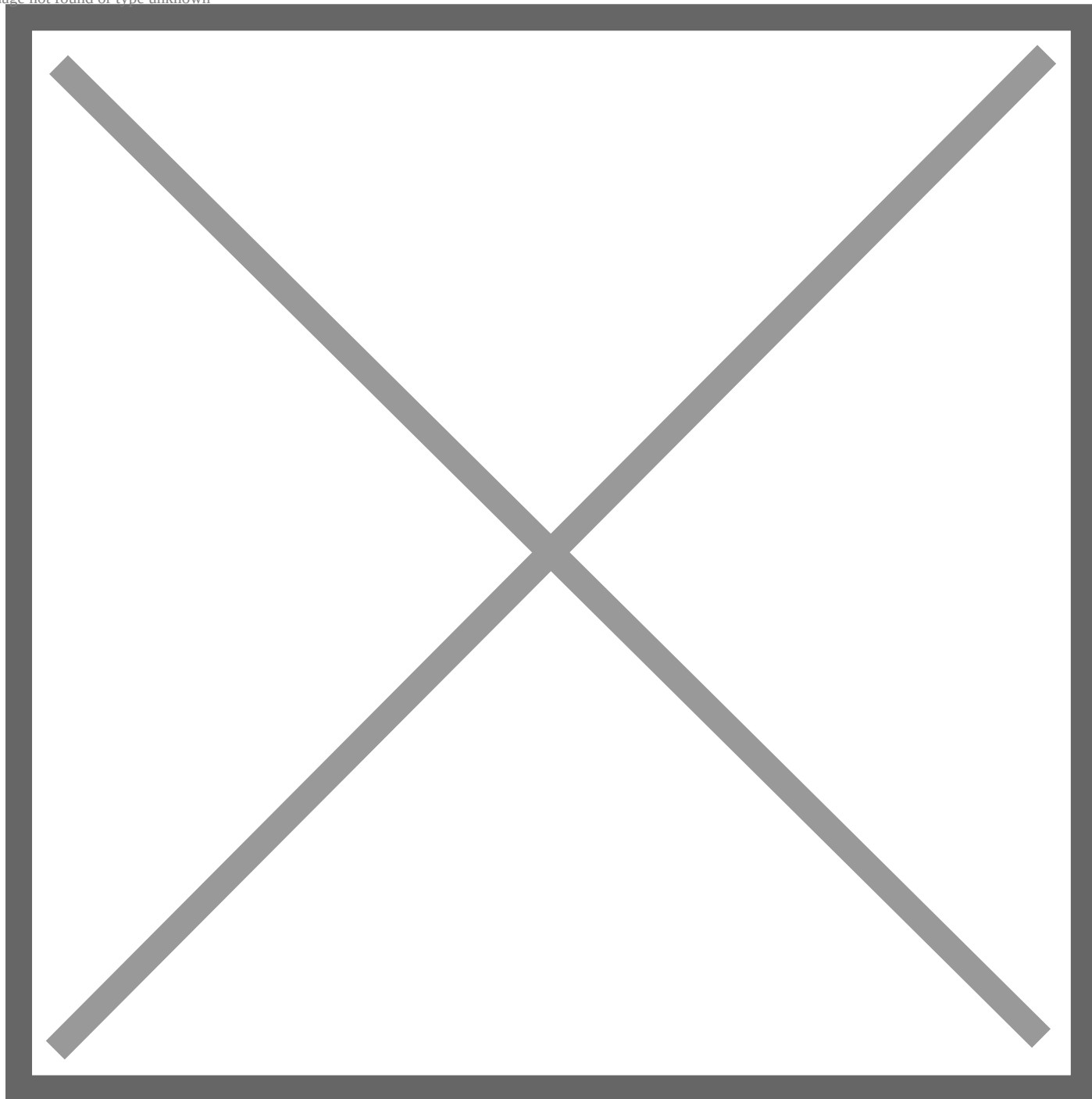


2012 Toyota Tacoma Debuts Restyled Exterior, Interior and New Entune Multimedia; Still the #1 Selling Compact Pickup

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The Toyota Tacoma, still the best-selling compact pickup truck in the U.S. market by a wide margin, offers a restyled exterior look and a redesigned, upgraded interior in all models for 2012. New changes add comfort, usability and audio/infotainment performance.

Toyota sold more than 106,000 Tacoma models for 2010, outselling its nearest competitor by nearly two-to-one. For 2012, Tacoma shows a fresh face with a redesigned hood, grille, headlamps and front bumper, among other changes. Inside, customers will find a new center-instrument panel design with a revised gauge cluster, along with a new steering wheel. A redesigned center stack adds new air conditioner/heater controls and power point locations.

The 2012 Tacoma interior also gets a new look with a black high-contrast center console, switch plate covers, dash and upper door trim, while the SR5 grade features a new seat fabric design. With owners using their trucks for hard work and hard play, Tacoma offers new heavy-duty all-weather flooring in the 2012 Tacoma Access and Double Cab models, while the more specialized TRD Sport and Off-Road models offer new water-resistant fabric protection seats. The TRD Sport Package adds side mirrors with turn-signal lamps for 2012, as well as available chrome-clad 18-inch wheels.

Details that add up to more comfort and function include a larger, higher-resolution display for the available back-up camera (3.3-inch vs. 2.4-inch), a new temperature gauge, available rear-view mirror with compass and HomeLink, vanity lamps added to sun visors, an additional overhead storage compartment and, on Access Cab models, a new rear-console storage box. All models now feature two front-deck “D” rings for added versatility.

The 2012 Tacoma is available in a wide variety of configurations and models, and this focus on customer choice has been instrumental in the vehicle’s continued market leadership. Many models offer a choice between four-cylinder and V6 engines, and 2WD and 4WD drivetrains.

The Toyota Tacoma has been repeatedly recognized for its outstanding value and reliability. Tacoma was named “Most Dependable Midsize Pickup” in the J.D. Power & Associates 2011 Vehicle Dependability Study, and Intellichoice called it a “2011 Best Overall Value” in the compact pickup segment.

New Audio Choices for 2012

Toyota has upgraded audio options for some 2012 Tacoma models. Access Cab models offer a new available six-speaker system with an AM/FM/ Satellite Radio-capable head unit with a single-disc CD player. Built-in Bluetooth® allows hands-free phone, and a USB port enables connection of an iPod®, MP3 player or flash drive with music files.

The DoubleCab V6 models offer a more advanced display audio system with today’s most in-demand connectivity features. These include navigation, Toyota Entune™ services, SiriusXM Satellite Radio (with 90-day trial subscription), HD Radio with iTunes® tagging and text/e-mail-to-voice. This premium infotainment system plays through a JBL® GreenEdge audio system with seven speakers. GreenEdge technology helps reduce fuel consumption by lowering the electric power demand on the vehicle.

The Toyota Entune system is a collection of popular mobile applications and data services, with three years of complimentary access. Once a smart phone is connected to the vehicle using Bluetooth wireless technology or a USB cable, Entune’s features are operated using the vehicle’s controls or, for some services, by voice recognition. Entune includes Bing™ and Pandora®; real-time info including traffic, weather, fuel prices, sports and stocks. Apps available in spring 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable®. See toyota.com/entune for details.

Performance

The 2012 Tacoma line offers two engines: a 2.7-liter Dual Overhead Cam (DOHC) four-cylinder that produces

159 horsepower and 180 lb.-ft. of torque, and a 4.0-liter DOHC V6 that provides 236 horsepower with 266 lb.-ft. of torque. In both engines, variable valve timing with intelligence (VVT-i) provides strong low-end and mid-range torque.

An Electronic Throttle Control System with intelligence helps optimize performance and fuel economy. The V6 can be teamed with either a six-speed manual or a five-speed automatic transmission. Four-cylinder models offer a choice between a five-speed manual and a four-speed automatic transmission. When equipped with a V6 Tow Package, Access Cab models boast a maximum tow capacity of up to 6,500 pounds.

X-Runner: A Unique Sport Truck

The Tacoma X-Runner performance truck, unique in the entire compact truck category, returns for 2012 and features the 4.0-liter V6 engine with a specially tuned chassis. Featuring a six-speed manual transmission, the X-Runner can accelerate from 0-to-60 mph in less than seven seconds. Just as impressive, the Tacoma X-Runner can achieve lateral acceleration in excess of 0.9-g – comparable to many performance cars. The X-Runner's Access Cab design incorporates a full body kit, a hood scoop and integrated fog lamps. The color-keyed monochromatic exterior comes in three colors – Barcelona Red, Black Sand Pearl and Nautica Blue Metallic, which is new for 2012.

To take performance even higher, TRD offers a 4.0-liter V6 supercharger kit capable of generating 304 horsepower and 334 lbs.-ft. of torque also available for other Tacoma V6 models). The design uses Eaton Roots-type rotating components in a one-piece supercharger plenum/manifold casting. The supercharger is fully warranted for up to five years or 60,000 miles or the remainder of the powertrain warranty at the time of installation when installed by a Toyota dealer.

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