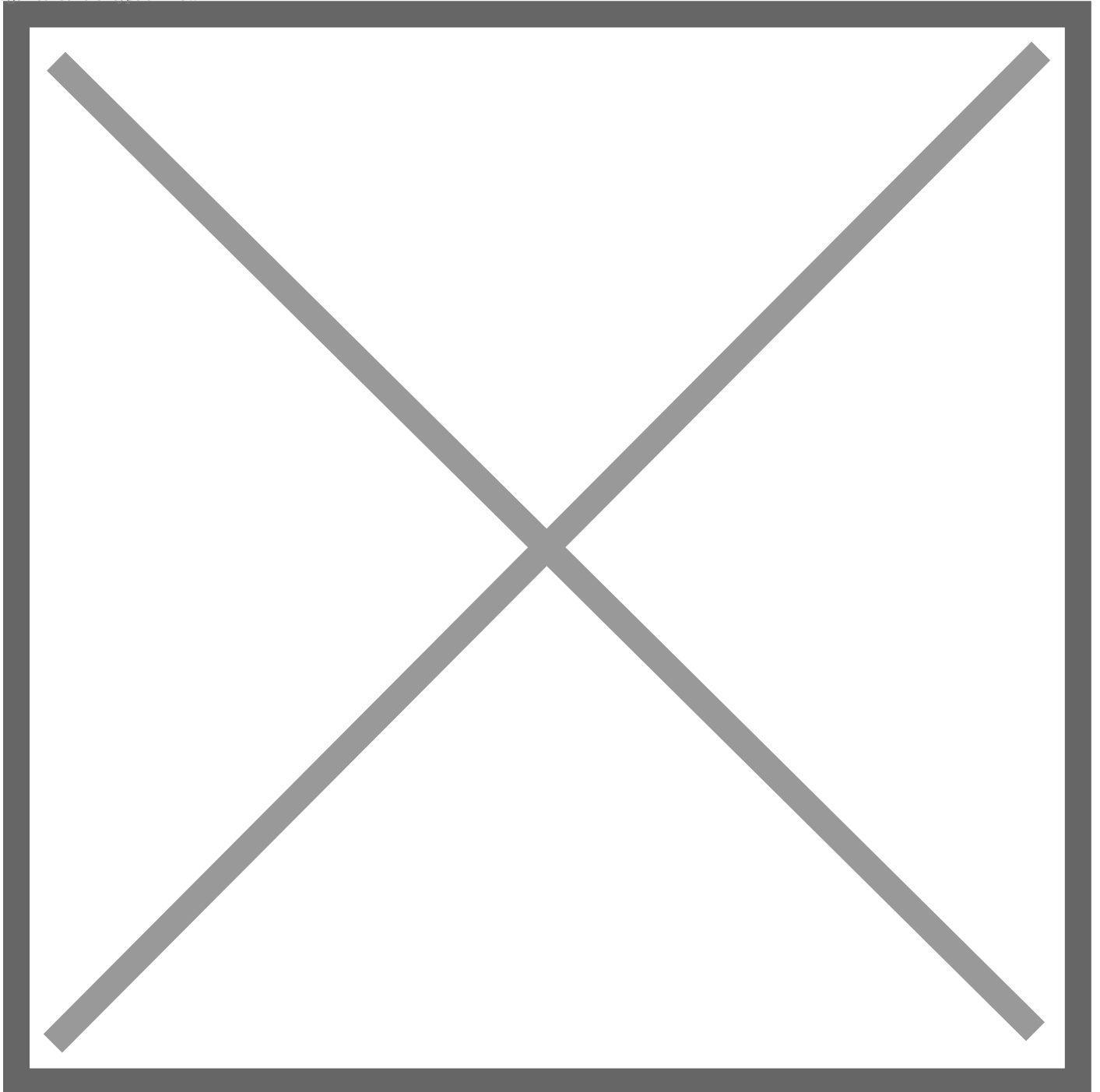


Toyota Provides Something for Everyone at the State Fair of Texas with Truck Debuts, Soccer Stars and Fun for the Entire Family

September 29, 2016

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DALLAS (Sept. 29, 2016) – State Fair of Texas visitors will have a wide range of experiences from Toyota at this year’s event, scheduled for Sept. 30 to Oct. 23. An added bonus for Texans, the all-new 2017 Tacoma TRD Pro will make its Texas debut at the event, allowing attendees to see the world’s most rugged and capable mid-size truck up close and personal.

An annual crowd favorite, members of the FC Dallas soccer club, who make their home at Toyota Stadium in Frisco, Texas, will be in attendance to take pictures and sign autographs on Sunday, Oct. 2, from 1-2:30 p.m. CDT. Toyota Fishing Pro Terry Scroggins will also be at State Fair of Texas on Saturday, Oct. 15, from 4-5 p.m. CDT.

While Toyota will have a full line-up of cars and trucks at the State Fair, the future of the company’s mobility will be on full display in the form of the new FCV+, i-Road and FV2 concept vehicles. Continuous progress, ingenuity and advancement is always a priority, but its safety and reliability that define the brand. No matter what fairgoers are interested in, Toyota has it covered.

With more than 61,000 square feet of indoor and outdoor exhibit space, Toyota will display 54 vehicles. The highlight – the all-new 2017 Tacoma TRD Pro. There’s no doubt the truck will stand out on the trail, and the first things people will notice are the heritage-inspired grille, headlights and taillights with blacked out inner housing that match the hood scoop, and of course, TRD Pro badging. The Tacoma TRD Pro will tackle the most intense off-road adventure terrain and is equipped with one of the most high-performance off-road suspension systems ever offered on a production vehicle.

“State Fair of Texas has always been a special event for Toyota, but it holds an even more special place now that we call North Texas home,” said Thomas Crahan, Toyota general manager, Truck/SUV Marketing. “This is one of the most popular events of the year across the Lone Star State, so there is no better venue for the all-new 2017 Tacoma TRD Pro to make its Texas debut.”

Assembled in San Antonio, Tacoma TRD Pro will be joined at the State Fair by two new 2017 RAV4 grades – Platinum and SE Hybrid, which were both showcased during the fair’s automotive media day. The RAV4 Platinum is the premium grade for active couples with an adventurous lifestyle who want the ultimate in design, tech and luxury from a compact SUV. The RAV4 Hybrid now has a more aggressive attitude by adopting the SE grade, which features a sport-tuned suspension like the gas model.

2016 has been the year of the SUV, and Toyota is excited for another addition to the 2017 line up. The Highlander is one of the models buyers can’t get enough of and the model year 2017 refresh raises the bar again in the segment. With a new front fascia and redesigned LED day time running and taillights, the new Highlander provides a more aggressive appearance on both Hybrid and gas models. Toyota will offer three new grades this year – SE gas, LE Hybrid and XLE Hybrid.

With so much to offer consumers across the spectrum, the State Fair of Texas 2016 will be bigger than ever for Toyota, and one the entire family can enjoy.

Event images are available here: <http://bit.ly/2dnfdqX>.