

# North American International Auto Show Highlights All-New 2023 Toyota Crown and Latest American- Made Lineup

September 13, 2022

Image not found or type unknown



**DETROIT (Sept. 13, 2022)** – Toyota will be showcasing the future of automotive advancements at the upcoming 2022 North American International Auto Show (NAIAS) in Detroit, bringing the all-new 2023 [Toyota Crown](#) to the exhibit floor. Twenty-two models and an exciting booth experience make the Toyota exhibit a must-see.

‘Toyota in America’ is the theme at this year’s show, honoring the auto manufacturer’s plants in Kentucky, Indiana, Texas, Mississippi and Alabama that help the country go places. The focus will be telling Toyota’s American journey through curated digital content on display screens found throughout the 18,000 square-foot booth. Through digital storytelling, the diversity of the brand and the advancements of today’s models, including Toyota Racing models, will be center stage.

Attendees will discover the all-new 2023 Toyota Crown, built with powerful acceleration, confident handling and intuitive technology. The Crown is the first sedan to offer the HYBRID Max powertrain system that delivers up to 340 horsepower and unmatched performance. An eye-catching exterior is coupled with a remarkably decked out cabin that promotes comfort thanks to a sound-blocking barrier and advanced offerings such as a next generation audio multimedia system and self-parking system. The innovative sedan will be arriving at dealerships in early 2023.

With a specific focus on American-made models, Trucks & SUVs, electric offerings and Toyota Racing and GR Models, there will be something for everyone at NAIAS. Attendees can enjoy Toyota Live, an interactive show that occurs each hour. In addition to the product showcase, the interactive booth will feature Toyota Racing simulators so anyone can hop onto the track virtually and race their way to a first place win.

Celebrating the first NAIAS since 2019, Toyota will be delivering its diverse vehicle line-up to spotlight its American-made creations and never-ending pursuit of automotive excellence throughout the show, Sept. 14-25. NAIAS will be held at Huntington Place, located at One Washington Boulevard, in Detroit, Mich. For more information about the show, visit [www.naias.com](http://www.naias.com).