

Gulf States Toyota Unveils the 2015 Toyota Tundra Bass Pro Shops Off-Road Edition

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HOUSTON (Sept. 25, 2014) – Gulf States Toyota introduced the new 2015 Toyota Tundra Bass Pro Shops Off-Road Edition today at the 2014 State Fair of Texas. This marks the first retail vehicle collaboration between Toyota and Bass Pro Shops, the nation's premier outdoor retailer.

With the capability to handle a tough trail or provide a comfortable ride, the new 2015 Toyota Tundra Bass Pro Shops Off-Road Edition is equipped for all your outdoor adventures. The vehicle, available exclusively in Silver, features a 4×4 CrewMax SR5 configuration, which offers extra space for outdoor gear while providing first-class comfort for family and friends. It offers the same power and capability the Tundra is famous for with a rugged drive train powered by a 381 horsepower 5.7L i-Force V8 engine and 6-speed automatic transmission. It also includes a tow package that allows drivers to confidently take a boat, ATV or UTV along on the journey. With top braking technology and Toyota's Star Safety System, the Tundra is built with safety in mind.

The Bass Pro Shops Off-Road Edition package includes:

- 20" Milled-Matte Black Wheels and All Terrain Upgrade
- Custom Bass Pro Shops Carpeted Floor Mats
- Bass Pro Shops Off-Road Bed Decals
- 5" Oval Black Step Tubes
- Spray-On Bedliner
- Pocketed Fender Flares
- Stainless Steel Exhaust Tip

"In the Gulf States pick-up trucks and being outdoors are a natural way of life, and that's why we've developed the 2015 Toyota Tundra Bass Pro Shops Off-Road Edition," said Marty Collins, president and general manager of Gulf States Toyota. "This vehicle not only has all the capability to take you where you want to go, but you'll look good doing it."

The special edition Tundra will be exclusively available for purchase at Toyota dealerships in the Gulf States Region (Arkansas, Louisiana, Mississippi, Oklahoma and Texas) in October 2014. The 2015 Toyota Tundra Bass Pro Shops Off-Road Edition has a manufacturer's suggested price starting at \$43,975.

With the purchase or lease of a 2015 Toyota Tundra Bass Pro Shops Off-Road Edition, customers will receive their choice of a special fishing, hunting, camping or marine outdoor gear lifestyle package from Bass Pro Shops, valued at approximately \$1,000.

Built in the U.S. by 2,900 hard-working Americans on the historical JLC Ranch in San Antonio, the Tundra features one of the highest U.S./Canadian parts content of any full-size pickup. Started in 2003, the plant has produced more than 1 million Toyota Tundra and Tacoma trucks in the U.S. In addition to its 2,900 team members, the Toyota Motor Manufacturing Texas (TMMTX) plant also provides thousands more American jobs at its 21 onsite component suppliers.

For more information, visit www.basspro.com/bpstundra.