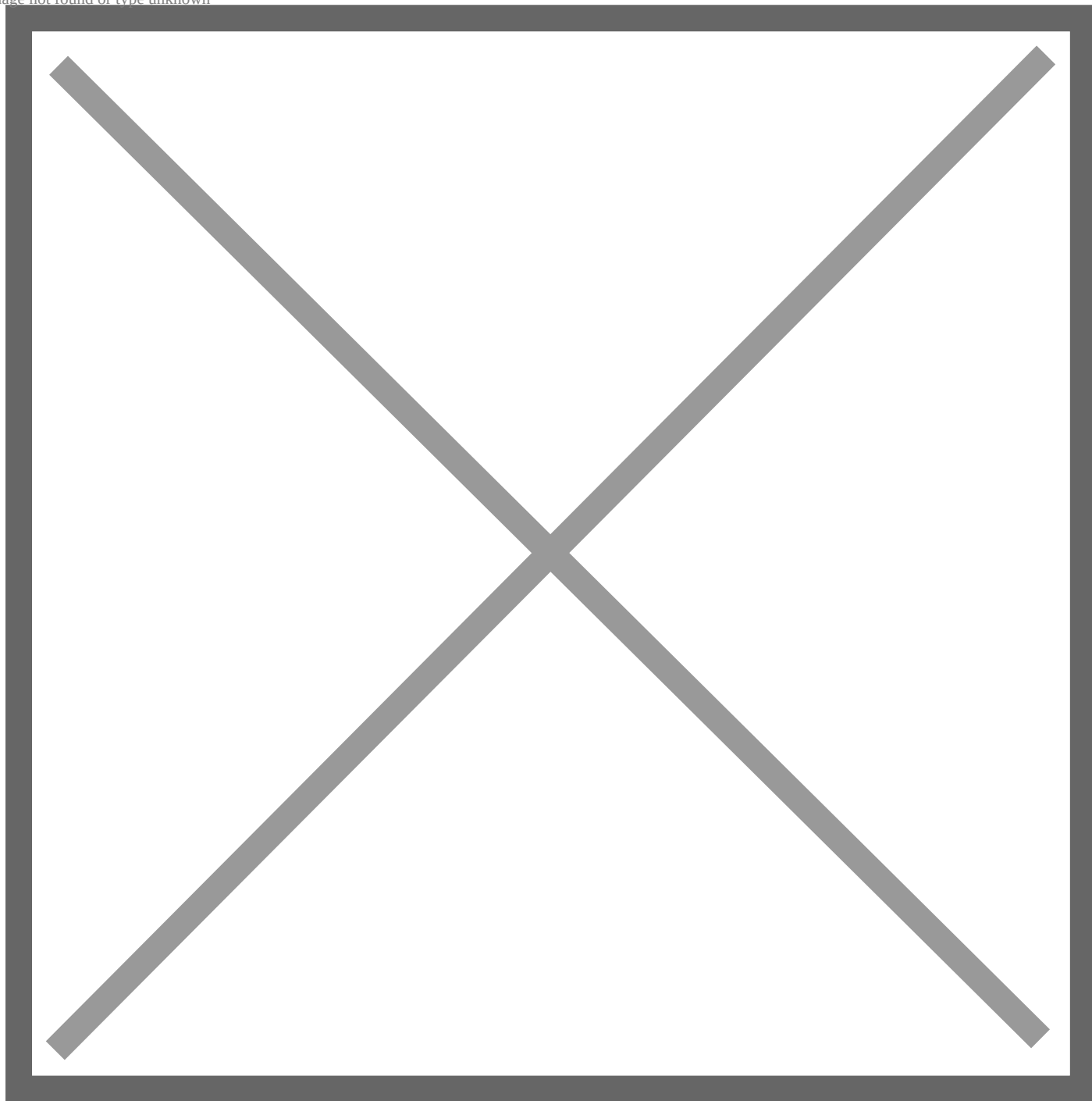


All-New 2016 Toyota Tacoma Voted Mid-size Truck of Texas by Texas Auto Writers Association

October 13, 2015

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SAN ANTONIO (Oct. 13, 2015) – The 2016 Toyota Tacoma rocked its all-new powertrain, enhanced suspension tuning and off-road technology, earning Mid-size Pickup Truck of Texas at the Texas Auto Writers Association's (TAWA) annual Texas Truck Rodeo event.

After two days of demanding on and off-road driving at Knibbe Ranch in Spring Branch, Texas, journalists voted for their favorite pickup trucks, SUVs and CUVs in 17 categories. This year, 69 journalists attend the event to test drive 88 vehicles from the world's top truck manufacturers.

“As America's best-selling mid-size pickup for ten years running, the recognition as Mid-size Pickup Truck of Texas confirms our efforts to produce a great truck that will carry Tacoma's legacy as the toughest, most durable truck in the segment,” said Mike Sweers, Tacoma chief engineer. “Toyota's commitment to the new Tacoma was focused on meeting the needs of adventure-seekers on a variety of tamed and untamed surfaces.”

Assembled, in part, at Toyota Motor Manufacturing, Texas (TMMTX) in San Antonio, the 2016 Tacoma impressed Texas journalists with its new 3.5-liter V6 powertrain, trophy-style design and off-road technology. With a new aggressive upper grille and a taller, more muscular hood, the 2016 Tacoma's redesigned exterior stays true to its desert racing heritage. From behind, the truck adds a new locking tailgate with an integrated spoiler for improved aerodynamics. A stamped Tacoma logo completes the look. The Tacoma's interior features a sporty design theme with a standard GoPro® mount located near the rear view mirror.

Now offering an all-new V6 with a segment-first Atkinson Cycle engine, the 2016 Tacoma produces 278 horsepower, an increase of 42 HP over the previous generation. For those traveling off the beaten path, the Tacoma's TRD Off-Road grade offers an all-new Crawl Control system, which takes over the truck's acceleration and braking, allowing drivers to focus on navigating over tough terrain.

TAWA is a Texas-based nonprofit association for automotive journalists promoting professionalism and quality in journalism for more than two decades. TAWA produces two annual events – Texas Auto Roundup and Texas Truck Rodeo – that allow members to experience vehicles from various manufacturers in one place, at one time.