

# Life's Grander in Toyota's 2024 Grand Highlander Campaign

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**PLANO, Texas (September 8, 2023)** – Step out in grand style with the highly anticipated, first-ever 2024 Toyota Grand Highlander. Toyota is taking a larger-than-life approach for the most powerful Midsize SUV the brand has ever built in the new marketing campaign, “Life’s Grander in the Grand Highlander.”

“The campaign shines a spotlight on the first-ever 2024 Grand Highlander – the latest addition to Toyota’s bold SUV lineup,” said Lisa Materazzo, group vice president, Toyota Marketing, Toyota Motor North America. “Featuring the Grand Highlander’s beautiful design and spacious interior the campaign is inspired by the reality that life, with all its unexpected surprises, is pretty grand.”

Toyota developed the integrated Grand Highlander campaign with its Total Toyota (T<sup>2</sup>) model in mind. The T<sup>2</sup> model integrates efforts to create a cohesive marketing approach inclusive of multicultural marketing and the mainstream market.

The “Life’s Grander in the Grand Highlander” campaign showcases a unified creative style throughout the spots, highlighted below.

### **Media Placements**

The “Life’s Grander in the Grand Highlander” campaign extends across linear TV, digital video, digital content, cinema, programmatic, paid social, audio, and search. High profile Network Prime, cable, Prime Novelas, and sports programming includes Thursday and Sunday Night Football, Premium Soccer, and the Billboard Latin Music Awards. Digital content/video includes partners such as Hulu, YouTube, MAX, Sensical, and Pandora. Partnerships include Bustle’s “Camp Romper,” Moveable Feast, Amazon, Uber Eats, and The Weather Channel, among others. Paid Social runs across TikTok, Meta, Snapchat, Reddit, LinkedIn, and Pinterest.

The broadcast spots are available for viewing [here](#). For images and credits, please click [here](#).

### **About the 2024 Toyota Grand Highlander**

The [2024 Toyota Grand Highlander](#) is the latest and greatest addition to the successful SUV lineup for Toyota. Available in three powertrains across three grades: the well-balanced 2.4L turbo gas engine, the efficient 2.5L hybrid and the ultimate performance-seeking, 362 horsepower Hybrid MAX, the Grand Highlander is perfectly packaged for the road trip ahead.

Designed by Caltly Design Studios and exclusively assembled at the Toyota Motor Manufacturing plant in Princeton, Indiana, the 2024 Grand Highlander has a starting MSRP of \$43,070 for the gas engine models, \$44,670 for the hybrid and \$54,040 for the Hybrid MAX powertrain.

As part of Toyota’s diverse approach to its carbon neutrality goals, Grand Highlander Hybrid and Hybrid MAX are two additional products that support Toyota’s effort to reach a “Beyond Zero” future. Beyond Zero is Toyota’s vision to reach carbon neutrality with products, services, and operations; and find new ways to make a positive impact on the planet and society.

#### **Key Features Include:**

- Available in three powertrains with adult-sized third row and ample cargo space
- Hybrid and Hybrid MAX Powertrains for reduced carbon emissions
- Powerful Performance with 362-horsepower from the Hybrid MAX system
- Available tech like Traffic Jam Assist, Head-Up Display and Digital Rearview Mirror
- JBL® Premium Audio system
- Blind Spot Monitor (BSM) with Rear Cross Traffic Alert (RCTA)