

The Capable Toyota Land Cruiser Adventures into 2025

October 01, 2024

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PLANO, Texas (Oct. 1, 2024) – The 2025 Land Cruiser is the perfect blend of capability and premium features. First introduced in the United States in 1958, the Land Cruiser is the Godfather of Toyota’s incredible off-road heritage. The 250 series Land Cruiser enters its second year as an extremely capable off-roader, packed with premium features and at a more accessible price point than the previous generation. This icon boasts a head-turning look, impressive technology, and the latest off-road aids. The 2025 Land Cruiser is expected to hit dealers in late-October with a Manufacturer’s Suggested Retail Pricing (MSRP) starting at \$56,450*.

Vehicle Performance

All Land Cruisers exclusively feature a powerful turbocharged i-FORCE MAX hybrid powertrain mated to a full-time four-wheel drive system. This performance hybrid powertrain produces 326 horsepower and 465 lb.-ft. of torque.

Toyota’s i-FORCE MAX powertrains feature an electric motor in the bell housing between the turbo engine and the 8-speed automatic transmission. This design offers maximum performance and increased efficiency. Toyota engineers developed this powertrain with a focus on heavy-duty performance and reliability. Land Cruiser has impressive power numbers with a manufacturer estimated 23 MPG combined rating.

Off-Road Focus

A staple of Land Cruiser’s heritage is its go anywhere capability. Engineers embraced this legacy when they included center and rear locking differentials as standard equipment for all grades. The electronic locking rear differential can help split the power 50/50 to the rear wheels for improved traction and reduced wheel spinning on rough terrain. Another feature available on Land Cruiser is the front stabilizer bar disconnect mechanism (SDM), which increases suspension flex at the push of a button. With the front stabilizer bar disconnected, articulation increases significantly helping the front tires to stay in contact with the ground. Multi-Terrain Select, which is functional in both 4WD High and 4WD Low, offers adjustable settings to help control wheel spin on a variety of terrain such as Mud, Dirt and Sand.

Land Cruiser offers standard CRAWL Control functionality, which acts as a low-speed, off-road cruise control with five selectable speeds. Downhill Assist Control is another standard off-road feature that helps the driver navigate descents by limiting the speed of the vehicle. Additional traction aids included are vehicle stability control (VSC) and an automatic limited-slip differential (Auto LSD).

Often times when adventuring off the beaten path, you encounter challenging and technical trails. The available Multi-Terrain Monitor (MTM) system can act like a spotter by leveraging cameras to display the environment around the vehicle on the touchscreen, exposing potential obstacles looming ahead.

From the Frame up

Land Cruiser is built on the TNGA-F global truck platform that is shared with Tundra, Sequoia, Tacoma and the upcoming 2025 4Runner. The core objective of this platform is to provide refined handling, premium comfort and improved capability. Engineers behind this next-generation frame were able to increase rigidity and improve ride comfort by using new innovations, such as laser blank welding technology that reduce mass in areas it’s not needed while reinforcing areas that need it most. This high strength boxed frame means that Land Cruiser is overbuilt and ready to tackle the harshest environments. This enhanced frame, paired with the powerful i-FORCE MAX powertrain, allows Land Cruiser to tow up to 6,000 pounds.

Premium Feel, Even on the Trail

Land Cruiser is Toyota’s original SUV and, as such, it must check all the boxes: legendary capability, with the latest advanced technology, safety technology, and premium touches for the driver and passengers. The adoption of the modern TNGA-F platform not only adds strength, but it also improves the vehicle’s ride comfort and on-road manners. Passengers aren’t punished for the vehicle’s capability either, as the available plush power heated and ventilated front seats and reclining rear seats make long road trips a breeze.

An 8-inch or available 12.3-inch multimedia touchscreen displays Toyota's latest Audio Multimedia system, designed and engineered by Toyota's Texas-based Connected Technologies team. The system supports wireless Apple CarPlay® and Android Auto™ compatibility and pairs well with the available premium 14-speaker JBL® audio system. Qi® wireless charging is available with enhanced power output. Dual USB-C charging ports are included in the front row and two for second-row passengers. There are two more USB-Cs available and a standard 2400-Watt AC inverter house type plug (120V) in the cargo area. An available 12.3-inch digital gauge cluster with four different styles and customizable widgets is available.

Standard on all grades is a Smart Key System with push-button start. With an active Remote Connect trial or subscription on select models, an available Digital Key connects with compatible smartphones to allow vehicle entry, tailgate access and vehicle starting (4G network dependent). The Digital Key can also be remotely shared with others to give more control over vehicle access rather than giving someone the physical key. Additionally, a key card is available, which is a credit card-sized smart key that allows the driver to carry their key with them wherever they go for added convenience.

Simple Grade Strategy

Land Cruiser is ready to help drivers tackle the road ahead – whether that be to haul passengers, gear, or both. It will be available in two grades that include 1958, and the Land Cruiser grade.

This simple grade strategy starts with the well-equipped 1958 grade that is a nod to the vehicle's roots. In 1958, Land Cruiser made its North American debut as a focused off-road vehicle. That legacy inspired Toyota engineers for this generation. The 1958 grade harkens back to the Land Cruisers of old with a starting MSRP of just \$56,450*. It comes equipped with retro-inspired round LED headlamps, heated fabric seats and the iconic "TOYOTA" heritage grille. It also adds modern touches like standard Smart Key System with push button start, Blind Spot Monitor (BSM), a 7-inch digital gauge cluster, automatic climate control, five USB-C ports, an 8-inch Audio Multimedia Touchscreen, six-speaker sound system, and wireless Apple CarPlay® and Android Auto® compatibility. Fans of off-roading will also appreciate the standard locking center and rear differentials, rear coil springs, full-time four-wheel drive, two-speed transfer case, CRAWL Control, the powerful 2400W AC inverter and a standard trailer brake controller. New for 2025 are integrated liftgate lights that provide improved cargo area visibility when the liftgate is open.

The Land Cruiser grade builds on the 1958 grade with a focus on refinement and added convenience. It adds rectangular LED headlamps, power heated and ventilated SofTex®-trimmed front seats, a 12.3-inch digital gauge cluster, power liftgate, a 12.3-inch Audio Multimedia Touchscreen, and a 10-speaker sound system. Additional trail features include Rigid® color selectable LED fog lights, Stabilizer Disconnect Mechanism (SDM), Multi-Terrain Select (MTS), and a Multi-Terrain Monitor (MTM) system.

Also available on the Land Cruiser grade is the Premium Package, which upgrades the standard seats to leather-trimmed heated and ventilated power front seats with lumbar support and driver memory features. Other features include a 14-speaker JBL premium audio system, digital rearview mirror, Head-up Display (HUD), illuminated entry, power moonroof, center console cool box and two additional USB-C ports in the cargo area.

The 2025 Land Cruiser will be offered in seven exterior color choices: Ice Cap, Wind Chill Pearl, Underground, Black, Meteor Shower, Trail Dust and Heritage Blue. The two-tone Trail Dust and Heritage Blue exterior colors feature a Grayscale roof.

Heritage design

The Land Cruiser is a nod to models of the past. Early generations featured a boxy look with a flat roof, short overhangs and "TOYOTA" grilles — all of which come through in the 250 series. Toyota's North American-based CALTY Design Research studio worked closely with the global development team to establish the design direction with no detail overlooked. The design team used four key terms to inspire them during development:

authentic, reliable, timeless and professional. The Land Cruiser is derived from a pure expression of form aligning with function.

That inspiration led to the unique design features that are offered on the 1958 grade, namely the iconic round LED headlights and “TOYOTA” heritage grille, while Land Cruiser grades upgrade to slim, rectangular headlights reminiscent of the 60 series. A squared body profile resembles past Land Cruisers, and the A pillar is pushed back while the belt line was lowered, not only to complement the look, but for better outward visibility on the trails.

Designers made sure to fit modern features into the design as well, like all LED lighting and available 20” wheels, silhouette shaped roof rack and color selectable Rigid® fog lights.

The Iconic Off-Roader

Legends never die and the Land Cruiser’s return rounds out the incredibly capable and rugged line-up of tough body-on-frame vehicles that Toyota offers. These vehicles give customers more choice when it comes to finding a vehicle that can keep up with their dynamic lifestyles. They are designed to outlast almost anything the elements throw their way, and their incredible capability gives owners the tools they need to get out and discover all the hidden wonders the world has to offer.

Toyota Safety Sense 3.0 Standard

All 2025 Land Cruiser models come standard with Toyota Safety Sense 3.0, Toyota’s suite of active safety and convenience systems. This suite of features includes:

- Pre-Collision System with Pedestrian Detection
- Lane Departure Alert with Steering Assist
- Full-Speed Range Dynamic Radar Cruise Control
- Lane Tracing Assist
- Road Sign Assist
- Automatic High Beams
- Proactive Driving Assist

Including the addition of Proactive Driving Assist, the Toyota Safety Sense features have been enhanced for TSS 3.0:

- The Pre-Collision System with Pedestrian Detection has enhanced detection capabilities thanks to new system sensors. It receives enhanced intersection support with improved detection capability in certain circumstances. In addition to pedestrian and bicyclist detection, this system now includes the capability to detect a motorcyclist.
- Lane Departure Alert will now provide Steering Assist as well as enhanced lane recognition that includes detection of certain 3D objects, like guardrails, that may be used to help define the lane.
- Dynamic Radar Cruise Control will have Full-Speed Range capability and adds a fourth following distance setting, from the previously available three. Enhanced vehicle detection allows for the ability to detect more than one preceding vehicle, as well as vehicles in adjacent lanes. This helps the system to provide smoother, more natural speed adjustments, especially when the driver changes lanes.
- Lane Tracing Assist requires Dynamic Radar Cruise Control to be enabled for it to function. The system requires detectable lane markings in order to function. Like Lane Departure Alert, lane recognition is enhanced over prior TSS generations. In addition to lane centering, this system also helps provide more space between vehicles being passed in adjacent lanes. It works by offsetting the vehicles’ driving path with minor steering adjustments while keeping the vehicle within its lane.
- An Emergency Driving Stop System is a new function of Lane Tracing Assist. It’s designed to monitor the driver’s inputs, such as steering operation, to determine if they’re inattentive or non-responsive, such as

during a medical emergency. This feature is designed to bring the vehicle to a stop if the driver doesn't respond to alerts to take control.

- Road Sign Assist is designed to detect speed limit signs, stop signs, Do Not Enter signs, yield signs, and certain warning signs, and display an icon of the sign on the Multi-Information Display (MID).

In addition to TSS 3.0, other available features include Blind Spot Monitor (BSM), which is designed to help detect and warn you of vehicles approaching or positioned in the adjacent lanes, and Rear Cross-Traffic Alert (RCTA) 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. Hill Start Assist Control (HAC) also comes standard.

Beyond Zero Vision

Today, Toyota currently offers 17 electrified vehicles for customers to choose from. With 13 hybrid models, two plug-in hybrid models, the bZ4X battery electric vehicle (BEV), and the zero-tailpipe emission hydrogen fuel cell Mirai, Toyota provides more choices than any other automaker for customers to reduce their carbon footprint.

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 Land Cruiser also comes with ToyotaCare, a plan covering normal factory-scheduled maintenance, for two years or 25,000 miles, whichever comes first, and 2 years, unlimited mileage of Roadside Assistance.

*MSRP excludes \$1,450 Dealer Processing and Handling Fee. Dealer Processing and Handling Fee is subject to change and may vary by state.

Updated Oct. 3, 2024.