

# How Caltly Design Research Defined the Essence of the All-New Tacoma

May 22, 2023

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Focused on the theme of a “Badass Adventure Machine,” Caltly Design Research led the design efforts for the all-new 2024 Toyota Tacoma.

“Our primary design goal for the all-new Tacoma was to be authentic to the way our customers use their trucks for rugged outdoor fun,” says Kevin Hunter, president, Caltly Design Research. “We looked at our truck DNA and the Toyota Baja race trucks for inspiration to capture the extreme spirit of offroad adventure. High lift, big tires, slim body, and a powerful athletic stance define the iconic Tacoma look, referred to as ‘Tacoma-ness’.”

Watch the video below to find out how Caltly’s designers brought their vision to life.