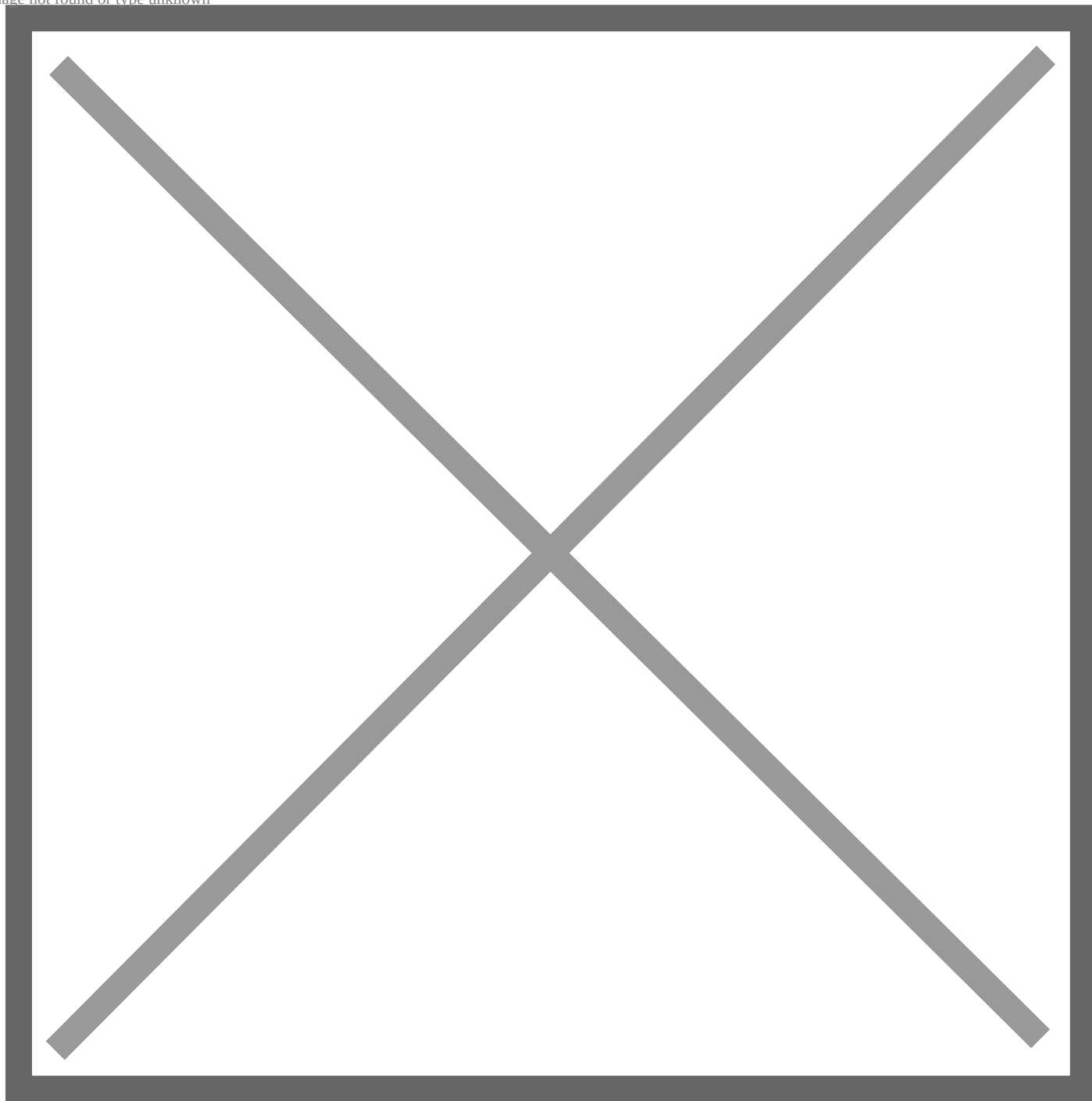


Game Changer: 2019 Toyota TRD Pros Typify Ultimate Off-Road Performance

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CHICAGO (Feb. 8, 2018) – The pulse-pounding, heart-racing TRD Pro Series from Toyota returns for its next generation of off-road dominance. For 2019, Tundra, 4Runner and Tacoma will all feature Fox shocks and a host of impressive off-road equipment tuned and designed by the engineers at Toyota Racing Development (TRD).

First unveiled in 2014, the TRD Pro lineup was born from Toyota's rich racing and off-road heritage. All TRD Pro vehicles offer unique styling, as well as highly capable, tried and tested performance off-road equipment, specifically tailored for when the pavement runs out.

The 2019 TRD Pro series will be available in fall of 2018, and each vehicle will be offered in three colors that include Super White, Midnight Black Metallic or Voodoo Blue (a TRD Pro exclusive color).

Wanna go places? TRD Pro is the ultimate tool to get you there and back.

Only as Good as Your Suspension

As any seasoned adventurer knows, a true off-road vehicle is only as good as its suspension. For 2019, the entire TRD Pro family rides on 2.5-inch TRD Pro-exclusive Fox Internal Bypass shocks. Tuned specifically for each vehicle by the engineers at TRD, the aluminum-bodied Fox shocks offer impressive performance and supreme damping for a wide variety of driving situations. High-speed desert running, slow-speed rock crawling, or simply driving to and from work – drivers and passengers will be as comfortable as they are confident.

Whereas off-road race vehicles traditionally have external bypass tubes on their shock bodies to fine-tune damping pressure, each high-tech Fox shock compactly incorporates bypass zones inside of the shock. These multiple bypass zones offer a cushioned, plush ride during typical operation but get progressively stiffer through the shock stroke to provide excellent bottoming resistance.

The front shocks are paired with specially-tuned TRD springs designed for excellent ride comfort and to also produce additional lift, giving each TRD Pro an aggressive, heightened stance for improved trail-conquering capability. A combination of high-temperature shock fluid and nitrogen gas pressure are employed inside each Fox shock to improve bump compliance and to help maximize seal life.

Every TRD Pro model features rear 2.5-inch Fox shocks that utilize a piggyback reservoir to house additional oil volume, which assists in maintaining peak damping performance during extreme use. Tundra relies on the beefy rear leaf springs also equipped on the TRD Off-Road grade, 4Runner utilizes the TRD Off-Road grade rear coil springs, while Tacoma features progressive-rate off-road leaf springs out back to allow more compression suspension travel to aid performance over rough terrain. TRD dust boots are utilized front and rear to offer added protection to help keep dust and dirt out, and 4Runner utilizes unique roost shields to help protect the inverted rear shock.

Tacoma TRD Pro: Civilized Commuter or Trail-Tackling Specialist

Based on the very trail-capable TRD Off-Road grade, Tacoma TRD Pro ups the ante with enhanced 2.5-inch Fox front shocks that use large 46mm pistons and feature 8 bypass zones (5 compression, 3 rebound). They are paired with TRD-tuned springs that provide an additional 1 inch of front lift. A larger front sway bar is employed to retain crisp steering and refined road manners. The Tacoma also features 2.5-inch rear shocks that use 11 bypass zones (7 compression, 4 rebound) and are paired with 2-inch piggyback reservoirs.

A host of additional TRD equipment finds its way onto the new Tacoma TRD Pro, including an updated front skid plate with TRD red lettering, while the cat-back TRD exhaust is accented with a new Black Chrome tip.

Inside, passengers are treated to standard Entune Premium JBL Audio with subwoofer amplifier and Integrated Navigation and App Suite. Tacoma is equipped with TRD Pro-branded floor mats and leather-trimmed seats with TRD Pro emblems on the front headrests. Distinguishing the exterior are unique TRD Pro badges, projector-beam headlights with black sport bezels and LED Daytime Running Lights (DRL), Rigid Industries LED fog lights, taillights with black sport bezels, and a black TOYOTA grille.

Thanks to the offset of the 16-inch TRD Pro black alloy wheels, Tacoma has a 1-inch wider track both front and rear for added stability. Trail and pavement traction comes in the form of P265/70R16 Goodyear Wrangler Kevlar All-Terrain tires.

TRD Desert Air Intake: Clearing Tacoma's Sinuses, No Prescription Needed

The most eye-catching of the Tacoma upgrades, no doubt, is the available all-new TRD Desert Air Intake. Designed to sustain consistent off-road performance no matter how silty or dirty the terrain gets, the TRD Desert Air Intake takes the 278-horsepower 3.5L V6 engine's air intake away from dust that hovers inside the wheel well (where traditional air intakes are located) during off-road operation. This allows for air ingestion to occur in a cleaner space above the windshield, therefore, helping to benefit filter longevity and, ultimately, engine health.

Tundra TRD Pro: Boastful New Additions

Tundra TRD Pro also gets its fair share of new features for 2019. Of course, Tundra is equipped with new Fox 2.5-inch front shocks that boast beefy 46 mm pistons. The TRD-tuned springs provide an additional 2 inches of front lift, and front wheel travel is increased more than 1.5 inches. The front shocks feature 11 bypass zones (7 compression, 4 bypass) to fine-tune damping performance for off-road romps while retaining composed on-road manners. The Tundra also employs 2.5-inch rear Fox shocks that feature an impressive 12 bypass zones (8 compression, 4 bypass). The rear shocks feature 2.5-inch piggyback reservoirs, and wheel travel is increased by more than 2 inches in the rear.

Taking a cue from little brother, big bro Tundra gets new Rigid Industries LED fog lights for improved visibility on and off the highway, in a variety of weather conditions. Tundra also features LED headlights with LED accent lights and a unique black treatment. A new TOYOTA grille plus new hood scoop add style to Tundra's brawny front end. Out back, TRD Pro stamping is found on the bed's rear quarter panels.

New 18-inch BBS forged-aluminum, five-spoke satin black wheels are featured on Tundra, which reduce unsprung mass 3.35 lbs. per wheel (13.4 lbs. total) to improve cornering response and overall ride quality. The new wheels are wrapped in Michelin P275/65R18 all-terrain tires to provide a sure footing in dirt and on pavement.

Inside, TRD Pro logos garnish the driver and front passenger leather-trimmed seats, while red stitching accents the dash, seats and armrests. TRD Pro floor mats, shift knob and a center-console emblem help complete the distinctive look. Providing added growl on the highway and the trail is a dual TRD Pro exhaust, which is fitted with new Black Chrome exhaust tips. A TRD Pro 1/4-inch skid plate sporting signature red Toyota lettering is found underneath the front end. Tundra TRD Pro will offer an available moonroof.

4Runner TRD Pro: The Legend Grows

4Runner needs no introduction. The iconic SUV is one of the most legendary off-road vehicles in Toyota's history. For 2019, TRD Pro takes 4Runner's world-renowned trail capability to the next level.

4Runner's Fox shocks not only enhance its off-road performance but, paired with the TRD-tuned front springs, the package lifts its front 1 inch compared to other grades, while also providing nearly 1 inch of additional wheel travel. The 2.5-inch front shocks employ 46 mm pistons and include 7 bypass zones (4 compression, 3 rebound). In the rear, the 2.5-inch Fox shocks feature 11 bypass zones (7 compression, 4 rebound) to fine-tune the low- and high-speed compression, and 2-inch piggyback reservoirs house additional oil to retain damping performance when it's needed most. A unique TRD roost shield offers additional protection for the inverted shock design in the rear.

4Runner adds a new roof rack for stashing additional gear outside of the cabin (say, dirty gear or laundry after a weekend camping trip). The 1/4-inch-thick front skid plate also sports new red TRD lettering. 4Runner features 17-inch matte-black TRD alloy wheels with an offset change to provide it with nearly a 1-inch wider track front and rear for added stability. Nitto Terra Grappler P265/70R17 A/T tires provide all-terrain performance for whatever the situation demands.

Like Tacoma, 4Runner TRD Pro passengers can jam to tunes from a new-for-2019 standard Entune Premium JBL Audio with Integrated Navigation and App Suite. Other interior appointments include TRD Pro floor mats, TRD shift knob, and red-stitched Softex seats with red TRD logos on the front headrests. Additional TRD Pro exterior features include LED fog lights, blacked-out TOYOTA grille, and projector-beam headlights with smoked trim.

Even on the Most Capable, Safety is Paramount

Even though capability and toughness are at the core of the TRD Pro Series, safety is still the utmost priority. All three TRD Pro models feature the Star Safety System, which includes Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology (SST).

Tundra and Tacoma come standard with Toyota Safety Sense P (TSS-P), which features Pre-Collision System with Pedestrian Detection (PCS w/PD), Lane Departure Alert (LDA) with Sway Warning System (SWS), Automatic High Beams (AHB) and high-speed Dynamic Radar Cruise Control (DRCC).

Championship TRD Pedigree

Dating back to 1979, Toyota Racing Development (TRD) has developed chassis, engines and parts design for nearly 40 years. TRD supported off-road legend Ivan "Ironman" Stewart for 30 years on his path to multiple championships and race victories in Baja, U.S. off-road desert and short-course off-road races. TRD most recently celebrated CJ Greave's 2017 Pro 4 Championship in The Off-Road Championship Series (TORC) and Martin Truex Jr.'s win of the 2017 Monster Energy NASCAR® Cup Series Championship. The 2019 TRD Pro suspension was tested and designed by TRD engineers at our corporate headquarters in Plano, Texas. TRD also develops motorsport-derived accessories for Toyota and Lexus cars and trucks. Its U.S. operations were first established in 1979 and are headquartered in Costa Mesa, Calif., with an additional facility in Salisbury, N.C.

Limited Warranty and ToyotaCare

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 corrosion with no mileage limitation. Each TRD Pro also comes standard with ToyotaCare, a complementary plan covering normal factory-scheduled maintenance for two years or 25,000 miles, whichever comes first. Two years of roadside assistance coverage is also provided with each new purchase.

Tundra pickup is assembled at Toyota Motor Manufacturing, Texas (TMMTX), in San Antonio, Texas, and Tacoma pickup is assembled at TMMTX and Toyota Motor Manufacturing, Baja California (TMMBC) in Baja California, Mexico. 4Runner is assembled at TMC Tahara Plant in Japan.

For more information, visit www.Toyota.com/TRDpro.

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