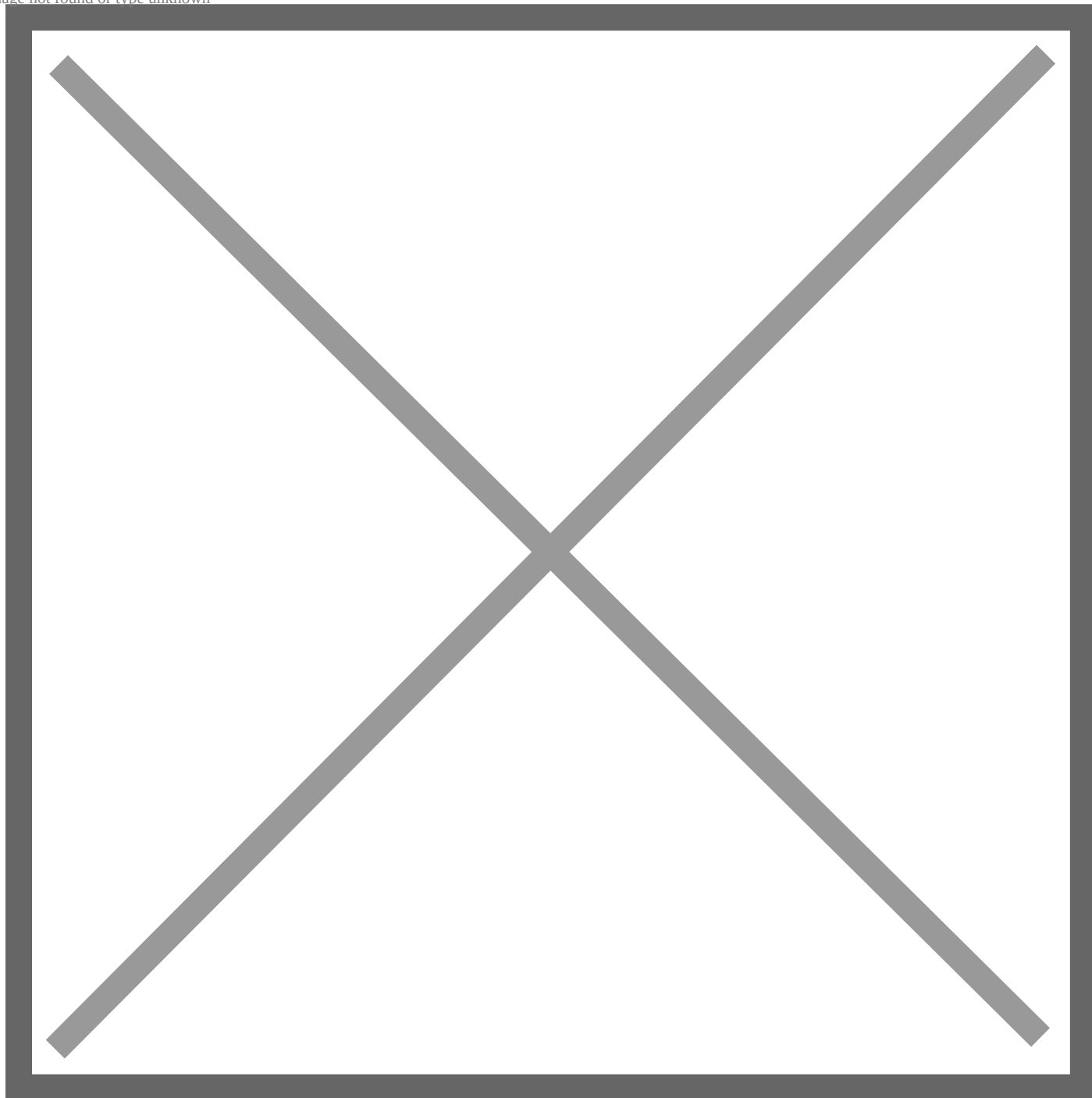


A Legacy of Grit: Toyota Research and Development EVP Mike Sweers, Land Cruiser Return to Their Roots

February 14, 2025

Image not found or type unknown



Mike Sweers – former chief engineer of Tundra – is the ultimate truck guy. But Land Cruiser may be his real passion.

Case in point: He regularly drives his 1991 Land Cruiser 70 to work for his current gig as chief technology officer and executive vice president with Research and Development at Toyota Motor North America (TMNA). As for the new version of the venerable SUV, he's clearly a big fan.

So, we asked Mike to bring his classic Land Cruiser to an off-road park in Michigan to compare it to the current generation with Olivia Boisineau, a corporate communications quality analyst with TMNA.

Hilarity ensued, but so did some lessons in life and off-roading.

Watch Mike share a few pointers on off-roading in the video below.