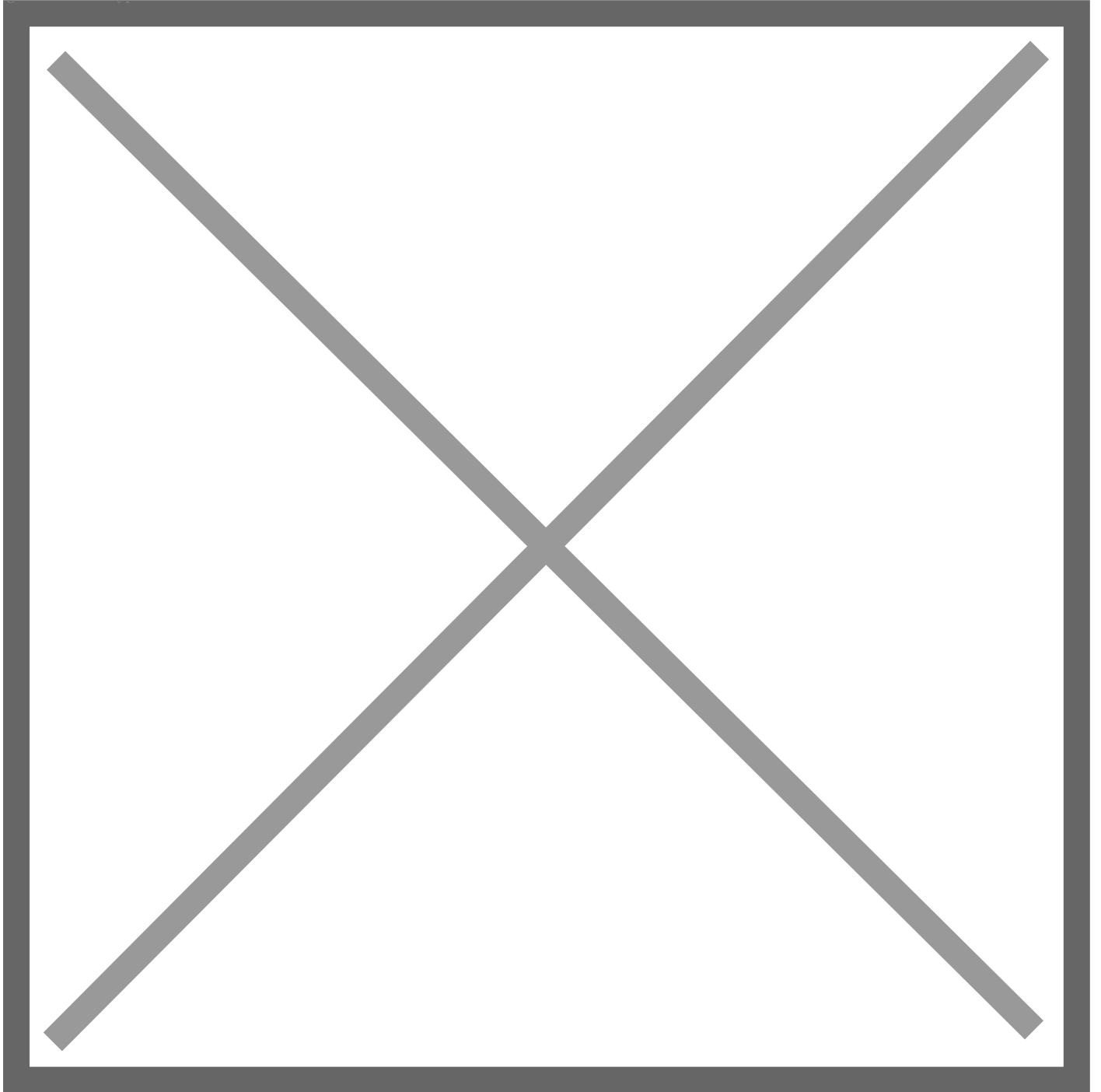


Dare to Explore: Toyota 4Runner Venture Edition New for 2020

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PLANO, Texas (September 26, 2019) – The Toyota 4Runner is no stranger to the road less traveled. In 2020, the body-on-frame, do-anything SUV receives some important additions, including Toyota's active safety system TSS-P on all grades and updated infotainment that includes a larger 8-inch touchscreen, Apple Carplay, Android Auto and Amazon Alexa compatibility. Along with those key updates (and a few others), the 2020 4Runner will also come in the Venture Edition that boasts more utility and style for where the road takes you... even if there are no roads involved.

Venture Capitalist: Investing in Adventure

4Runner Venture Edition adds more utility and flair in an awesome package designed for explorers everywhere. One of the most notable features is the standard Yakima Megawarrior roof rack. Supported by the included roof rack cross bars, the Megawarrior rack is constructed of heavy-duty steel and provides additional roof-top storage in its spacious tray that measures 52 inches in length, 48 inches in width and 6.5 inches in height.

Inside, 4Runner Venture Edition floors gain additional protection from the elements thanks to standard all-weather floor mats. A rear cargo mat will also come standard, and an additional cargo solution comes in the form of an available rear sliding cargo deck.

A host of exterior changes set Venture Edition apart from the rest. Gunmetal-colored 17-inch TRD wheels will be fitted at all four corners. The Toyota logos at the front and rear of the 4Runner, along with the 4Runner badge on the rear tailgate, will be black on Venture Edition, while additional black accents will include the outer mirrors, door handles and rear spoiler. Although based on the TRD Off-Road Premium, Venture Edition ditches the TRD Off-Road badging from the C-pillar for a cool, minimalist look.



Ready to Tackle the Trail

Venture Edition is built on 4Runner's proven body-on-frame construction that features a four-link rear axle and coil-spring suspension. It is equipped with a part-time 4WD system that features a 2-speed transfer case with selectable low range. When the going really gets rough, a selectable rear locker comes standard to provide added traction when needed in low range.

Those features are just the start of the 4×4 tools in Venture Edition's arsenal. Standard CRAWL control provides additional low-range off-road functionality by regulating engine speed and braking force to slowly move the

vehicle in forward or reverse at one of five driver-selectable low-speed settings. When engaged, CRAWL allows the driver to focus on steering in challenging terrain without having to also modulate the throttle or brake pedal. Active Traction Control (A-TRAC) can help maintain traction by distributing drive force to any one wheel in contact with the ground when it senses wheel slippage. Multi-Terrain Select (MTS) is another traction tool that helps improve grip by controlling wheel spin based on the terrain setting (like dirt, sand or rock) selected by the driver.

Active Safety, More Standard Features for 2020

For 2020, the 4Runner makes Toyota Safety Sense P (TSS-P) standard on all grades. This advanced active safety system includes Pre-Collision System with Pedestrian Detection, Lane Departure Alert with Sway Warning System, Automatic High Beams and High-Speed Dynamic Radar Cruise Control (DRCC).

Additional tech can also be found inside the cabin of 4Runner, as every grade features an updated multimedia system with Apple CarPlay, Android Auto and Amazon Alexa compatibility, all of which can be controlled on 4Runner's new 8-inch touchscreen. The sound system includes 8 speakers through the cabin, and the multimedia system features HandsFree Bluetooth phone and music operation.

In front of the driver is a new instrumentation panel that includes a 4.2-inch MID screen to control TSS-P safety functions and provide additional vehicle details, such as tire pressure, average fuel economy and more. Rear seat passengers will no doubt appreciate the addition of two USB ports to charge devices. Venture Edition will also boast standard Smart Key with Push Button Start.

Inside, Venture Edition is fitted with SofTex-trimmed powered and heated front seats with "TRD" lettering on the headrests. SofTex-trimmed seats are also featured in the second row.



The Stars Align on Safety

TSS-P isn't the only safety system found on 4Runner, as all grades also come standard with Toyota's Star Safety System that includes Vehicle Stability Control (VSC) with traction control (TRAC, or A-TRAC with 4WD), an Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD), Brake Assist (BA), and Smart Stop Technology (SST) brake-override system.

Eight standard airbags include driver and front passenger Advanced Airbag System, TAP (thorax, abdomen, pelvis) front seat-mounted side airbags, driver and front passenger knee airbags and all-row Roll-Sensing Side

Curtain Airbags (RSCA).

Limited Warranty and ToyotaCare

Toyota's 36-month/36,000-mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and corrosion with no mileage limitation. 4Runner also comes standard with ToyotaCare, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

