Toyota Tundra Adds Enhancements for 2024 Model Year

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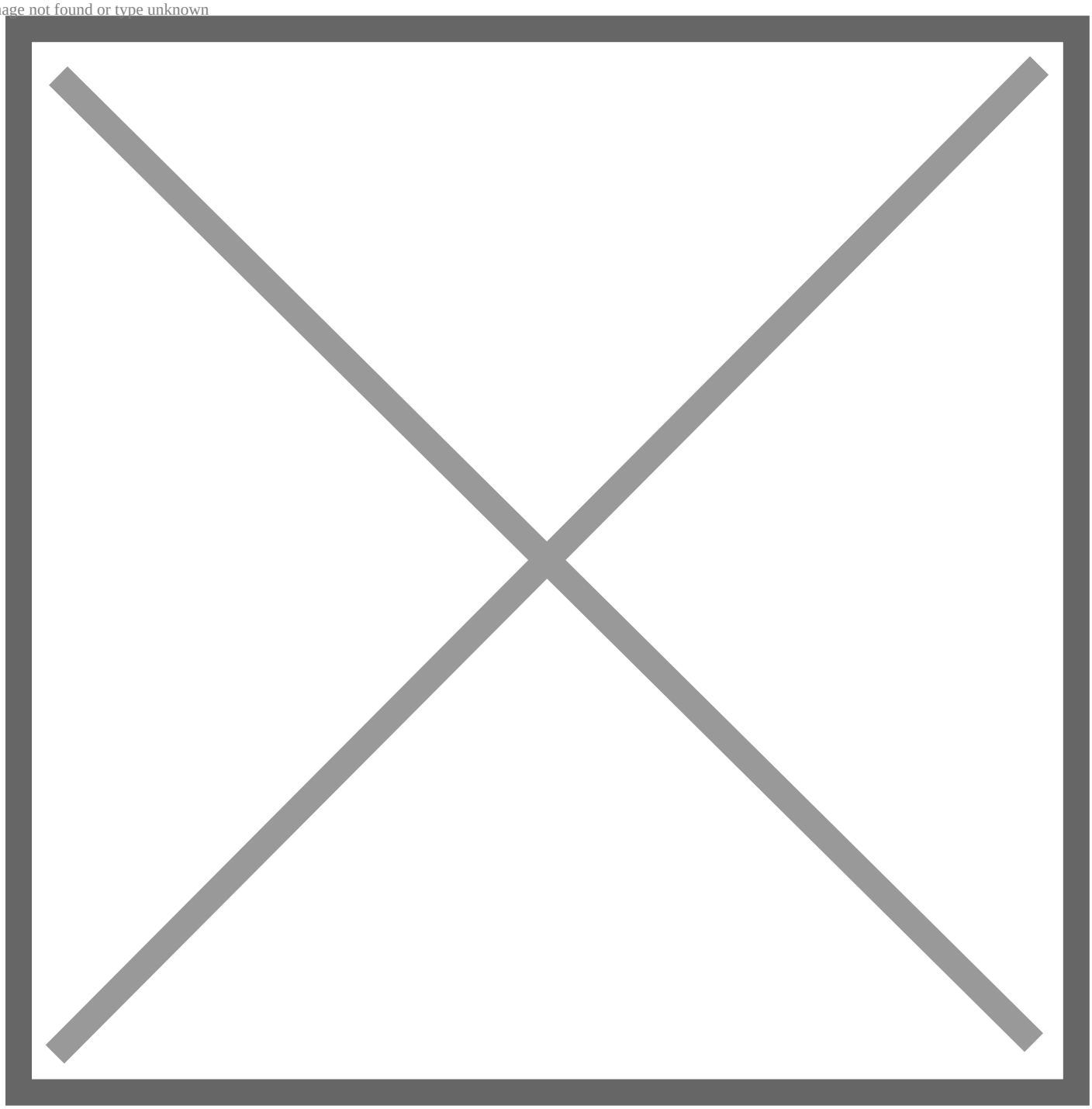

PLANO, Texas (August 22, 2023) – The third-generation Tundra was introduced two years ago and made an immediate impact on the segment, thanks in part to its new twin-turbo V6 powertrains, the most powerful of which is a hybrid. The 2024 Tundra enters with new options for exterior looks and off-road performance. A Nigh tshade package has been added to amp up the Tundra's style and attitude. The always popular TRD Off-Road Package is now available on Platinum grade 4×4's as is a TRD 3" suspension lift kit, now available as a factory installed accessory.

The lineup for the 2024 Tundra offers something for everyone, with SR, SR5, Limited, Platinum and 1794 grades available. TRD Pro and the flagship Capstone grade remain part of the Tundra lineup, and they are both offered exclusively with the i-FORCE MAX powertrain.

Nightshade Package: Attitude Amplified

Customers can maximize the Tundra's style with the new Nightshade package, featuring several black accents like 20-inch wheels, over fenders, grille, mirror caps and badges. The new Nightshade Package is available exclusively on Limited grades. The Nightshade Package is available with the following exterior colors: Ice Cap, Wind Chill Pearl, Magnetic Gray Metallic, Midnight Black Metallic, Celestial Silver Metallic, Supersonic Red, Lunar Rock, and Blueprint.

Factory Installed 3" TRD Lift: Elevated Performance

Newly available for 2024, the Tundra can be equipped with a TRD 3" suspension lift kit that is installed in the factory and brings added clearance to the already capable Tundra.

TRD Off-Road Package on Platinum: Premium Capability

New for 2024, the Tundra Platinum 4×4 models can now be outfitted with the iconic TRD Off-Road package. The result, premium creature comforts and trail ready performance all wrapped up in one incredible truck.

Putting More Power in Powertrains

The Tundra offers impressive new powertrains: a twin-turbo V6 engine and a hybrid twin-turbo V6 Both engines team with a 10-speed Electronically Controlled Automatic Transmission with intelligence (ECTi). The new 10-speed features a sequential shift mode, uphill/downhill shift logic and TOW/HAUL driving modes.

The i-FORCE, twin-turbo V6 uses DOHC 24-valve cylinder heads and Dual VVTi systems to yield 389 horsepower and 479 lb.-ft. of torque. Top dog in the Tundra line is the available i-FORCE MAX hybrid powertrain with 437 horsepower at 5,200 rpm, and a staggering 583 lb.-ft. of torque at a low 2,400 rpm. Paradoxically, this new powerhouse is also an efficiency maven, with up to EPA-estimated 20 MPG city/24 MPG highway/22 MPG combined fuel economy ratings, depending on model grade and drivetrain.

The new i-FORCE MAX combines the twin-turbo V6 with a motor generator with a clutch located within the bell housing between the engine and 10-speed automatic transmission. The motor generator provides additional power through the transmission, while the engine start-up, EV driving, electric assist and energy regeneration are done via the hybrid components. The system employs a proven and reliable 288V sealed Nickel-metal Hydride (Ni-MH) battery located under the rear passenger seats.

Although the electric motor does the bulk of the work at lower speeds, once above 18 mph the gasoline engine remains in constant operation for optimal performance in the mid- and high-speed range. When in TOW/HAUL mode, the i-FORCE MAX system operates holistically to provide impressive acceleration and torque for towing needs.

Off-Road Prowess

Standard on Tundra TRD Pro models and 4×4 trucks equipped with the TRD Off-Road package are a slew of off-road upgrades that enhance off-pavement exploration. Multi-Terrain Select offers adjustable settings to help

control wheel spin on a variety of terrain. CRAWL Control functions as a low-speed, off-road cruise control that allows the driver to focus on steering while the Tundra maintains one of five selectable speeds. Downhill Assist Control helps the driver navigate tricky slopes by limiting the speed of the vehicle during descents.

TRD Pro and 4×4 Tundras equipped with the TRD Off-Road package comes standard with an electronically locking rear differential to provide added traction in 4WD Low applications. Multi-Terrain Monitor also comes standard the Pro and TRD Off-Road 4×4, allowing the driver to check the immediate surroundings for potential obstacles. Pressing a button on the console activates front, rear and side-camera views on the center display.

TRD PRO Color: Exclusivity at its finest

All-New for 2024 is the color Terra, which is only available on TRD PRO grades.

Homegrown: For Truck People, By Truck People

Like the prior generation Toyota Tundra, the new generation introduced last year is an American story through and through. It was designed in the U.S. and is assembled exclusively at Toyota Motor Manufacturing Texas (TMMTX) in San Antonio. “Technical muscle” was a design mantra for the team, as it capitalized on the modern features of the all-new truck while retaining a nod to the outdoor lifestyle at the core of Tundra ownership.

Inside, premium materials were also a must for a truck with a strong pedigree like Tundra’s, especially in high-contact areas. Wrapped armrests, pads across the dash, and door and other areas are on most trims.

High-strength steel is used throughout the chassis to help increase rigidity considerably over the previous generation Tundra, while aluminum is used in key areas to help reduce weight. Frame crossmembers are more than double in size to provide additional reinforcement and rigidity. A new front cross member is used for the steering, which adds rigidity while enhancing steering input and handling dynamics for the driver. For Limited grade and above, the cab is mounted to the frame with hydraulic mounts to enhance ride comfort.

The Tundra’s bed is lightweight and extremely strong thanks to the new sheet-molded compound (SMC) construction and aluminum reinforcing cross members. The new SMC bed helps offer added protection against dents, impact dings and rust compared to traditional steel decks. Even the tailgate uses lightweight construction techniques to reduce weight by 20% compared to the previous generation. All Tundras feature a power release tailgate controlled from the key fob.

Modernized Suspension

The third-generation Tundra ditched leaf springs in favor of a new multi-link rear suspension. The change helps improve ride comfort, straight-line stability and overall handling dynamics – not to mention it also improves towing capability compared to the previous grade. The maximum towing capacity for Tundra increases 17.6% over the previous generation, to 12,000 pounds. The maximum payload increases to 1,940 pounds, an improvement of more than 11%.

The double wishbone front suspension enhances ride comfort, driving performance and overall durability.

For TRD Off-Road packages, Bilstein monotube shocks improve damping for on- and off-highway driving. For maximum off-road performance, TRD Pro grades are fitted with 2.5-inch diameter FOX internal bypass shocks. The front FOX shocks provide the truck with a 1.1-inch front lift. The TRD Pro gains additional off-road features, including a new TRD Pro front stabilizer bar, aluminum front skid plate, additional underbody protection, and unique all-terrain Falken tires. Red-painted suspension parts add a distinctive TRD design touch.

The Tundra is available with a rear air suspension system which automatically adjusts the rear to help it stay level when hauling a heavy load or towing a trailer. Available on certain grades, this system also lets you choose from three manual height modes: High, for slow-speed, off-road driving or hauling heavy loads; Low, to help

with loading and unloading; and Normal, for everyday driving. Another first for Tundra is the available Adaptive Variable Suspension (AVS) system. Adopted for enhancing towing control and stability, AVS is designed to continually adjust damping force based on ever-changing road conditions.

Premium Towing Machine

Beyond the added chassis strength, the Tundra offers a slew of features to help make towing easier. For added visibility when trailering, the available Panoramic View Monitor (PVM) uses cameras to display a top-down view of the truck on the available 14-inch display. Views include the rear truck bed to check on cargo, a rear split view to show what's nearby on each side of the trailer, and a hitch view to assist with trailer connecting.

Available power extending and folding tow mirrors offer an improved view of a trailer, thanks to a taller profile and revised mirror curvature that help enhance the driver's field of view. The new mirrors are heated and feature integrated turn signals and Blind Spot Monitor (BSM) notification. They also house the cameras for the PVM/MTM systems. LED trailering lights on the mirrors are controlled from inside the cabin to provide light rearward toward the trailer when needed.

When connected with Toyota's integrated trailer brake controller, the Tundra's available Blind Spot Monitor can recognize blind spots for both the truck and the trailer. The available new air suspension system offers the ability to load-level the rear height to achieve the right balance between truck and trailer.

TSS 2.5 Standard on All Tundras

Tundra models come standard with Toyota Safety Sense 2.5 on every grade. This advanced system includes:

- Pre-collision System with Pedestrian Detection with intersection support
- Road Sign Assist (RSA)
- Full-Speed Range Dynamic Radar Cruise Control (DRCC)
- Lane Keeping Technology: Lane Departure Alert with Steering Assist (LDA w/ SA), Lane Tracing Assist (LTA) and Sway Warning System
- Automatic High Beams (AHB)

Blind Spot Monitor (BSM) with Rear Cross Traffic Alert (RCTA) area available and come standard on certain grades. Plus, the available Parking Support Brake is designed to implement brake control when there's a possibility of a collision with a stationary object, approaching vehicle, or while parking.

Automatic High Beams are designed to detect preceding or oncoming vehicles and automatically switch between high- and low-beam headlights. Road Sign Assist (RSA) is designed to recognize certain road sign information using a forward-facing camera and display the signs on the multi-information display (MID).

For 2024, all Tundra models are equipped with Toyota's Rear Seat Reminder. This feature detects whether a rear door was opened within 10 minutes of the vehicle being turned on, or at any time after the vehicle has been turned on. If so, it flashes a reminder message in the instrument cluster after the engine is turned off, accompanied by multitone chimes.

Toyota Audio Multimedia

The third-gen Tundra introduced Toyota's all-new Audio Multimedia system designed and engineered by Toyota's Texas-based Connected Technologies team. An all-new Human Machine Interface (HMI) delivers advanced interaction through sight, touch and voice activation.

The latest Toyota Audio Multimedia boasts five times greater processing power than the previous generation system. The comprehensive system features a centrally located standard 8-inch touchscreen or an available 14-inch touchscreen with enhanced resolution for high-quality, crisp visuals. It also includes more responsive touch

functionality familiar to consumers, including the pinch and zoom functions used on phones and tablets. Certain to be a favorite among gloved Tundra passengers, the new system still uses a large, easy-to-grip dial for audio volume. The new Toyota Audio Multimedia system also offers standard wireless Apple CarPlay®?and Android Auto compatibility.

The virtual Intelligent Assistant* provides an easy-to-use virtual companion that is more advanced and personalized than ever before. Using simple wake-up phrases such as “Hey/Hi/Hello/OK Toyota” make connection easy and seamless. Intuitive and natural VA responses allow for audible replies by the user, creating a human-like conversation experience.

*Intelligent Assistant requires an active Drive Connect trial or subscription.

Cloud Based Navigation for Down-to-Earth Adventures

The cloud-based native navigation system* offers real-time Over the Air (OTA) updates for mapping and Points of Interest (POIs), as well as integrating Google POI data for up-to-date search capability. The new navigation system allows drivers and passengers to use the voice-activated commands or the touchscreen to search for directions, find points of interest or explore local businesses.

Toyota Connected Services helps offer peace of mind and convenience to Toyota owners. Safety Connect* offers added reassurance for when unexpected emergencies occur by connecting vehicle occupants with a 24/7 emergency response agent. The agent can quickly request dispatch of emergency services to a vehicle’s exact location or assist authorities in locating a stolen vehicle. Service Connect* provides drivers with personalized maintenance updates, vehicle health reports and maintenance reminders. The feature comes with a standard trial period from the time of new-vehicle purchase and offers available subscriptions on the Toyota App.

Wi-Fi Connect** offers 4G connectivity for up to 10 devices by turning Tundra into an AT&T Hotspot. An Integrated Streaming feature pf WiFi allows linking separate customer Apple Music®?and Amazon Music subscriptions to the vehicle.

*Cloud Navigation requires a trial or subscription to Drive Connect.

*Safety Connect and Service Connect require an active trial or subscription. A Safety Connect and Service Connect trial is included for up to 10 years on select vehicles with paid Connected Services packages. 4G network dependent.

**Function requires an active Wi-Fi Connect trial or subscription.

Big Screen for Driver

There are two new instrumentation panels on Tundra: the available 12.3-inch TFT panel or a combination meter that includes a 4.1-inch digital multi-information screen (MID) with analog readouts. Aside from vehicle diagnostics, the new displays also provide access to safety features, navigation, audio controls, off-road features, and towing functions.

On the combination meter, the 4.1-inch MID screen toggles between multiple screen options that include navigation, audio selections, vehicle diagnostics and more. Surrounding the MID screen are analog gauges that include tachometer, speedometer, oil and fuel gauges.

Standard with the i-FORCE MAX powertrain, the 12.3-inch display illuminates when the vehicle is powered on to display one of five rotating Tundra animations that fill the screen. The display features digital gauges, including a tachometer and speedometer. Selectable content includes tow gauges, pitch and roll displays and powertrain performance gauges. The display’s appearance also changes with drive modes, and it provides

specific information for off-road and towing functions.

Options, Options, Options

As before, the new-gen Tundra is offered in a wide variety of configurations, based on two four-door options, Double Cab and CrewMax. Double Cab models offer the choice of a 6.5-foot bed or an 8.1-foot bed. CrewMax models can have a 5.5-foot bed or new 6.5-foot bed.

Available on SR5, Limited, Platinum and 1794 models, the TRD Off-Road Package includes 18-inch TRD wheels standard on SR5 and unique 20-inch wheels for Limited, Platinum, and 1794) TRD grille, TRD off-road suspension, skid plates, mud guards and a TRD leather-wrapped shift knob. The 4×4 models also feature electronic rear differential lock, Multi-Terrain Select (MTS) and Crawl Control. The TRD Sport package available on 4×2 or 4×4 SR5 models in CrewMax and Double Cab configurations is more road-oriented. It includes the addition of 20-inch TRD wheels, TRD grille, TRD lowered sport suspension and a TRD leather-wrapped shift knob.

The 2024 Tundra's roster of standard and available exterior colors that include White, Wind Chill Pearl, Magnetic Gray Metallic, Celestial Silver Metallic, Midnight Black Metallic, Super Sonic Red, Army Green, Lunar Rock, Solar Octane and Blueprint. In addition, Smoked Mesquite is exclusively available on Limited and 1794 grades, and Terra is a TRD Pro exclusive color.

Limited Warranty and ToyotaCare

Toyota's 36-month/36,000-mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and corrosion with no mileage limitation. Hybrid-related components, including the battery control module, hybrid control module and inverter with converter, are covered for 8 years or 100,000 miles, whichever comes first. The hybrid battery is covered for 10 years or 150,000 miles, whichever comes first. Toyota dealers have complete details on the limited warranty. Sequoia also comes with ToyotaCare, a plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.