

Five Things To Know About the First-Ever Toyota Crown Signia

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Toyota knows a thing or two about building brands that stand the test of time. A testament to that longevity is the Toyota Crown. As the company's longest-running nameplate, the Crown has been a shining jewel in the Toyota lineup since its debut nearly 70 years ago.

With its recent reintroduction to the U.S. market as a sedan in 2023, the distinctive crossover SUV is primed to keep the momentum going. How? Enter the 2025 Toyota Crown Signia. It's the first-ever SUV to hit the pavement under the legendary Crown nameplate.

Like its name suggests (based on the term "insignia"), it's a badge of honor signifying its affiliation to the nameplate that started it all.

Here are five things about the [2025 Toyota Crown Signia](#), which is expected to arrive at Toyota dealerships in late summer of 2024.

First Time's a Charm

As the second vehicle in the U.S. Toyota Crown lineup, the 2025 Crown Signia also marks the nameplate's first foray into the SUV category. This addition adds a new dimension to the Crown's rich legacy and exemplifies its reputation for quality and sophistication — with more room to boot.

Thanks to ample space, drivers with busy, active lifestyles can elevate their day. No more cramming bulky bags or sporting equipment into back seats — customers can haul with ease in this roomy SUV.

Top Speed, Fewer Pit Stops

Equipped with the Toyota hybrid electric vehicle (HEV) powertrain, the Crown Signia is powered by a 2.5-liter, four-cylinder engine with two electric motor generators. It's revved up and ready to take customers on unforgettable rides in stylish efficiency.

The SUV also delivers 243 hp for ample power when needed. This acceleration and power combo is especially helpful when merging onto highways.

A Perfect Balance

For drivers who prefer the comfort of sedans but appreciate the versatility of SUVs, the Crown Signia offers the best of both worlds: It's modeled after the Toyota New Global Architecture K (TNGA-K) platform of the Crown sedan.

With the TNGA-K platform, drivers can enjoy quieter, smoother rides. The Crown Signia's innovative platform helps significantly reduce noise intrusion into the cabin, curbing vibration through the steering, floor, and body structure.

What's more, the roofline and sleek cabin appeal give it a dramatic shape that's stylish and practical. The vehicle also houses a roomy fold-flat second row with a long cargo area which makes it ideal for hauling. It's also perfect for large families who need to transport up to five people. In addition, the 2025 Crown Signia is capable of towing up to 2,700 pounds — that's a towing capacity more than sufficient to haul bikes, trailers, and sporting equipment when adventure awaits.

The Crown Signia blends sedan comfort and handling with the heightened sense of control, optimal performance, and ample space that SUVs bring.

A Nice Package

When it comes to style, the Crown Signia is in a class all its own. Effortless. Check. Elegance. Check. Its striking exterior comes from a combination of factors.

For starters, its wide stance makes it remarkably distinctive. Plus, its available 21-inch wheels, sleek daytime running lights and bold, geometric grille add to its allure. Not only are these features functional, but they're also aesthetically pleasing.

The interior is equally stylish. For drivers who crave a luxe appeal, the soft and comfortable seating will win them over. The standard textured leather-trimmed seating with double-stitching adds a sophisticated touch. While the driver and front seat passenger can warm up or cool down with the Crown Signia's standard heated and ventilated front seats. Rear passengers can get toasty too, with standard heated outboard seats.

Standard bronze-finished trim and color-matched, soft touch panels on the doors and dashboard, on all grades, draws the eye to functional elements like the HVAC, drive mode select button and audio controls — all of which adds a touch of finesse.

Outstanding Tech Support

Drivers of the 2025 Toyota Crown Signia will have the latest technology at their fingertips. The SUV comes standard with a 12.3-inch color Multi Information Display (MID) and wireless Bluetooth® connectivity. The MID provides a layout that can be easily customized based on user preferences and provides drivers with data that fits their driving situation.

For example, an eco-conscious driver can turn on the eco-mode to help monitor and maximize their gas mileage. Plus, large, colorful digital dials are easy to read and can display a combination of information without compromising safety so drivers can keep their eyes on the road.

Designed to make driving as hassle-and stress-free as possible, the new SUV offers handy, tech-driven amenities that enhance the journey. With an active Drive Connect trial or subscription, customers can take advantage of Intelligent Assistant, Cloud Navigation, and Destination Assist. Destination Assist allows simple phrases like "Hey Toyota" to awaken the system for voice-activated commands. Think of it as a driver's virtual personal assistant. Drive Connect is 4G network dependent and a 1-year trial is included on all grades.

With cutting-edge technology, stellar performance, and premium design, the 2025 Toyota Crown Signia is making a name for itself outside its already prestigious nameplate.