Elevate the Journey with Toyota’s New Highlander
Hybrid Nightshade

September 27, 2023
PLANO, Texas (Sept. 27, 2023) – The Toyota Highlander Hybrid is making a bold statement for the 2024 model year with a new Nightshade Edition. With a blackout treatment to the wheels, grille, mirror caps and rear badging, this striking new model is available on the Highlander Hybrid LE and XLE grades, adding an extra layer of style to the Toyota Highlander’s diverse lineup. This Nightshade has captivating details inside and out, like uniquely trimmed black seats with silver accents on the XLE grade, it’s yet another way the Toyota Highlander goes above and beyond the ordinary.

The 2024 Highlander comes in six different Hybrid grades, five different gas grades and can seat up to eight. The Hybrid models come equipped with a 2.5L 4-cylinder hybrid engine, while the gas grades come with a 2.4L 4-cylinder turbocharged engine that launched on the model in 2023. New for MY24 is the addition of the hands-free power liftgate convenience spec that now comes standard on all XLE (gas, hybrid, Nightshade) and XSE (gas) grades. Consistent with the previous model year, hands-free power liftgate continues to come standard on all Limited and Platinum (gas and hybrid) grades.

Highlander also comes in a choice of Front-Wheel or All-Wheel Drive. There are even options within AWD drivetrains of an electronic on-demand AWD for the Hybrid grades, mechanical AWD for the gas LE and XLE grades, and Dynamic Torque Vectoring AWD for the gas XSE, Limited, and Platinum grades. With two highly efficient powertrains and its variety of drivetrains the 2024 Highlander can earn up to a manufacturer-estimated 36 MPG combined rating on the Hybrid (LE/FWD) and up to 29 MPG on the gas model (LE/FWD).

As part of Toyota’s diverse approach to its carbon neutrality goals, the Toyota Highlander also plays a part in Toyota’s effort to reach a “Beyond Zero” future, which 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. Toyota is demonstrating its commitment to Beyond Zero by providing 16 electrified vehicles for customers to choose from, including 12 hybrid models, two plug-in hybrid models, the bZ4X battery electric vehicle, and the zero-emission hydrogen fuel cell electric Mirai (currently available in California). Toyota currently offers more low-and-zero emissions vehicles than any other automaker to give customers the most choice to reduce their carbon footprint.
The hallmark of the Toyota Nightshade lineup is bold style with blacked-out touches. It’s an expressive, stylish look that’s available on 10 models – including the 2024 Toyota Highlander Hybrid. Adding to the Nightshade style are the exterior color choices of Cement, Wind Chill Pearl, Midnight Black Metallic, or Ruby Flare Pearl. Whichever color customers choose, they will find it sitting on black painted 18-inch five-spoke wheels. Because every detail matters, the bold style also extends to black grille trim, mirror caps, door handles, rear badging, rear spoiler, and shark fin antenna, with the Hybrid XLE Nightshade adding black roof rails.
On the inside, the LE Nightshade grade features black fabric trimmed seats with the XLE grade adding black two-toned Softex®-trimmed seats with unique embossed fabric inserts and silver accent stitching. XLE Nightshade seating is further elevated with standard heated seats for driver and front passenger, 10-way power-adjustable driver seat, and captain seats for second row passengers. For entertainment the LE and XLE Nightshade both come with an 8-inch Toyota Audio Multimedia touchscreen with wireless Apple CarPlay® and Android Auto™ compatibility standard, the XLE Nightshade has the option to upgrade to a 12.3-inch Toyota Audio Multimedia touchscreen. Consistent with the Hybrid XLE, the XLE Nightshade comes standard with a power tilt moonroof, hands-free power liftgate, Qi wireless smartphone charger, auto-dimming rearview mirror with HomeLink® universal garage door opener, and second row sunshades.

**Travel in Style in the Hybrid Grades**

The 2024 Toyota Highlander offers a choice of six different Hybrid grades, including the Highlander Hybrid Nightshade. With an impressive MPG of up to a manufacturer-estimated 36 MPG combined rating, Highlander Hybrid drivers will be ready to take on the road in style mile after mile.

The Highlander Hybrid line starts with the LE grade with either front-wheel drive or Electronic On-Demand AWD system (AWD-e). The LE grade can seat up to eight and includes standard features like Fabric-trimmed front- and second-row seats with an 8-way power-adjustable driver’s seat, 7-inch color LCD Multi-Information Display (MID), in-zone automatic climate control with air filter, 8.0-inch Toyota Audio Multimedia touchscreen with wireless Apple CarPlay and Android Auto compatibility, five USB ports, a Smart Key System and more.

The Hybrid XLE adds a power tilt moonroof, SofTex-trimmed first- and second-row seats with heating for driver and passenger, and a 10-way power-adjustable for the driver feature. The XLE also adds a hands-free power liftgate, Qi wireless smartphone charger, auto-dimming rearview mirror with HomeLink® universal garage door opener, and second row sunshades. For extra storage, roof rails come standard. Packages include the option to upgrade to a 12.3-inch Toyota Audio Multimedia touchscreen and seating for up to eight with a second-row bench seat and 60/40 split fold seats.

Highlander Hybrid Limited and Platinum grade pile on even more to the already feature-packed Highlander. Both models have standard leather-trimmed front- and second-row seats, with heated and ventilated front seats with 10-way power-adjustability and memory function for the driver’s seat that includes power lumbar support and 8-way power-adjustability for the front passenger seat. Both grades also come with a standard 12.3-inch Toyota Audio Multimedia touchscreen and 11-speaker JBL® Premium Audio system that includes a subwoofer and amplifier. Additional standard exterior touches for the Limited and Platinum Hybrid grades include 20-inch wheels, heated power outside mirror with turn signal and blind spot warning indicators, front grille in black paint with chrome plate surrounding, and more.

The Hybrid Platinum grade adds heated second-row captain’s chairs for even more rear passenger comfort, and a
Panoramic Glass Moonroof with sunshade and one-touch front power tilt/slide function. The driver benefits from a Panoramic View Monitor, 10-inch color Head Up Display, and LED projector headlights with Adaptive Front-Lighting System (AFS) auto leveling and LED-strip Daytime Running Lights (DRL). Additional Platinum features include rear lower bumper accent piece and scuff plate, rain-sensing washer-linked wipers, illuminated front doorsill metal scuff plates, and Digital rearview mirror with HomeLink® universal garage door opener.

Exterior color choices, depending on grade, include Midnight Black Metallic, Blueprint, Cypress, Magnetic Gray Metallic, Cement, and Celestial Silver Metallic. Extra cost colors include Moon Dust, Ruby Flare Pearl, and Wind Chill Pearl.
**Remarkably Hybrid**

The Toyota Highlander Hybrid combines a high-efficiency 2.5-liter DOHC four-cylinder engine with two electric motor-generators. The gas engine employs Variable Valve Timing-intelligent system by Electric motor (VVT-iE) on the intake camshaft, and VVT-i on the exhaust camshaft. A variable cooling system (electric water pump, electric thermostat) and a fully variable oil pump help to further enhance engine efficiency.

The gas engine and Motor Generator 2 (MG2) work in concert to deliver dynamic performance, while both MG1 and MG2 charge the hybrid battery. The bottom line is an eye opener for the efficient-minded: 243 total system horsepower, manufacturer-estimated up to 36 combined MPG and a towing capacity of up to 3,500 pounds for all hybrid grades. The Highlander Hybrid’s battery pack was developed with convenience in mind and is installed under the second-row seats, so it does not take away any cargo or passenger space.

Like all Toyota hybrid vehicles, the Highlander Hybrid simply goes about its business. For example, the system optimizes the level of electric motor assistance and gas engine speed without the engine running at high revs. Engine speed is synchronized with vehicle speed, yielding effortless and quiet acceleration. The unique AWD system for Highlander Hybrid employs a separate rear-mounted electric motor to power the rear wheels when needed. Like the hybrid powertrain itself, the AWD system is designed to work seamlessly, switching on and off and sending power to the wheels as needed.
Highlander Hybrid offers selectable NORMAL, ECO and SPORT driving modes that let the driver choose the vehicle’s performance personality. ECO mode extracts maximum efficiency from the fuel and battery, while NORMAL mode is ideal for everyday driving. SPORT mode quickens the throttle response from the hybrid system for improved acceleration control. A bonus is the EV mode, which allows electric-only driving at low speeds for short distances.

Regenerative braking captures the energy of the turning wheels as the vehicle slows, sending it to the hybrid battery. To foster greater control when driving in hilly areas, the driver can manually control regenerative braking in steps, similar to the engine braking effect of downshifting a manual transmission.

Highlander Hybrid’s Predictive Efficient Drive (PED) analyzes the driver’s daily driving habits and upcoming road and traffic conditions to optimize battery usage and charging. The more the vehicle is driven, the more data is accumulated, thereby helping to support fuel efficient driving patterns.

**Turbo Powered Gas Grades**

For customers looking for an efficient-yet-powerful option Highlander’s 265-horsepower 2.4-liter turbocharged four-cylinder models with 310 lb.-ft of torque are the answer. Equipped with a standard Stop and Start Engine system, the gas model equipped Highlander models allow the engine to shut off when the vehicle comes to a complete stop and instantly restarts when the driver’s foot lifts from the brake pedal. This feature is one way the Highlander can earn up to a 22 city/29 highway/25 combined manufacturer estimated rating, it’s an economical choice that’s ready to take on the next highway merge.

The engine is paired to a direct shift 8-speed Electronically Controlled Automatic Transmission (AT) with selectable drive modes that include Eco, Normal, Sport, and Snow modes. The 2.4L Turbo equipped models are available in a choice of Front- or All-Wheel-Drive. AWD equipped models come with Multi-Terrain Select (MTS), allowing drivers to select Mud & Sand or Rock & Dirt modes for those times when outdoor adventure calls. AWD equipped Highlander turbo models are equipped to tow up to 5,000-pounds and include Trailer Sway Control (TSC), which uses the Vehicle Stability Control (VSC) to help control unwanted trailer movement.
Highlander LE comes well equipped with fabric-trimmed seating for eight and a second-row bench seat. Drivers get an 8-way power adjustable seat and for added storing and convenience the second-row bench seats have 60/40 split, sliding, and reclining functionality. An 8-inch Toyota Audio Multimedia touchscreen with six speakers comes standard, along with a 7-inch color LCD Multi-Information Display (MID), five total USB ports, Push Button Start, Smart Key, and Connected Service trials.

The XLE includes all LE grade features and adds a power tilt moonroof, SofTex-trimmed first- and second-row seats with heating for driver and passenger, and 10-way power-adjustable for the driver, with seating for seven standard and eight optional. The XLE also adds a hands-free power liftgate, Qi wireless smartphone charger, auto-dimming rearview mirror with HomeLink universal garage door opener, and second row sunshades. For extra storage roof rails come standard. Packages include the option to upgrade to a 12.3-inch Toyota Audio Multimedia touchscreen and seating for up to eight with a second-row bench seat and 60/40 split fold seats.

The Highlander XSE is available with either front-wheel drive or Dynamic Torque Vectoring All-Wheel Drive. The 2024 Highlander XSE rolls on all-black 20-inch wheels, wrapped in 235/55R20 all-season tires. A specially tuned suspension with high-rate springs, rear stabilizer bar, and low-friction shock absorbers works in concert with tuned electric power steering to give the XSE a distinctly sporty feel. XSE-exclusive styling applies to the front fascia, grille, lower spoiler and headlamps. Unique rocker panels add an edgy accent to the Highlander XSE’s sculpted lines. Black roof rails, mirror caps and window moldings dial up the subtle cool factor, finished off by a twin exhaust tip.