Wracher, General Manager, Vehicle Marketing & Communications

Good morning!

I'm Scott Wracher.

Since its introduction in 1998, Sienna has been a hallmark for Toyota families, enabling them to go places and build memories to last a lifetime.

Sienna quickly became the choice of van-lovers everywhere, who deemed it the ‘Swagger Wagon’, giving Sienna drivers instant ‘street cred’.

And since our launch of the all-new fourth generation just last year, there’s plenty more where that came from.

Not only are we now the #1 retail leader in the segment, we are also attracting younger buyers — with millennials representing 27% of Sienna owners. Why? Because Sienna gives you that great combination of space to make anything possible!

This past year has been all about where we go to unwind.

VanLife has gone viral and AWD is a key feature to get to that road less traveled – so, frankly, Sienna AWD makes adventure accessible to all with the new Sienna Woodland Special Edition.

Featuring adventure-ready, rugged styling and a standard Electronic On-Demand All-Wheel Drive System with increased ride height, the new edition will help drivers tackle the outdoors with confidence.

And Sienna’s electrified powertrain is the perfect combination, allowing owners to go further and explore more with class-leading, 35 combined MPG.

Available in Midnight Black Metallic or Cement, it also comes standard with a 1500W power outlet – to power-up anything from a coffee maker to a hair dryer for an overnight camping excursion and a tow hitch with 3500lb Towing Capability, perfect for bringing a Jet Ski, and even yours truly and my motorcycle.

We’re taking it a step further to connect more families with the outdoors by donating to the National Environmental Education Foundation for each vehicle purchased.

And since we’re on the topic of hybrid ...next up is another new hybrid special edition for 2022. When the Toyota Highlander was introduced 20 years ago, back in 2001, the series made its mark on the mid-size SUV market.

Then, in 2006, Highlander became the first electrified midsize SUV on the market and remains the hybrid leader in the segment today.

For five years, Highlander has been going strong as the #1 retail mid-SUV. And we’re not stopping there.

Enter the new Highlander Hybrid Bronze Edition.

Positioned in between XLE and Limited grades, the Bronze Edition enhances the Highlander lineup to further appeal to young families and millennials looking for a distinctive style for their hybrid.

Available in the new-to-Highlander colors of Wind Chill Pearl and Cement, standout styling accents include 18" bronze wheels illuminated bronze door sills, and mid-century modern inspired seats

It’s also chock-full of standard tech features, including hands-free power liftgate, digital rearview mirror...and more!

Offering a character that’s uniquely Highlander, the Bronze Edition will be offered exclusively with the hybrid powertrain and customers can choose either FWD or AWD.

Our final special edition is an icon in the Toyota lineup for over 20 years, and this time it's showing its stylish versatility.

The 2022 Prius, Nightshade edition.

Would you ever expect Prius to look this cool?

We even teased it on World Goth Day, because we want everyone to know that Prius doesn't like limits.

With over 2-million sold in the US, this car has taken on an identity that's as unique as its customers. We've seen it lowered for a street inspired edge, modified for car camping, and built out as a rally edition.

And now this Nightshade version shows it's sleek, stylish side. With striking black exterior trim, blackout wheels, badges and accents, it will be available in Front Wheel Drive and AWD-e and come in Midnight Black Metallic, Super White, and Silver Metallic.

Of course, customers will squeeze more miles out of every tank too, getting up to 52 combined MPG.

Prius is also known for its segment busting interior and cargo space.

It also comes equipped with safety features like Toyota Safety Sense and Intelligent Parking Assist.

This Prius Nightshade edition, along with the Sienna Woodland Special Edition, AND the Highlander Hybrid Bronze Edition, will arrive at Toyota dealerships this fall.

So, that wraps up our special editions. I'm happy to take any questions.



Electrified Powertrains

Lisa Materazzo, Group Vice President, Toyota Marketing

Good morning!

I'm Lisa Materazzo.

I'm here today to share an exciting addition to our electrification portfolio. Fresh off the plane from Shanghai Motor Show in April, this concept model next to me is arguably one of the coolest things we're bringing to market.

Under the new moniker "bZ", which stands for "Beyond Zero," the battery electric bZ4X represents Toyota's commitment to carbon neutrality and our goal to expand our global electrified vehicle portfolio

All that AND it's a real head turner too!

The styling is as bold and modern as the vehicle itself...and has an aggressive stance achieved by the Hammer Head front styling.

Built on the new e-TNGA BEV- dedicated platform, this concept looks authentically Toyota. And, when you combine that with AWD capabilities, you get an exhilarating, yet comfortable, driving experience that is like no other.

The high-tech, edgy styling extends to the interior with premium finishes resulting in a distinctive look.

With every detail purposefully engineered, it offers a driver-centric design that makes you feel like you're one with the car.

The low-set instrument panel and precision-placed MID screen expands the vehicle's sense of space, while also increasing the driver's visibility and connection to vital information.

This concept will soon become a reality, with worldwide sales beginning in mid-2022. Roughly the size of a RAV4, with versatility to stand apart from the rest, it will be well positioned in the sweet spot of the market.

And the best part is... it's a Toyota – with the legendary quality, durability and reliability our customers expect.

Now, I'd like to take a minute to address the elephant in the room. There's been this misperception that Toyota's electrification efforts are lagging, but, in fact, we've been a pioneer. We're the #1 manufacturer of alternative powertrains for the 21st year in a row – so, as Texans would say, this is not our first rodeo.

It all started with the introduction of the Prius in 2000.

I know this because I was an early adopter and have always been a huge fan of alternative powertrain vehicles. Here's a picture of me test driving the all-electric iRoad in Japan. And me with one of my multiple Prii – yes, that's officially the plural nomenclature of Prius.

Since the introduction of Prius, Toyota's electrified portfolio has grown significantly to include battery electric, hydrogen fuel cell electrics, hybrids and plug-in hybrids.

We launched 4 new electrified models just last year. We went exclusively-hybrid for two all-new models, Sienna and Venza...AND we launched the second quickest model in our lineup next to Supra, the RAV4 Prime...AND we launched the all-new hydrogen fuel cell electric Mirai.

Are you noticing a pattern here? A lot has happened since the year 2000!

We are even putting vehicles on the track, like the hydrogen-powered Corolla race car we brought to Japan's Super Taikyu (TIE-Q) series two weeks ago.

We believe our portfolio approach will get us that much closer to our carbon neutrality goal. By 2030, electrified models will make up 70% of our U.S. vehicle sales and BEV's 15%.

To reach an all-electric future, it will take the combined efforts of automakers, government, dealers, suppliers and of course...customers.

In our view, the customer is the boss. They will be the ones ultimately deciding which technologies best suit their needs.

And we'll be there with the right mix of products, in the right places, at the right time – as we all work together toward a carbon neutral future.

Bottom line.... we're all-in on BEVs. Globally, Toyota is underway to introduce 15 battery electrics, including seven under this new "Beyond Zero" brand, by 2025.

bZ4X is just the beginning. This concept represents our philosophy that technology should contribute to people's happiness and health, and we can't wait to share more U.S. product details this Fall.

And with that, I'd like to open it up for any questions.