

2024 Toyota Land Cruiser

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Legends never die. Toyota's off-road icon and longest-running nameplate is making a triumphant comeback to North America for the 2024 model year, returning to its rugged origin. Since its introduction in the U.S. market in 1958, the Land Cruiser evolved over the years from the legendary two-door models like the 40 Series with its

fold-down front windshield, white roof, and rear jump seats to the capable yet fully loaded 200 Series, which was the last generation to be sold in the States and combined Land Cruiser's unbreakable strength with premium luxury features. Now, Land Cruiser stays true to its heritage, returning as a high-quality off-roader at a more accessible price point that will take a wider range of customers on numerous backcountry adventures across the globe.