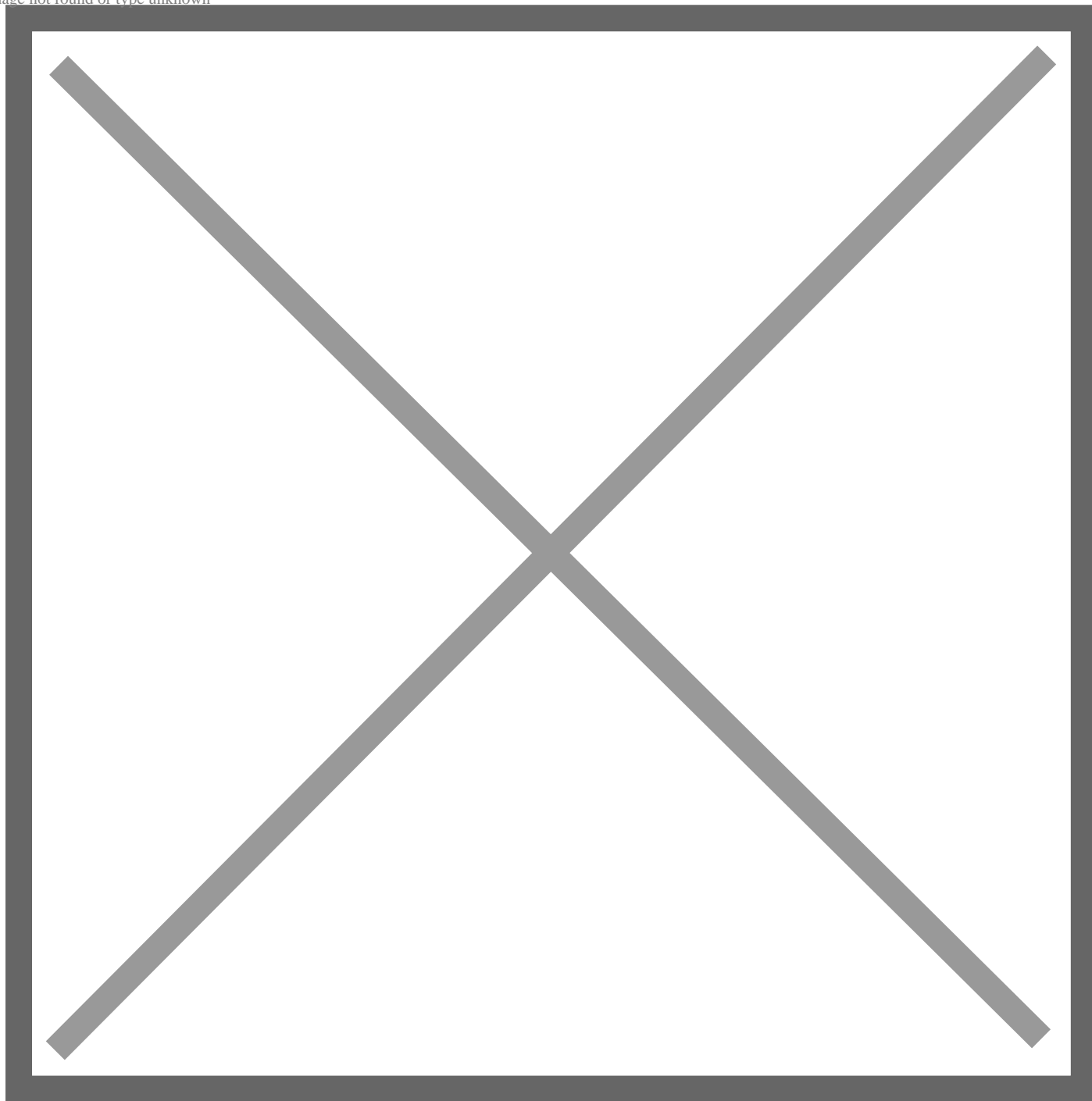


Toyota Crown Brings Even More Premium Style and Technology for 2025

April 30, 2024

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- **2025 Toyota Crown Nightshade features Stylish New Black Accents**

- **New Nightshade Grade Available in Storm Cloud and Black**
- **Hybrid Powertrain Standard with Choice of Hybrid MAX or Toyota Hybrid System**
- **Hybrid MAX combines a 2.4-L Turbo Hybrid Engine with Rear eAxe for 340 HP and 400 lb-ft. of Torque**
- **Heated Steering Wheel and Heated and Ventilated Front Seats Standard Across All Grades**
- **Head-up Display Now Standard Exclusively on Platinum Grade**

PLANO, Texas (April 30, 2024) – Heating things up for 2025, the Toyota Crown is adding a new Nightshade Edition to the Crown sedan lineup. Featuring new dark badging, black handles, and 21-inch 10-spoke wheels with matte-black finish, the Toyota Crown is sure to turn heads. Built off the Limited grade, the Nightshade Edition adds a bold and striking contrast to the lineup.

The 2025 Toyota Crown is available in four different grades: XLE, Limited, Nightshade and Platinum. Exclusively available in All-Wheel Drive, customers can choose between two different hybrid powertrains: the Toyota Hybrid System (THS) or the powerful Hybrid MAX – available only on the Platinum grade. Hybrid MAX is Toyota’s performance hybrid that has 340 net combined horsepower and a net 400 lb-ft. of torque. The system pairs front and rear electric motors with a 2.4-liter turbocharged engine and direct-shift 6-speed automatic transmission. Hybrid MAX produces powerful torque at low RPM for sporty, exhilarating driving and has an EPA-estimated 30 MPG combined city/highway fuel economy rating.

The XLE, Limited and Nightshade grades are equipped with THS that pairs front and rear electric motors with a 2.5-liter engine. This highly efficient hybrid system has an EPA-estimated 41 MPG combined city/highway rating. The system’s nickel-metal hydride battery output supports responsive acceleration at low speeds and provide a satisfying driving feel.

All-Wheel Drive

The XLE, Limited and Nightshade grades come standard with Toyota’s Electronic On-Demand All-Wheel Drive and the Platinum grade comes with Full-Time Electronic All-Wheel Drive, two highly efficient systems that take maximum advantage of the hybrid powertrain’s benefits.?

Instead of using a transfer case and driveshaft to the rear wheels, Electronic On-Demand AWD on the XLE, Limited and Nightshade grades employs a separate rear-mounted electric motor to power the rear wheels when needed. Electronic On-Demand AWD achieves stable performance by driving the rear wheels with a rear motor, to provide traction when needed in slippery conditions. The front and rear wheel driving force distribution is controlled to the front and rear wheels between 100:0 and 20:80, for enhanced fuel efficiency and comfortable driving performance.?

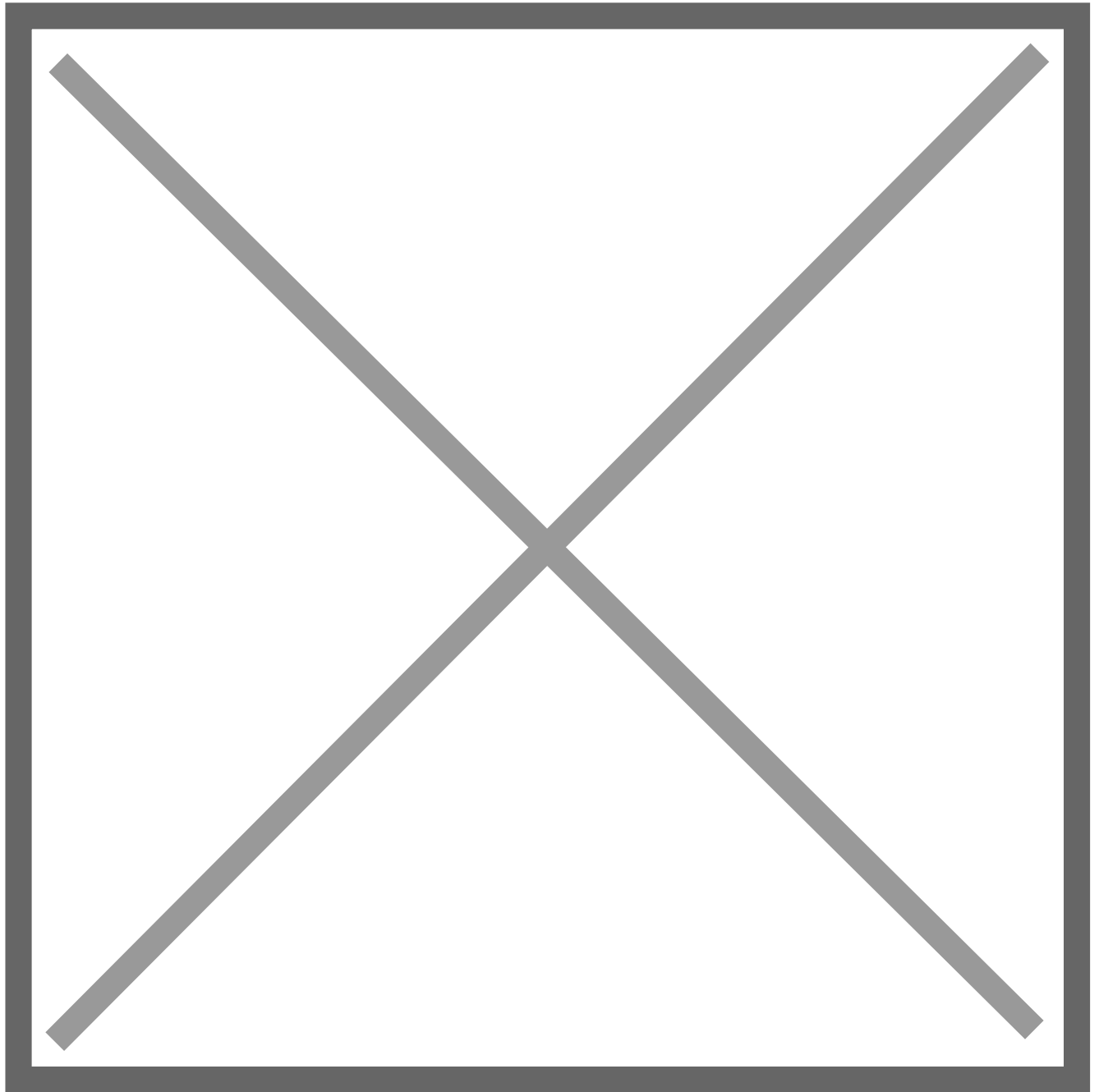
On the Platinum grade, Full-Time Electronic AWD paired with the Hybrid MAX performance hybrid system delivers power to the front and rear wheels via a front-mounted hybrid motor and a rear-mounted, eAxe electric motor. This system supports stable AWD performance and satisfying acceleration thanks to being paired with a direct shift six-speed automatic transmission. Full-Time Electronic All-Wheel Drive adjusts between a 70:30 and 20:80 front- and rear-wheel power split, depending on the driving situation. This new AWD system enhances the drive force of the rear wheels and provides the feel of rear-wheel-drive maneuverability, straight line stability and responsive acceleration.?

Drive Performance

While the Toyota Crown lift-up sedan’s overall height stands above other Toyota sedans at 60.6-in., Toyota engineers wanted to ensure confident handling and a great driving performance.

A combination of lightweight, high-strength materials, like a ring frame structure, a combination of plate spot and laser welds on the body, and the use of structural adhesive support rigidity. The steering gearbox is mounted directly to the suspension member for a direct steering feel that minimizes line correction. And aero-stabilizing underbody panels with a “stepped” texture help control airflow under the car, supporting downforce for a firmly planted ride.?

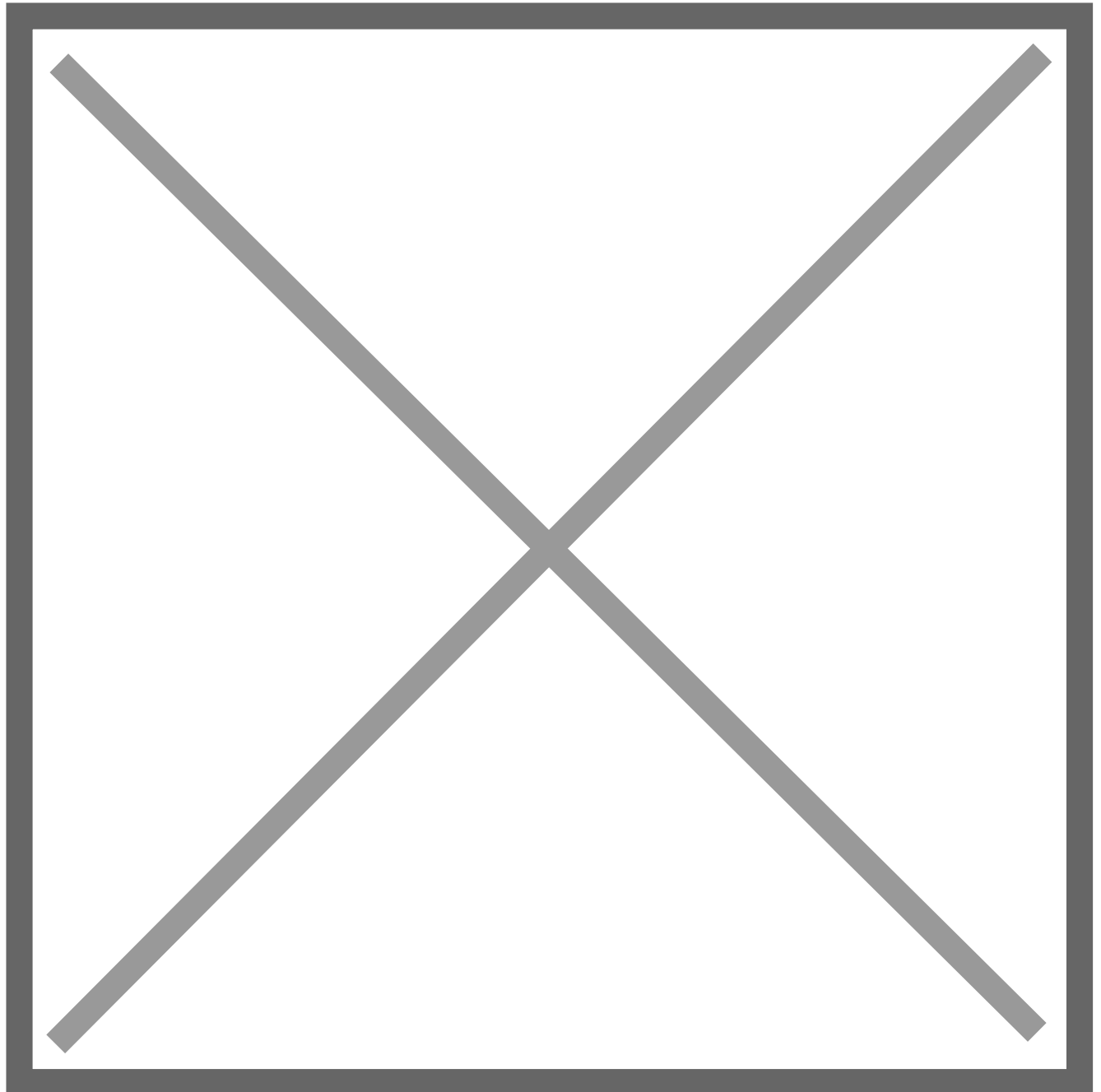
To help keep the driver and passenger sight lines stable, Toyota Crown’s suspension consists of a MacPherson strut in the front and a multilink rear suspension in the rear. Swing valve shock absorbers are equipped on the Nightshade, Limited and XLE grades, and an Adaptive Variable Suspension (AVS) comes standard on the Platinum grade. Each option is intended to give Crown a smooth ride that helps minimize head movement.?



The Platinum grade's Adaptive Variable Suspension components have been tuned to support the high output of the 2.4-liter Turbo Hybrid Engine and eAxe. The AVS uses variable oil pressure shock absorbers. This system automatically controls the friction within the absorber when turning, controlling the damping force, reducing pitch at high drive torque and helping minimize the effects of bumpy roads. A linear solenoid type actuator is also equipped on the system to help minimize body pitch and roll. AVS tuning also changes based on the selected drive mode of NORMAL, ECO, SPORT, SPORT+, COMFORT or CUSTOM, adjusting the damping force and balancing steering response, stability control and ride comfort.

To help reduce vibrations felt by the drivers and passengers, suspension tuning uses a soft suspension bushing and a dynamic damper on the front suspension. Polyurethane-coated coil springs in the front help provide a smooth ride and high-damping structural adhesive on the body and reinforced seat mounting points reduces shake generated by the road.

Toyota Crown's handling is bolstered by an electronically controlled brake system featuring Active Cornering Assist (ACA), which engages the stability control to reduce understeer in certain cornering situations, so the driver feels the enhanced agility, not the system's operation.

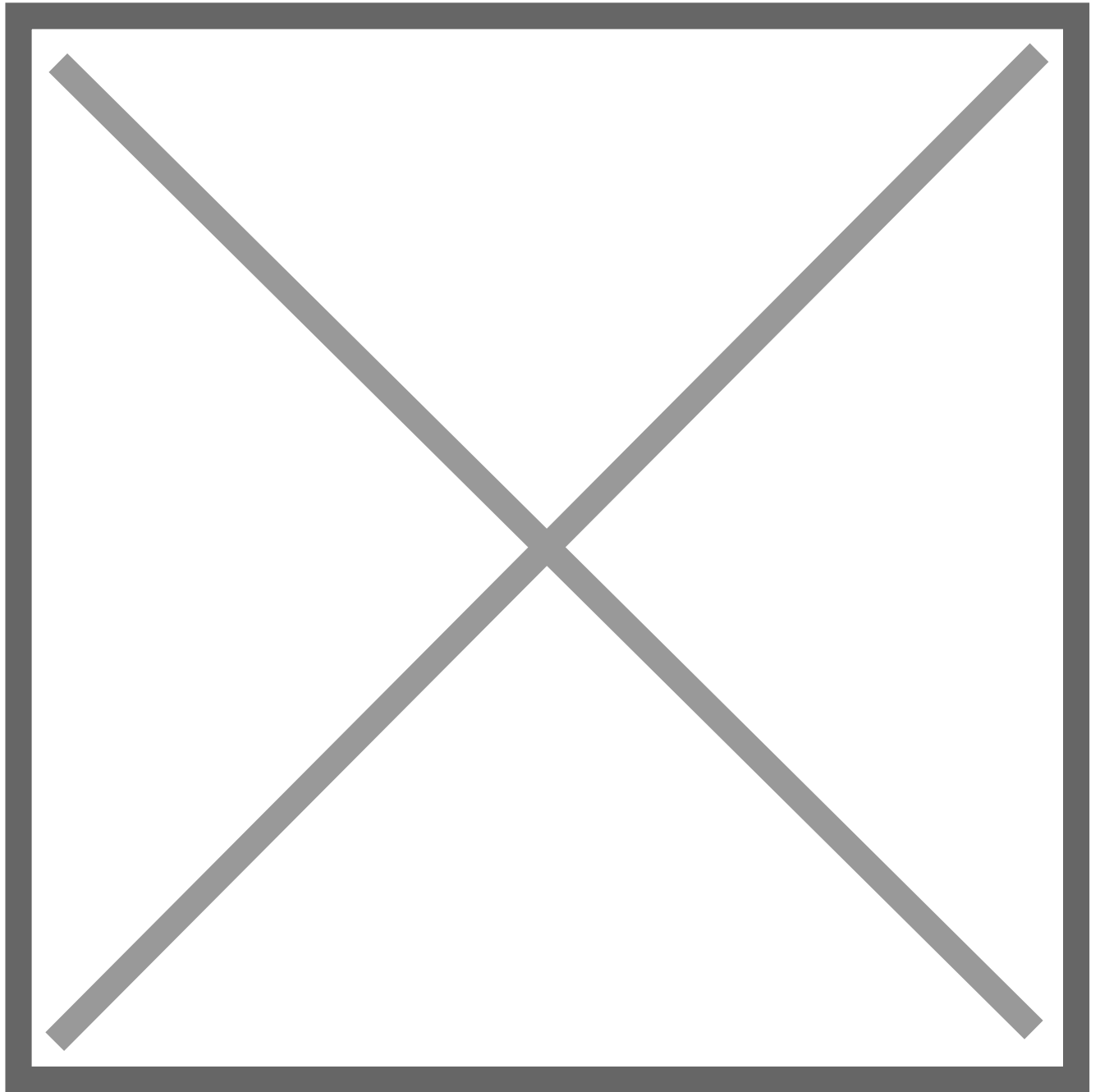


Dignified Design

Built with master craftsmanship, the Toyota Crown redefines what it means to be a sedan in today's market. Sitting on standard 19-inch or available 21-inch wheels, the Toyota Crown provides an elevated stance and helps drivers get a clear view of the road. The height of the vehicle elevates the vehicle's hip point, the pivot point between the torso and upper legs, measuring at about 25-inches and enables easy vehicle entry and exit.

The dynamic body style is amplified by rounded and sweeping character lines which give it a head-turning look. Toyota's signature hammerhead front fascia with daylight running lights located at the front tip adds to the Toyota Crown's alluring and dignified appearance. On the inside, its spacious cabin has a premium feel that offers unique color combinations and standard leather-trimmed seating. There is also a full digital display, piano key controls, vertical wireless charging port and the latest Toyota Audio Multimedia system with available 11-speaker JBL® Premium Audio system.

Available colors include Black, Oxygen White, Bronze Age, Heavy Metal, Supersonic Red and Storm Cloud. A unique bi-tone paint is available on the Platinum grade, pairing black paint that extends from tip to tail, with a pairing choice of Oxygen White, Heavy Metal, Supersonic Red, and Bronze Age.

**Luxury-Feel Cabin**

The Toyota Crown provides a luxury feel with a standard heated steering wheel and illuminated entry. Exceptional comfort is offered with standard 8-way power adjustable driver and front passenger seats. Front seat adjustments include slide, recline, tilt, height adjust, and lumbar support (driver seat only). Rear seats include ample cushioning and bolster support for maximum enjoyment.?

The Toyota Crown comes with standard heated and ventilated front seats that can be adjusted to three levels as well as heated rear seats. The seats offer comfort and style, with leather-trimmed seats now standard on all grades.?

Dual-zone climate control, standard for all grades, is accessed via a thin illuminated control panel that runs along the dashboard, just below the multimedia screen, along with other frequently used functions. All Toyota Crown grades also have a 12.3-inch color digital gauge cluster with selectable gauges. Drivers can select different displays with the push of a button, including a Hybrid System Indicator showing the driver system output and regeneration status to encourage eco-driving habits. As used on other Toyota hybrid models, the display suggests optimal amounts of acceleration for eco driving.?

Toyota Crown Platinum, Nightshade, and Limited grades include a standard fixed panoramic moonroof. For added function and ambience, in-cabin LED lighting adds a premium feel. Illumination includes overhead and front/rear footwell lighting, cup holders, USB ports and door handle accents.?

Toyota Crown has drivers and passengers plugged in when it comes to charging devices. On the driver's side, a vertical-type wireless Qi charger with enhanced space efficiency comes standard. There is also a standard USB-C and 12V charging port inside the console. A separate dual USB-Type C terminal is also standard on the passenger side, with the insertion port intentionally pointing to the passenger seat. For rear seat passengers, two USB-Type C ports are standard.?

To aid outward visibility, the Platinum grade comes standard with Panoramic View Monitor, which provides a 360-degree overhead view of the vehicle's surroundings. The Panoramic View Monitor is available as part of the Advanced Tech Package on the Limited grade. The standard backup camera features projected path and dynamic gridlines. For additional convenience, Limited, Nightshade and Platinum come standard with a Smart Key System that works on all four doors and trunk. Exclusive to the Platinum grade, drivers will have a Head-Up Display that shares important information like speed and warning indicators as well as a power tilt and telescopic steering wheel.

Intuitive Technology

All Toyota Crown models feature the Toyota Audio Multimedia system. With an available 12.3-inch touchscreen, the system offers a wide range of connectivity and convenience features, including Over-the-Air (OTA) updates. Users can interact with the system through touch and voice activation. With Intelligent Assistant available through an active Drive Connect* trial or subscription, simple phrases like "Hey Toyota" awakens the system for voice-activated commands to search for directions, find Points of Interest (POI), adjust audio controls, change the cabin temperatures and more. One-year trial included.?

The XLE grade features a 6-speaker sound system that provides clean, powerful sound for all types of music. On Limited, Nightshade, and Platinum, standard is an audiophile-worthy JBL® Premium Audio System with 11 speakers, including a rear subwoofer, powered by an 8-channel amplifier. It was acoustically tuned for Toyota Crown to match unique vehicle characteristics.?

Toyota Audio Multimedia allows for simultaneous dual Bluetooth® phone connectivity with support for wireless Apple CarPlay® and Android Auto™ capability. An active Wi-Fi Connect* trial or subscription offers 4G connectivity for up to five devices. Adding to the already robust offering of audio playback ability with HD Radio, USB data and a SiriusXM® 3-month trial subscription, Wi-Fi Connect also enables the Integrated Streaming feature, providing the ability to link your separate Apple Music® and Amazon Music subscriptions to the vehicle for onboard control. 30 day/3 GB trial included.?

The Toyota Crown also offers a host of additional Connected Services. A Safety Connect* trial of up to 10 years?includes an Emergency Assistance Button (SOS), 24/7 Enhanced Roadside Assistance, Automatic Collision Notification and Stolen Vehicle Locator. A Service Connect* trial?of up to 10 years provides drivers with the capability of receiving Vehicle Health Reports, Maintenance Alerts and reminders.?

All grades include a 1-year trial for Remote Connect*. With an active Remote Connect trial or subscription, a Digital Key is standard on the Platinum grade and available as part of a 1-year trial with the Advanced Technology package on the Limited and Nightshade grades. If equipped, Digital Key allows for driver access via the Toyota app to unlock the doors and trunk or start the vehicle using a smartphone as a key. Digital Key also provides the ability to share keys with friends and family.

* 4G Network-dependent.?

Safety & Convenience

The Toyota Crown comes standard with Toyota Safety Sense 3.0. The suite includes:

- **Pre-Collision System with Pedestrian Detection:**?Pre-Collision System with Pedestrian Detection (PCS w/PD) is designed to help detect a vehicle, pedestrian, bicyclist, or motorcyclist and provide an audible/visual forward-collision warning under certain circumstances. If you don't react, the system is designed to provide automatic emergency braking.
- **Full-Speed Range Dynamic Radar Cruise Control:**?Full-Speed Range Dynamic Radar Cruise Control (DRCC) is an adaptive cruise control system that is designed to be set at speeds above 20 mph. DRCC uses vehicle-to-vehicle distance control to help maintain a preset distance from the vehicle ahead of you.
- **Lane Departure Alert with Steering Assist:**?Lane Departure Alert with Steering Assist (LDA w/SA) detects lane markings or the road's edge at speeds above 30 mph. LDA w/SA is designed to provide an audible/visual warning if an inadvertent lane departure is detected. If no corrective action is taken, Steering Assist is designed to provide gentle corrective steering for lane-keeping assistance.
- **Lane Tracing Assist:**?Lane Tracing Assist (LTA) is designed to help keep the vehicle in the center of a lane. LTA assists the driver with steering control while DRCC is in use.
- **Road Sign Assist:**?Road Sign Assist (RSA) uses the forward-facing camera to recognize specific road signs, such as speed limit, stop, and yield signs. RSA provides sign information to the driver via the Multi-Information Display.
- **Automatic High Beams:**?Automatic High Beams (AHB) is designed to detect headlights of oncoming vehicles and taillights of preceding vehicles. AHB automatically toggles between high and low beams as appropriate.
- **Proactive Driving Assist:**?Proactive Driving Assist (PDA) uses the vehicle's camera and radar, when system operating conditions are met, to provide gentle braking and/or steering to support driving tasks such as distance control between your vehicle and a preceding vehicle, pedestrian, or bicyclist. PDA can also provide gentle braking into curves.

For complete details on Toyota Safety Sense 3.0, please visit?[Toyota.com/safety-sense](https://toyota.com/safety-sense)?

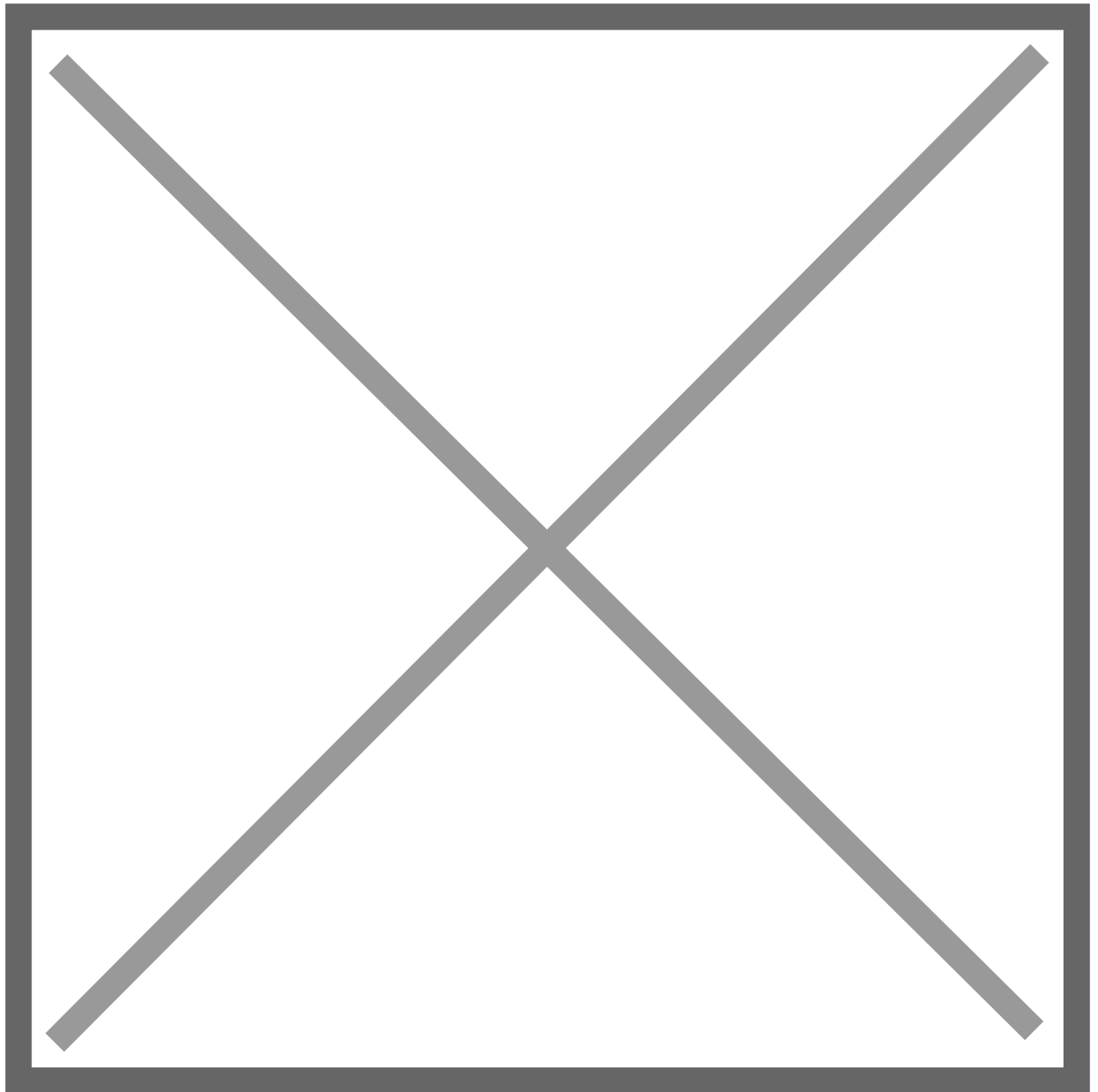
In addition to the TSS 3.0 system, standard convenience features on the Crown include Blind Spot Monitor, which is designed to help detect and warn you of vehicles approaching or positioned in the adjacent lanes, and Rear Cross-Traffic Alert for added peace of mind by helping to detect vehicles approaching from either side while backing out and alerting you with a visual and audible warning.? Safe Exit Alert is standard across all trims. This system detects an approaching vehicle or bicycle that may collide with a door if it were to be opened, reducing the possibility of a collision.

Standard on the Platinum grade is Toyota's Advanced Park system. Sensors can identify an open parking space, then once selected by the driver, the system controls steering, shifting, acceleration and braking for hands-free parallel or reverse/forward perpendicular parking. Traffic Jam Assist capability**, Front Cross-Traffic Alert and Lane Change Assist also come standard on the Platinum grade and are available through

the Advanced Tech package on the Limited grade.

Toyota's Rear Seat Reminder comes standard on all Toyota Crown grades. The feature can note whether a rear door was opened after the vehicle has been turned on, with a reminder message in the instrument cluster after the engine is turned off, accompanied by multitone chimes.?

***Traffic Jam Assist Requires an active Drive Connect trial or subscription and is 4G network dependent. For details please visit? <https://www.toyota.com/connected-services/>*



Grade Breakdown

With the new Nightshade edition available, there are now four Toyota Crown grades to choose from and two unique hybrid powertrains – all offering a unique combination of style, comfort and performance.

The XLE grade comes equipped with the 2.5-liter Toyota Hybrid System, Electronic On-Demand All-Wheel Drive, three selectable drive modes, 19-inch alloy wheels, illuminated entry, heated steering wheel, heated and ventilated powered leather-trimmed front seats and heated rear seats. The XLE grade also comes equipped with the latest Toyota Audio Multimedia System with a 12.3-inch touchscreen and 6 speakers.

The Limited grade comes equipped with all XLE features and adds multibeam LED headlights, a fixed panoramic roof, 11-speaker JBL® Premium Audio system, rain-sensing windshield wipers and Front and Rear Parking Assist with Automatic Braking . There is also an available Advanced Technology package that adds:

- Dark metallic 21-inch, 10-spoke alloy wheels
- Panoramic View Monitor
- Digital Key capability*
- Traffic Jam Assist**
- Lane Change Assist
- Front Cross-Traffic Alert

The Nightshade Edition, built off the Limited grade has all the same features but has dark badging and black exterior accents including black door handles, door trim, mirror caps, and a shark fin. The Nightshade Edition also comes with 21-inch matte-black finished wheels.

The Platinum grade includes everything on Limited and further raises the bar with the Hybrid MAX powertrain, Full-Time Electronic All-Wheel Drive, Adaptive Variable Suspension, six selectable drive modes, Advanced Park, 21-inch machined 10-spoke alloy wheels with black accents, and the available bi-tone paint option. Newly added to the Platinum grade is a Head-Up Display, a powered tilt and telescopic steering wheel, Dynamic Rear Steering, and a hands-free power trunk. Traffic Jam Assist capability, Lane Change Assist, and Front Cross-Traffic Alert all come standard on the Platinum grade.

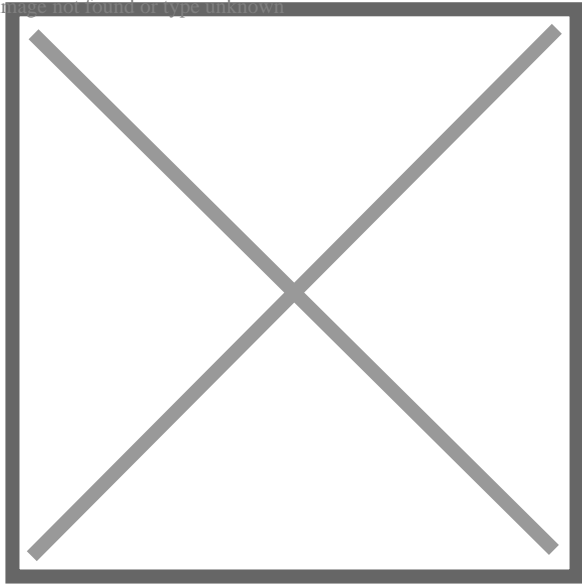
All Crown grades will come with Toyota's Audio Multimedia system and Toyota Safety Sense 3.0 standard.

** 4G Network-dependent. ?*

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2025 Toyota Crown Pricing*

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*MSRP Excludes Dealer Processing and Handling fee of \$1,095. All prices are subject to change.

Toyota Limited Warranty

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 against perforation from corrosion for 60 months with no mileage limitation. Hybrid-related components that require repairs needed to correct defects in materials or workmanship are covered for 8 years/100,000 miles, whichever comes first from original date of first use when sold as new. The hybrid battery is covered for 10 years/150,000 miles, whichever comes first, and is transferable across ownership.?

The 2025 Toyota Crown also includes ToyotaCare, a plan covering normal factory-scheduled maintenance, for two years or 25,000 miles, whichever comes first. 24-hour Roadside Assistance is also included for two years, unlimited mileage.?