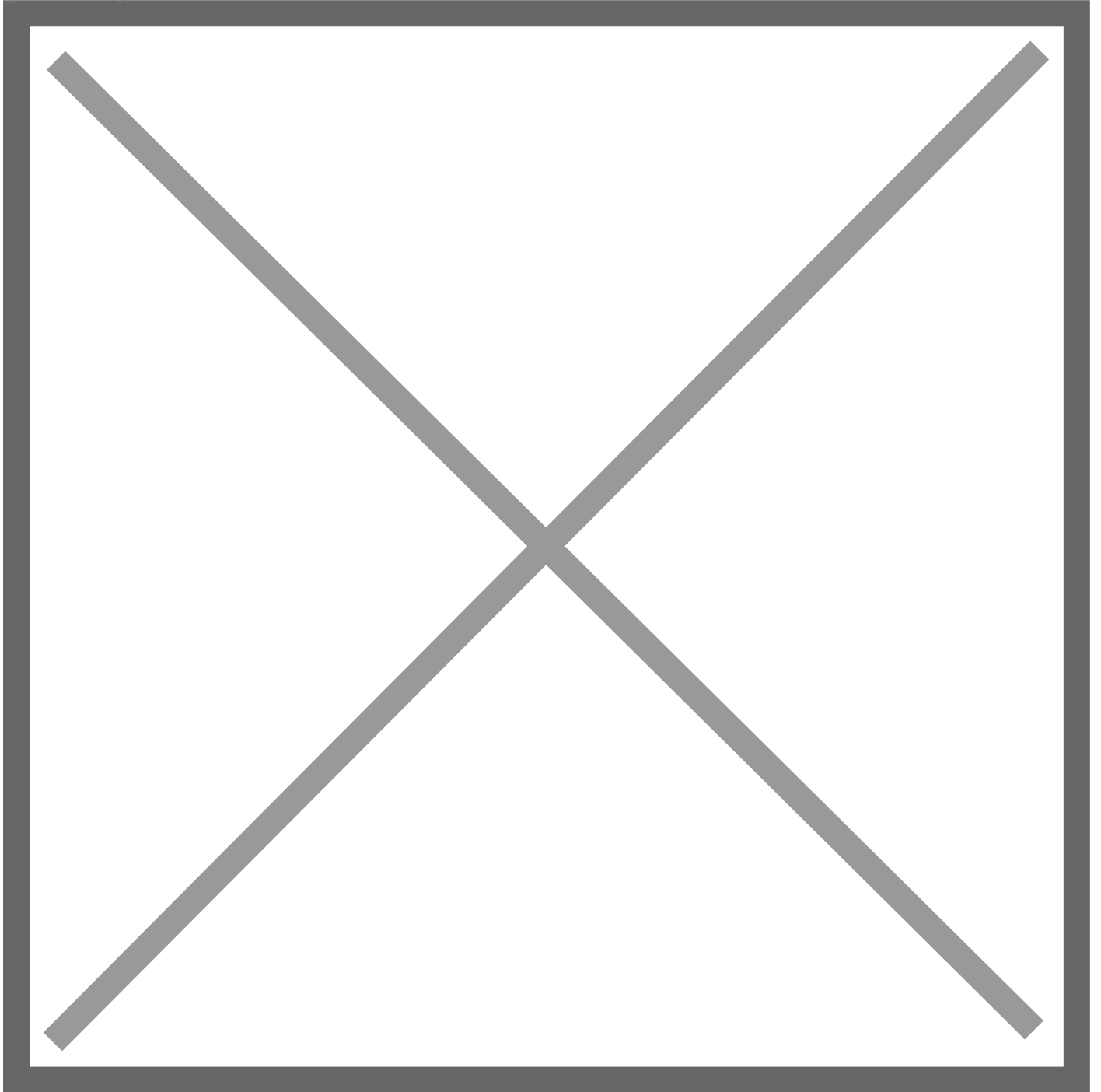


The All-New Tacoma Debuts Segment-First IsoDynamic Performance Seat

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Debuting exclusively on the all-new 2024 Toyota Tacoma TRD Pro is a segment-first IsoDynamic Performance Seat that helps provide a smooth, confidence-inspiring ride for those in the driver and front passenger seats.

The goal of this patent-pending feature is to stabilize the driver's field of vision to improve focus, comfort, and reduce fatigue while on rugged trails.

The IsoDynamic Performance Seat uses an air-over-oil shock absorber system allowing for vertical and lateral seat movement simultaneously to dampen body movement and stabilize the head and neck to keep alignment with the spine. This dampening effect is tunable based on body mass and occupant preference and can be bypassed, if desired, via levers on the seatbacks.

To learn more about the IsoDynamic Performance Seat, watch the video below.