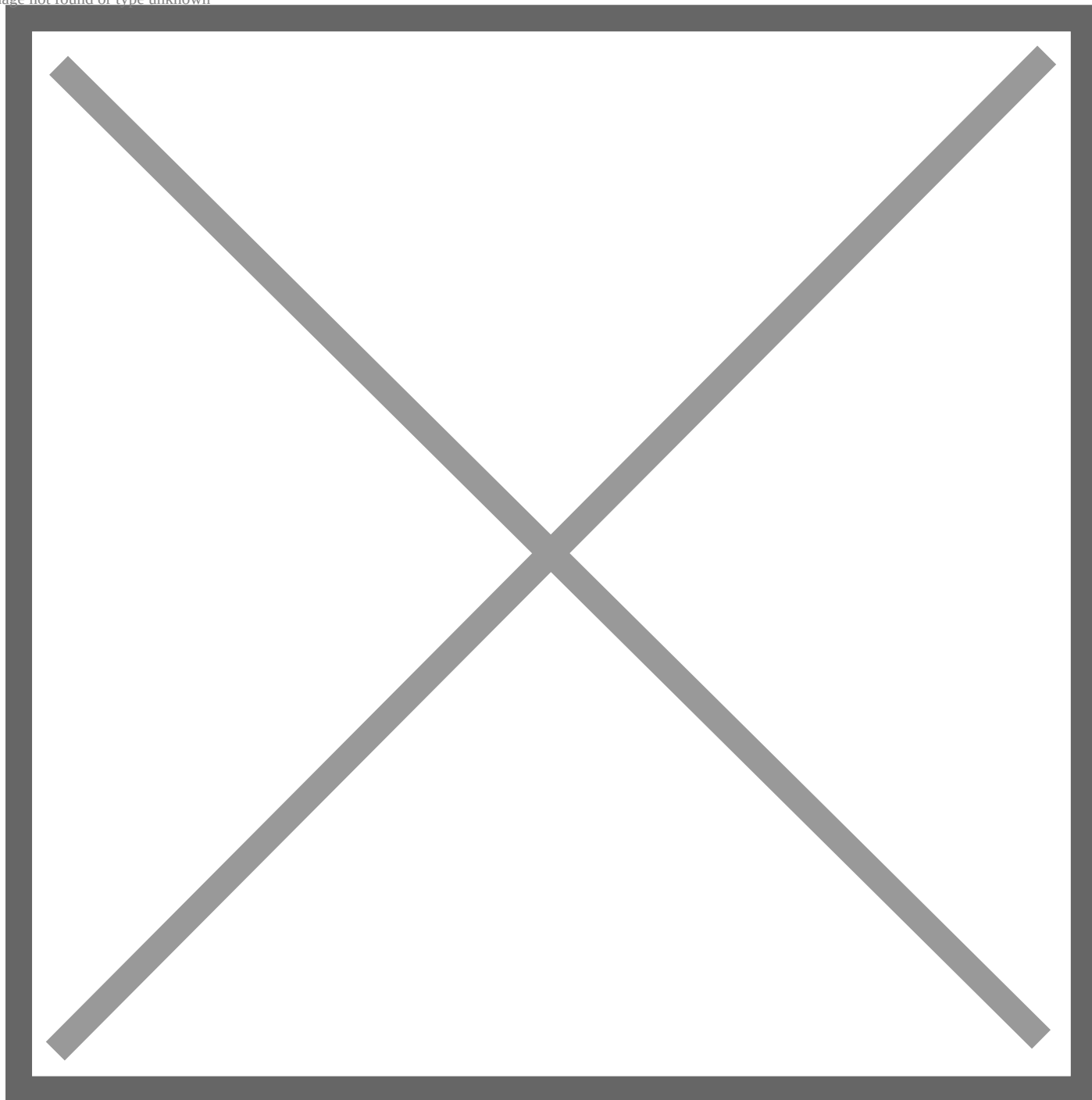


Toyota Releases Pricing for All-New TRD Pro Series Tacoma and 4Runner

July 30, 2014

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TORRANCE, Calif. (July 30, 2014) – Let’s Get Dirty! The highly anticipated launch of the all-new TRD Pro Series from Toyota is coming soon. Serious off-roaders, professional or amateur, young and old, will soon be able to drive over rough terrain with the most adrenaline-inducing lineup of off-road vehicles Toyota has ever unleashed.

The Tacoma TRD Pro Series will start getting down and dirty when it reaches dealerships in early August, 2014 while the 4Runner TRD Pro will arrive one month later in early September. The Tundra TRD Pro will arrive this fall.

Serious Specs for Serious Off-Roaders

With each part engineered, tested and tuned by Toyota and the experts at Toyota Racing Development (TRD), the Tundra, Tacoma and 4Runner TRD Pro Series are packed with authentic off-road capability and built to be pushed to the limits. Available on 4X4 models of Tundra, Tacoma and 4Runner, all TRD Pro Series vehicles will be equipped with:

- TRD Bilstein shocks with remote reservoirs in the rear, for increased oil capacity and suspension travel
- TRD-tuned front springs
- Unique front grille with “TOYOTA” badging (pays tribute to early iconic Toyota models)
- TRD floor mats
- TRD shift knobs
- Black alloy wheels

A hot new color, Inferno, is joined by Attitude Black Metallic and Super White, cool classics for off-road rigs.

Macho Taco

Building on the best-selling compact pickup in the industry, Tacoma TRD Pro beefs up its off-road spirit with:

- 16-inch black beadlock-style TRD alloy wheels with BFGoodrich LT265/70R16 A/T tires
- TRD-tuned springs with 2.0 inches lift for the front
- Decreased spring rate
- TRD Exhaust
- Black “TRD PRO” external hard badge

Bold and Adventurous 4Runner

Adding to its off-road capability, 4Runner TRD PRO will be exclusively equipped with:

- 17-inch matte black TRD alloy wheels with Nitto Terra Grappler P265/70R17 A/T tires
- TRD-tuned front springs, which increases the front height by 1-inch
- ¼-inch thick aluminum front skid plate with “TRD” stamped in large font

4Runner TRD Pro complements its extreme off-road capability with premium convenience features that include:

- Entune™ Premium Audio with Navigation and App Suite
- Black SofTex®-trimmed seats with red stitching
- Heated & power adjustable front seats
- Homelink® universal transceiver

- Auto-dimming rearview mirror
- Auto on/off headlights

Value Pricing

The manufacturer's suggested retail price (MSRP) for the Tacoma TRD Pro will range from \$35,525 for the Access Cab with a 4.0-liter V6 and 6-speed manual transmission to \$37,415 for the Double Cab V6 with a 5-speed automatic transmission.

The MSRP for the 4Runner TRD Pro will be \$41,110. Pricing for the Tundra TRD Pro will be announced in the near future.

The MSRP for the Tacoma TRD Pro and 4Runner TRD Pro does not include the delivery, processing, and handling (DPH) fee of \$885. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

MODEL#	MODEL	GRADE	MSRP
8674	4Runner	TRD Pro 4×4 V6 5AT	\$41,110
7555	Tacoma	TRD Pro 4×4 Access Cab V6 6MT	\$35,525
7556	Tacoma	TRD Pro 4×4 Access Cab V6 5AT	\$36,505
7597	Tacoma	TRD Pro 4×4 Double Cab V6 6MT	\$36,435
7598	Tacoma	TRD Pro 4×4 Double Cab V6 5AT	\$37,415

2015 TRD PRO SERIES PRELIMINARY SPECIFICATIONS

	Tundra TRD Pro	Tacoma TRD Pro	4Runner TRD Pro
Wheels	18" black alloy w/ TRD logo	16" black beadlock style TRD alloy	New 17" black TRD alloy
Tires	Michelin ORP	BFGoodrich All Terrain KO	Nitto Terra Grappler

Shocks	TRD-tuned Bilstein High Performance -Bilstein front and rear digressive piston and valve design -Bilstein ZoneControl 3-stage, positive sensitive valve design is sensitive to suspension input speed -Increased shock size adds oil capacity for better heat management and increased control of cavitation FRONT: – 1.4” of additional wheel travel – 60mm pistons > 46mm OE – 18mm shafts > 12mm OE -“Piggy back” remote reservoir REAR: – 1.5” of additional wheel travel – 60mm pistons > 46mm OE -“Piggy back” remote reservoir	TRD-tuned Bilstein High Performance – Bilstein front and rear digressive piston and valve design -Increased diameter shock size (front) and external reservoir (rear) adds oil capacity for better heat management and increased control of cavitation FRONT: – 0.75” of additional wheel travel – 60mm pistons > 36/32mm OE – 18mm shafts > 12mm OE REAR: – 1.5” of additional wheel travel – 46mm pistons > 36/30mm OE – Remote reservoir	TRD-tuned Bilstein High Performance – Bilstein front and rear digressive piston and valve design -Increased diameter shock size (front) and external reservoir (rear) adds oil capacity for better heat management and increased control of cavitation FRONT: – 0.75” of additional wheel travel – 60mm pistons > 32mm OE – 18mm shafts > 12mm OE REAR: – 1.4” of additional wheel travel – 46mm pistons > 32mm OE – Remote reservoir
Springs	Unique TRD-Tuned Front Springs – 2” lift for the front of the vehicle – Decreased spring rate to improve ride quality over harsh terrain	Unique TRD-Tuned Front Springs – 1.75” lift for the front of the vehicle – Decreased spring rate to improve ride quality over harsh terrain	Unique TRD-Tuned Front Springs – 1” lift for the front of the vehicle -Decreased spring rate to improve ride quality over harsh terrain
Exhaust	TRD Dual Exhaust – Stainless steel system – Polished steel dual wall tips – Reduced back pressure – Throaty rumble sound	TRD Cat Back Exhaust – Stainless steel system – Polished steel dual wall tips – Reduced back pressure – Throaty rumble sound	No Change from OE
Skid Plate	New TRD Front Skid Plate – 1/4” thick aluminum with oil pan access panel	– Black OE front skid plate	TRD Stamped Front Skid Plate – 1/4” thick aluminum with venting for front differential

Exterior	– Unique “TOYOTA” front grille – “TRD Pro” bed panel stamping – Matte and Satin Black “TUNDRA” and iForce 5.7L V8 badging on doors – Multi-reflector halogen headlights with black sport bezels and manual level control	– Unique “TOYOTA” front grille – Black “TRD PRO” external hard badge – Black “TACOMA” badging on doors	– Unique “TOYOTA” front grille – Black “TRD PRO” external hard badges – Black front and rear lower bumper accent
Exterior Colors	Attitude Black Metallic, Super White, and Inferno (all-new exclusive color)		
Interior	– TRD Shift Knob – TRD Floor Mats – Unique seat color with red stitching – Unique IP ornament insert	– TRD Shift Knob – TRD Floor Mats	– TRD Shift Knob – TRD Floor Mats