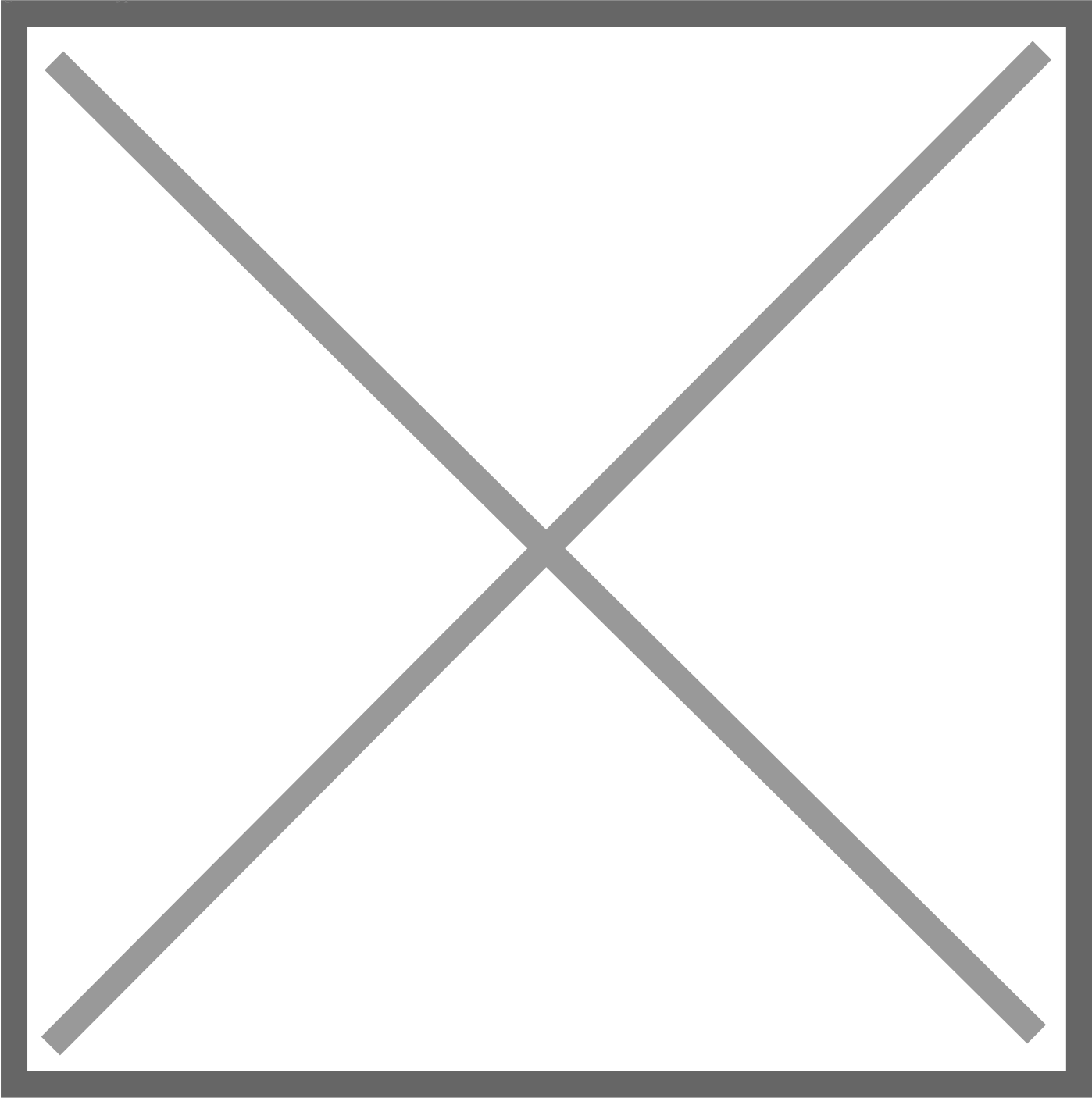


What's New for Toyota's 2023 Trucks, Crossovers and SUVs

December 13, 2022

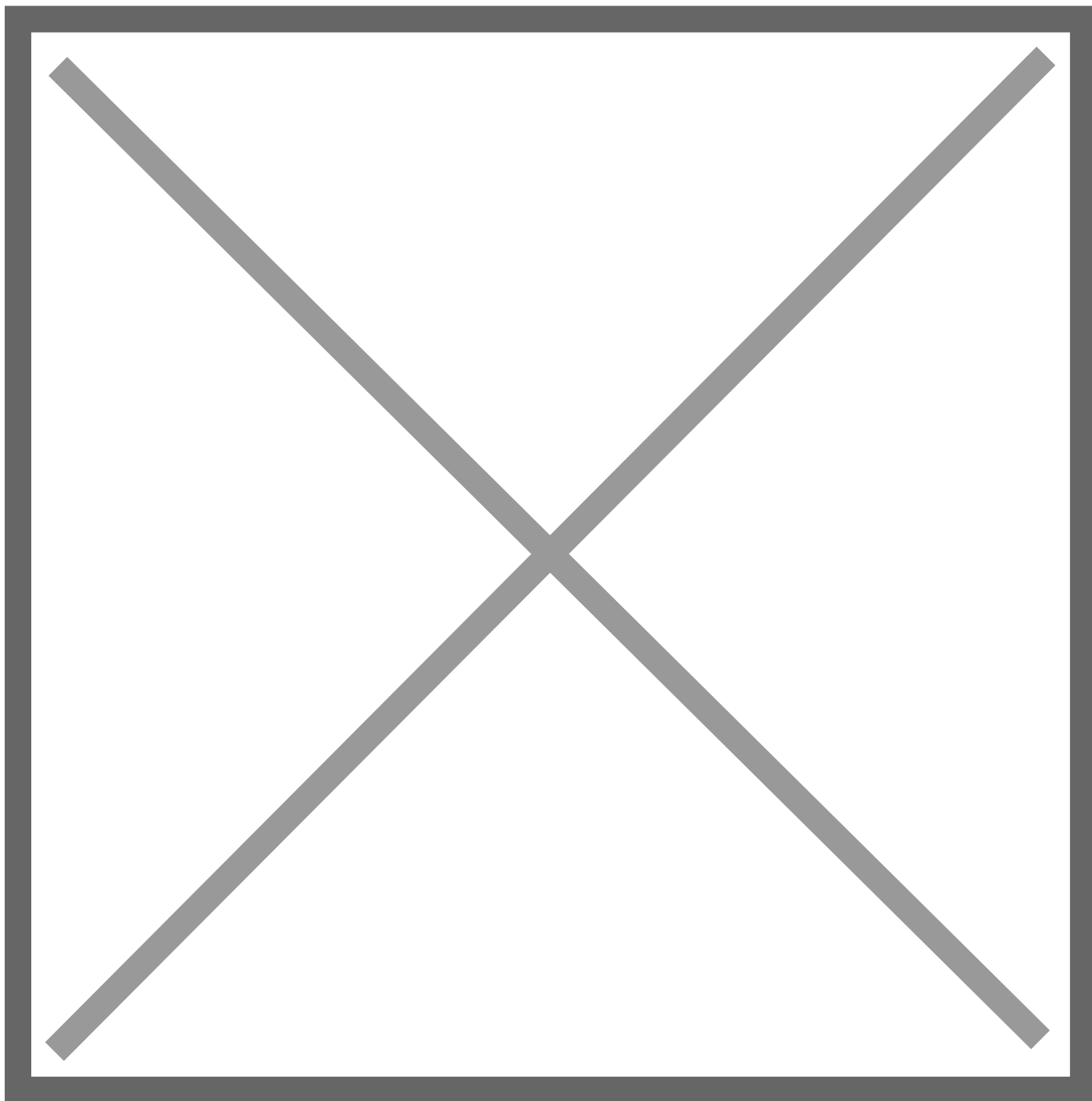
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As Toyota's lineup of vehicles continues to evolve, guests will still recognize the quality, durability and reliability they've grown to expect from the brand. Regardless of powertrain, guests will experience an impressive balance of efficiency and power across the vehicle segments.

Read on to discover what's new in Toyota vehicles for the 2023 model year:

Trucks



Toyota Tacoma

Tacoma owners have made customizing and personalizing their trucks a key part of the vehicle's popularity and heritage—and the third generation is no exception. The popular SR5 grade will offer two new packages for the 2023 model year, SX Package and Chrome Package. The stylish SX Package features black overfenders, wheels, exterior badging, outer mirror and lug nuts, along with a unique SX Bed graphic. The Chrome Package is complete with 18-inch chrome-finished wheels; chrome-finished outer door handles, tailgate letter insert and exhaust tip; and a leather-covered shift knob.

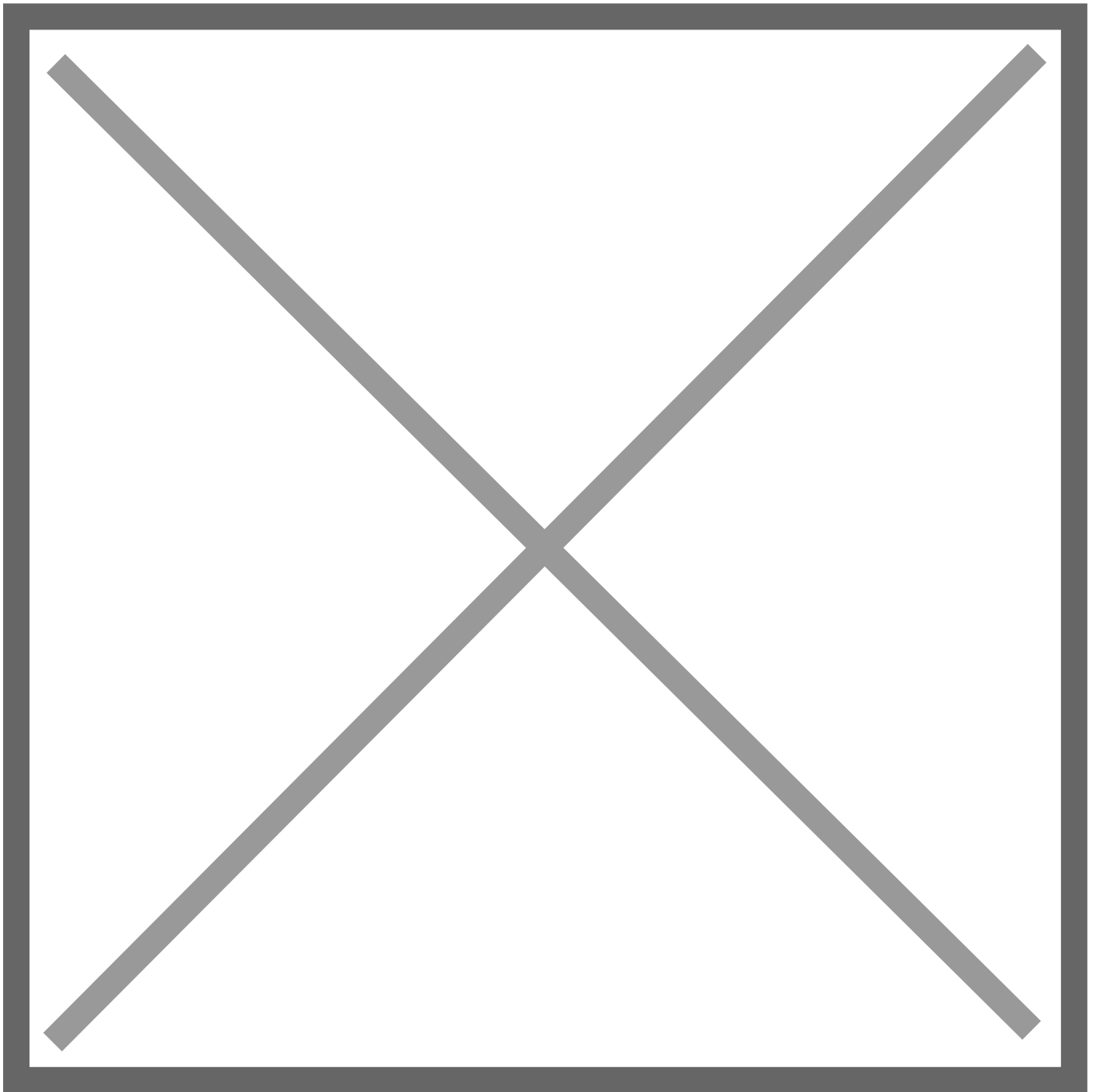
In addition to the two SR5 packages for the 2023 model year, TRD Pro adds Solar Octane as an exclusive color, and the TRD Off-Road and TRD Sport models will be available in the Electric Lime exterior color.



Toyota Tundra

After a stunning 2022 debut, the third-generation Tundra enters the 2023 model year with a new SX Package offering an updated appearance. The available look includes 18-inch dark-gray metallic wheels, body-color trim, a black “4×4” badge, the removal of the “Tundra” door badging and black fabric seats. The SX Package comes in a choice of four exterior colors: White, Magnetic Gray Metallic, Celestial Silver Metallic and Midnight Black Metallic.

Crossovers and SUVs



Toyota 4Runner

Continuing the celebration, the 2023 4Runner 40th Anniversary Special Edition will be offered in a limited run — only 4,040 vehicles will be sold in the U.S. market. The exterior of the distinctive Special Edition features 17-inch bronze-colored alloy wheels, a tricolored bodyside and grille graphic, a 40th Anniversary badge on the rear liftgate, a TOYOTA bronze finished overlay on the color-keyed heritage front grille bar, a moonroof, black roof

rails and mirror caps. The Special Edition comes in a choice of three exterior colors: Midnight Black Metallic, Ice Cap and Barcelona Red Metallic. The interior features the 40th Anniversary logo stitched into the front headrests and carpet floor mats, black SofTex-trimmed seats and shift knob with bronze-colored stitching, and an exclusive limited-edition bronze colored plaque on the passenger side boasting “1 of 4040” (it won’t be serialized).

Aside from the Special Edition, the 2023 4Runner lineup covers the broad range of tastes in a high-capability SUV, including grades SR5 and SR5 Premium, TRD Sport and TRD Off-Road (both available in Electric Lime exterior color), TRD Off-Road Premium, Limited and TRD Pro. All grades now include standard Blind Spot Monitor and Rear Cross-Traffic Alert.



Toyota bZ4X

Eco sensitivity meets style in the all-new, first-ever Toyota bZ4X. Furthering Toyota's commitment toward carbon neutrality, the model is the first of a series of battery-electric vehicles to be introduced under the global "Toyota bZ" brand umbrella. The all-electric vehicle features bold and modern styling, aero-dynamic design and a spacious, tech-advanced interior. The vehicle also contains the abundant leg room drivers want. Plus, the bZ4X has a manufacturer-estimated range of up to 250 miles for XLE front-wheel drive models.

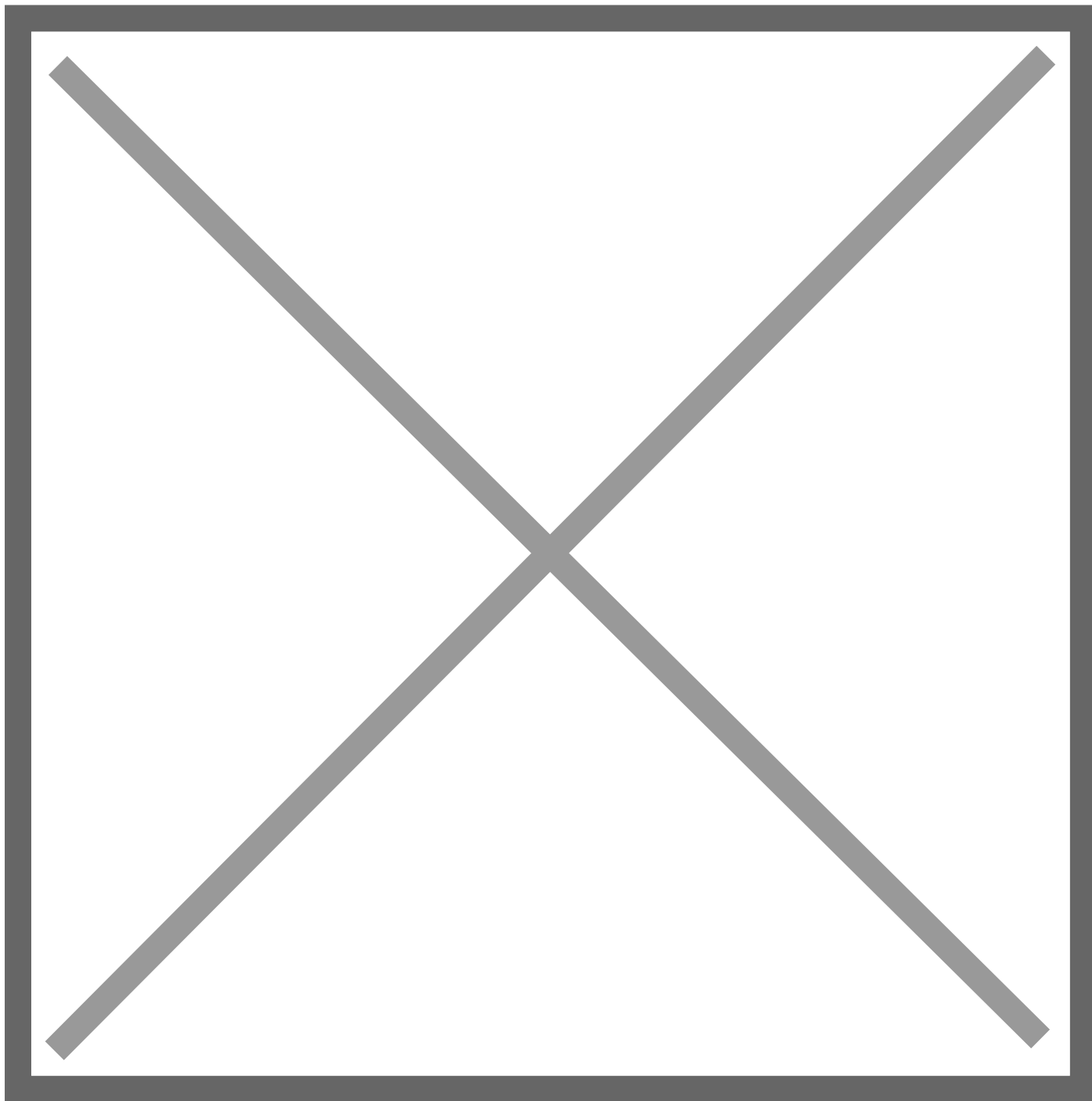


Toyota Highlander

The Toyota Highlander received quite a few updates for the 2023 model year. All gas grades now have a standard 2.4-liter, turbocharged four-cylinder engine; standard Toyota Audio Multimedia system; and wireless Apple CarPlay and Android Auto. Plus, the wireless charging pad was moved to the IP shelf.

In the L, LE and Hybrid LE grades, the Multi-Information Display is now 7 inches (up from 4.2 inches). In the Hybrid Bronze Edition, the multimedia screen increases from 8 inches to 12.3 inches. Black wheels and lug nuts

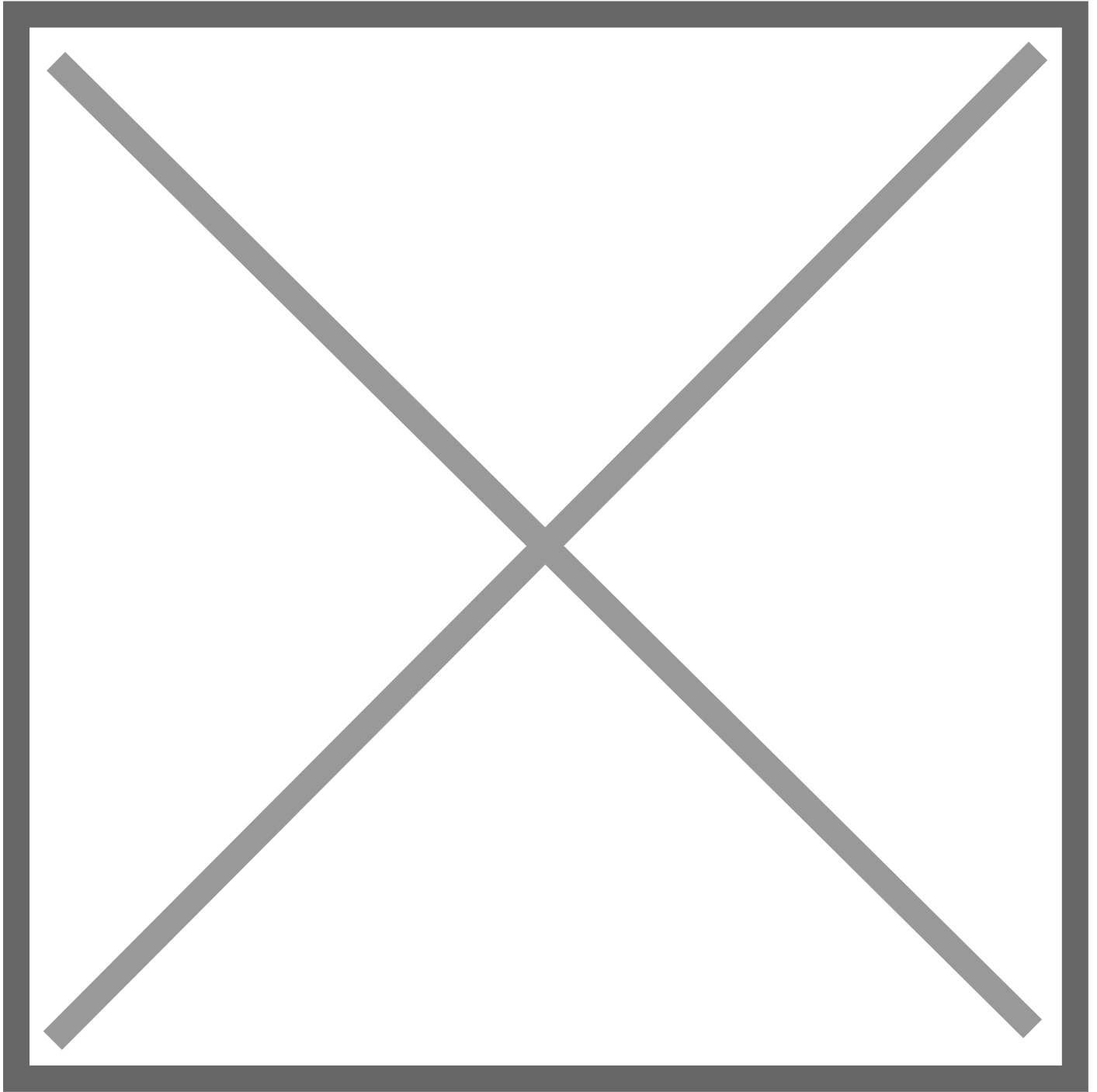
are now standard on XSE, and power-folding mirrors are now standard on the Limited/Platinum/Hybrid Limited/Hybrid Platinum grades.



Toyota RAV4

For the 2023 model year, all RAV4 grades now come standard with Toyota Audio Multimedia, wireless Apple CarPlay and Android Auto, and Toyota Safety Sense 2.5. Almost all grades have a bigger available multimedia screen.

The new model year also offers the 2023 RAV4 Hybrid Woodland Edition, which is based on the Hybrid XLE grade. Limited to 6,500 units, the special edition features bronze-colored wheels, Falken All-Terrain Tires, TRD-tuned suspension, 120V inverter, custom all-weather floor and cargo mats, raised black roof rails and cross bars, and black badging and mud guards. The Woodland Edition is available in three exterior colors: Midnight Black Metallic, Cavalry Blue and Ice Cap.



Toyota Sequoia

For the 2023 model year, the Sequoia is all-new from the ground up. Aiming to elevate the full-size segment, the three-row SUV is luxuriously comfortable, offering both impressive technology and breathtaking performance from an efficient new hybrid powertrain.

The Sequoia is available in five unique grades, including SR5, Limited, Platinum, TRD Pro and the new Capstone luxury grade. All grades will feature the powerful twin-turbo V6 hybrid i-FORCE MAX powertrain, an exceptional hybrid system that produces 437 horsepower and 583 lb.-ft. of torque. The Tow Tech Package, which comes standard on Platinum, TRD Pro and Capstone grades and available on the others, offers a suite of features that includes Trailer Backup Guide with Straight Path Assist.

For more information on what's new for the 2023 Toyota lineup, click [here](#).