

Toyota's All-New Electric Vehicle Takes Center Stage at 2021 Los Angeles Auto Show

November 17, 2021



LOS ANGELES (Nov. 17, 2021) – Toyota will display an array of its latest vehicles at the 2021 Los Angeles Auto Show, including the all-electric bZ4X SUV and new 2022 RAV4 SE Hybrid grade. Additionally, the 2022 NASCAR Toyota Tundra TRD Pro is making its first auto show appearance, along with three customized SEMA builds, including the TRD Desert Chase Tundra, Tacozilla and GR Supra Sport Top. Visitors can experience Toyota's distinct lineup in the South Hall of the Los Angeles Convention Center Nov. 19-28.

Paving the Way for an Electrified Future

Toyota is displaying some of its newest vehicles in Los Angeles, including:

- **bZ4X:** Toyota brings this new all-electric SUV to the City of Angels, which represents the first of a global series of battery-electric vehicles under Toyota's "beyond Zero" brand umbrella. The bZ4X is built on the new e-TNGA BEV-dedicated platform and offers a new AWD system that provides impressive driving performance both on- and off-road with a manufacturer-estimated range of up to 250 miles per charge for XLE front-wheel drive models. The sleek SUV offers hi-tech and emotional design inside and out and is loaded with intuitive tech features. The bZ4X is projected to go on sale in Spring 2022 — more information can be found in the full [press release](#).

- **[2022 RAV4 SE Hybrid](#)**: Celebrating 25 years of this groundbreaking model, Toyota is showcasing the new RAV4 SE Hybrid grade designed for customers looking for sporty performance and sporty style but at a lower MSRP compared to the XSE. The new SE Hybrid grade for RAV4 includes mono-tone paint, fabric trimmed seats and a 7-inch touchscreen with six speakers. Available options for the SE Hybrid grade include the weather package, a commuter's dream, offering a heated leather steering wheel, heated front seats and rain-sensing windshield wipers with a deicer function. The convenience package includes a moonroof, height adjustable power liftgate and, not to mention, Audio Plus that upgrades to a 9-inch touchscreen is also available. The RAV4 is also getting enticing exterior and interior updates across all grades when it goes on sale next month.

Bringing Style to On-Road and Off-Road Adventures

Toyota is also showcasing three concept vehicles celebrating heritage, performance and a go-anywhere brand promise:

- **[TRD Desert Chase Tundra](#)**: Intended as an off-road racing chase support vehicle, the TRD Desert Chase Tundra is all about off-pavement readiness. The Toyota Motorsports Garage team transformed the all-new 2022 Tundra TRD Pro and fitted it with a TRD-designed, long-travel suspension that uses the OEM mounting points and a wide-body kit. In the bed are chase team essentials like a custom-made roll bar with two roll bar-mounted spare tires, a custom-mounted off-road jack and other recovery equipment to the hilt.
- **[Tacozilla](#)**: Tacozilla is a backwoods overlanding-ready "micro-house" rig that pays tribute to Toyota campers from the '70s and '80s. Tacozilla has a custom-fabricated frame and an aluminum exterior with smooth, rounded surfaces, and it features a unique pass-through opening between the cabin and the camper structure. Inside, it has a fully insulated interior, teak sauna-style flooring, a full bathroom with hot-water shower, a kitchen with a stove and sink and a 3D-printed dining table that converts to a backlit piece of wall art.
- **[GR Supra Sport Top](#)**: Conceptualizing an open-air tribute to removable-top Supra models of the past, the team put much thought into the unprecedented task of removing the roof and a significant part of the GR Supra's structure. The now iconic removeable roof includes two composite panels that can be stored in the car's trunk. Unlike a "T-Top" car, there is no center bar down the middle, just open air as far as the eye can see.

Tundra Takeover

Also making its auto show debut, Tundra enthusiasts can get a look at the [2022 NASCAR Toyota Tundra TRD Pro](#). Toyota's commitment to race vehicles that closely resemble production vehicles continues with this all-new Tundra TRD Pro for the 2022 NASCAR Camping World Truck Series season. Toyota will debut the Toyota Tundra TRD Pro beginning at Daytona International Speedway® in February.

Toyota Digital Passport Experience

As one of the best-attended auto shows in the world, the LA Auto Show offers much more than the latest and greatest automotive products in the industry. Toyota's show floor will debut a new interactive experience for visitors, known as the Toyota Digital Passport Experience.

Visitors to the Toyota booth can scan a QR code to get started and then interact with five items within the booth to complete the experience. Those who complete the Toyota Digital Passport Experience at the LA Auto Show will have the chance to win the grand prize: a 2022 Tundra. The Toyota Digital Passport Experience will run through May 2022 at auto shows across the U.S.

Meet the Sports Stars

Visitors can meet a few of the Olympic athletes who are a part of Team Toyota while at the show, including Olympic silver medalist Alise Willoughby, a BMX Cyclist for Team USA, Olympic gold medalist Michael Norman, a 400-meter and 4×400-meter relay sprinter for team USA, and Jordyn Barratt, a member of the first-ever U.S. Olympic Skateboarding team. Stop by Toyota's booth on Nov. 19 at 12:30 p.m. to meet Alise, Nov. 20 at 12:30 p.m. to meet Michael and Nov. 21 at 12:30 p.m. to meet Jordyn. There will also be a special appearance from the Laker Girls® on Nov. 19 at 4 p.m.

Hot Wheels for the Holidays

Toyota is collaborating with longtime community partner [Jessie Rees Foundation: Never Ever Give Up \(NEGU\)](#) to collect donations of Hot Wheels® for the organization's JoyJars gift packages during the auto show. The JoyJars will be delivered to pediatric cancer patients around the world. LA Auto Show attendees can drop off their donations in a designated bin located at the Toyota booth where they can also check out the 'NEGU' wrapped Tundra.

For more information and photos of the latest Toyota vehicles, visit <https://pressroom.toyota.com/>.