

# Motor Bella Executive Remarks

September 29, 2021

Image not found or type unknown



**JOE MOSES:**

Good morning!

Thank you so much for joining us today.

We're very excited to finally unveil the long-awaited 2022 Toyota Tundra.

The new Tundra's development has been a long and deliberate road to create an exceptional truck, and it's truly an American story from start to finish.

For starters, just down the street from us is our Toyota Technical Center in Ann Arbor, home to our engineering teams dedicated to our North American product development.

Because many of them live, breathe and drive trucks, this project was personal.

The challenge for our Michigan-based engineers was simple: Create a truck you'd be proud to drive.

As a result, all of the research and development was completed right here at TTC in Michigan.

The interior and exterior design was crafted by our Caltly teams in California and Michigan...

The powertrains for the new Tundra are produced at our plant in Alabama...

Our new multimedia system was developed by our Connected Technologies team in Plano, Texas...

and finally, Tundra is assembled at our incredible plant in San Antonio.

This truck is developed, designed and built right here in the U.S.!

And arguably nothing is more American than football!

If you missed it the other night, we unveiled the truck officially on NBC's Sunday Night Football halftime show.

The spot is really built around something very important to us at Toyota, QDR...Quality, Durability and Reliability.

QDR is ingrained in the DNA of every product we produce...

and the Toyota Truck DNA that's found in the all-new Tundra was really the genesis for our spot, "Born from Invincible."

So if you missed the game the other night, check this out.

[VIDEO: 60-SECOND SPOT]

Strong, Confident, Powerful... I love this truck!

Our designers at Caltly looked at Tundra as a "once in a lifetime opportunity" to redesign the styling from the ground up.

Caltly leaned on the mantra "technical muscle," supported by interlocking themes, which delivers an image of strength on the truck.

They wanted the design to compliment the powerful new engines...the capability of the chassis... and a comfortable interior built with the same interlocking themes as the exterior.

While styling always matters, truck buyers also want to know what's under the hood.

And Tundra's new core powertrain offers impressive horsepower and torque that not only improves upon the outgoing V8 in terms of performance, but it's also more efficient.

Every Tundra powertrain will be mated to an all-new 10-speed automatic transmission.

Now, our core powertrain is impressive on its own, but when the 3.5-liter twin-turbo V6 is paired with a hybrid powertrain the performance only gets better.

Our premium powertrain, i-FORCE MAX, also employs a motor generator with a clutch that is located within the bell housing between the engine and the 10-speed transmission.

The combination creates impressive: 437 horsepower and an amazing 583 pound-feet of torque...

We are very proud of the performance of this new powertrain!

Best of all, the new i-FORCE MAX will not only be the most powerful powertrain, it will also be the most efficient in Tundra!

The new powertrains complement an equally impressive new chassis.

Our R&D team of engineers created a next-generation frame that uses both high-strength steel and aluminum.

The fully boxed steel frame is reinforced in key areas, and it features an increased width at the rear to accommodate the improved towing capability.

Tundra boasts an impressive 12,000-pound max towing rating and nearly 2,000 pounds of maximum payload.

With a focus on improving driver confidence, new technology features are aimed at making towing safer and simpler.

The new Trailer Backup Guide system offers driver assistance features, such as helping warn of jack-knifing trailers and assisting with difficult backup maneuvers.

Of all the features, my favorite is Trailer Backup Assist.

Once your trailer details are programmed in, the system automatically steers to maintain a straight path backwards for truck and trailer.

It's perfect whether you're at the loading dock with your boat or backing into a camping spot.

Now, up front Tundra will employ a Double Wishbone Front Suspension...

But the biggest story is definitely the new Multi-link Rear Suspension, which ditches leaf springs in favor of coils.

This new system improves ride comfort, straight-line stability and overall handling.

We will also offer Adaptive Variable Suspension and available rear air suspension.

We know how long our trucks stay on the road, so our engineers created a next-level Sheet-Molded Compound truck bed.

We took what we learned from Tacoma and created a truck bed that is lighter....

better protected from dents and scratches ...stronger than aluminum or steel...

and meets our demands for corrosion resistance.

Now moving inside, the all-new interior is designed with comfort and convenience in mind.

At the heart of the dash is the all-new Toyota Audio Multimedia system, and Tundra is the first in our line-up to use it.

Aside from our available segment-leading 14-inch touchscreen, this new system is homegrown by our Connected Technologies team.

Offering over-the-air updates, it includes standard features such as wireless Apple CarPlay and Android Auto... a voice assistant that offers a more intuitive experience... dual Bluetooth connectivity so two phones can be paired at once... and a suite of Toyota Connected Services.

There's no question one of the WOW features for me is the available 12.3-inch digital instrument panel.

This new panel offers access to vehicle diagnostics and features, and it also offers customization as well.

Another feature I love is the start-up screen, which includes 1 of 5 national parks that really embody the adventurous spirit of Tundra owners.

Of course, safety is paramount for us, and every grade of Tundra will come standard with Toyota Safety Sense 2.5.

This suite of active safety systems isn't only for our top grades – it's standard on SR all the way to TRD Pro and 1794.

Speaking of grades, we'll have six familiar names returning to Tundra.

We'll also be expanding our accessory offerings.

We'll have 115 total accessories for Tundra, with more than 50 new offerings.

A few highlights include a new dealer-installed 3-inch lift kit, TRD cast aluminum running boards, and some really cool swing-out storage boxes.

Tundra will be offered in two cab configurations, Double Cab and CrewMax.

Double Cab will be offered with either a 6.5-foot bed or an 8-foot bed.

CrewMax will come with either a 5.5-foot bed or the new 6.5-foot bed option that our customers requested.

With an all-new truck like Tundra there's a great deal to talk about.

I threw a lot of details at you, but I want to emphasize a few key items...

First, the new i-FORCE MAX Powertrain and its impressive 437 hp, 583 ft. lb. torque.

The max towing rating of 12,000 lbs. and max payload of nearly 2,000 lbs.

That new Multi-Link Rear Suspension and the improved ride quality and performance it provides.

The available 14-inch touchscreen that controls the all-new Toyota Multimedia system.

And let's not forget the suite of active safety features included in Toyota Safety Sense 2.5 – standard, across the board.

We're excited to add this all-new Tundra to our long history of bulletproof trucks and SUVs.

The truck goes on sale later this year.

Stay tuned for our track demo in a few minutes.

We brought out some of our awesome custom vehicle builds – and we know you're gonna love it!

Thank you for your time, and enjoy the rest of the show!