The All-New 2024 Toyota Tacoma Makes Big Screen Debut in “Blue Beetle”

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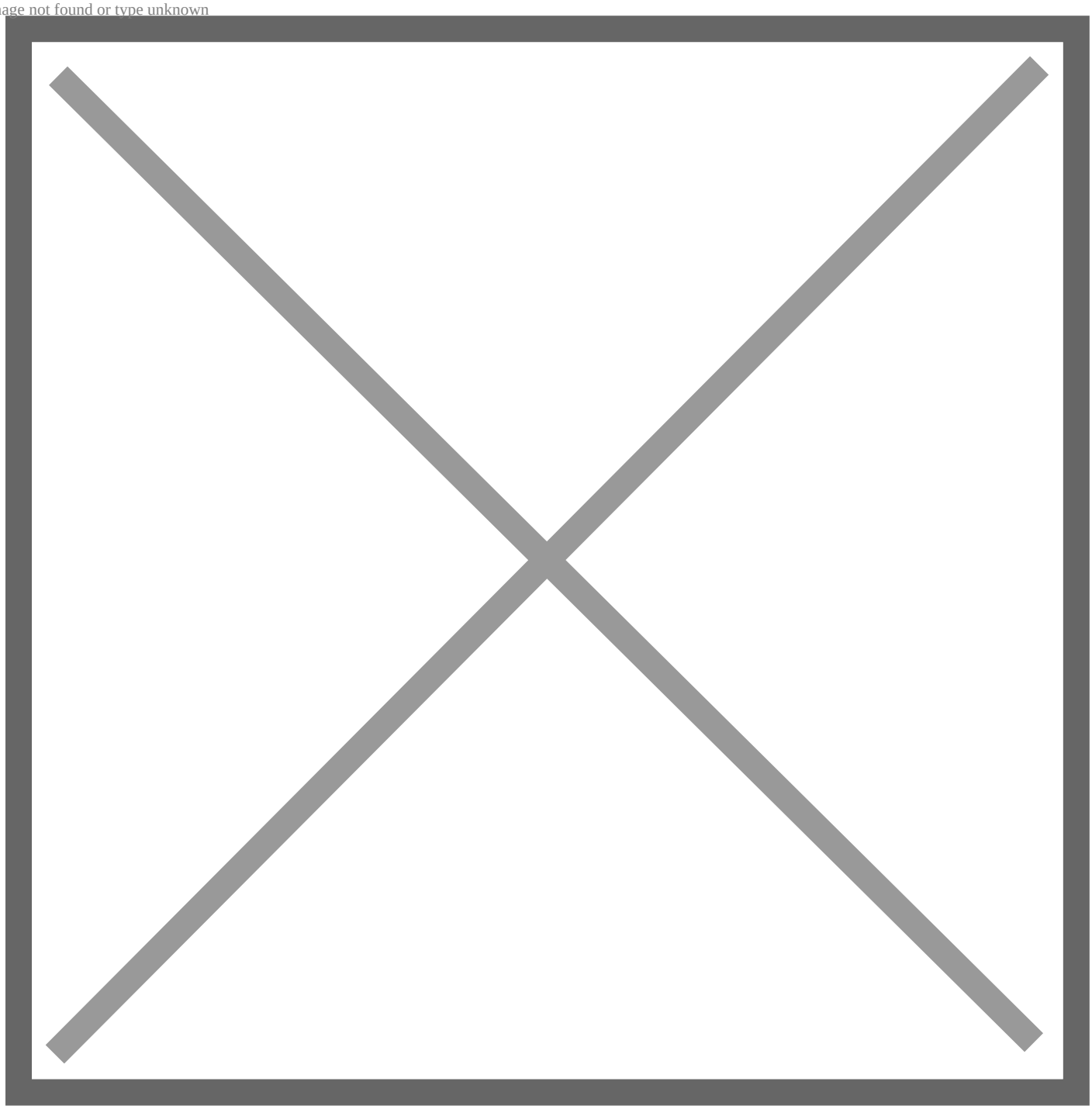

PLANO, Texas (August 25, 2023) – On the heels of the highly anticipated reveal of the 2024 Tacoma, Toyota teamed up with DC's newest Super Hero in his debut movie, "Blue Beetle," which made its world premiere in theaters last week. The action-packed movie, filled with heart and humor, features multiple generations of Tacoma as Jaime Reyes is forever changed when an ancient piece of alien technology, the Scarab, transforms the college grad into the hero The Blue Beetle.

Jaime and the entire Reyes family depend on their favorite 3rd generation Toyota Tacoma throughout the movie. The "Taco" is the pride and joy of Jaime's Uncle Rudy, played by George Lopez. Watch how Blue Beetle, his family, and their trusty Tacoma are able to take on anything. Also, be on the lookout for a special cameo appearance by the All-New 4th generation Tacoma.

Toyota's design and engineering teams collaborated with DC to develop a unique 2024 Tacoma design and signature paint featured in the film.

"We tasked our talented CALTY Studio team, led by Scott Roller, to conjure up a Tacoma that matched the singular style of the beloved, soon-to-be-iconic 'Taco' Uncle Rudy has made his own over the years, but in a way that was modern and integrated with the new 2024 Tacoma design," said Tacoma Chief Engineer Sheldon Brown. "This is where the design of the 'Blue Taco' came from, and it was a pleasure to work on."

Toyota trucks have a history in Hollywood, as the 1985 Toyota SR5 Xtra Cab was the coveted truck of Marty McFly in the 1980s film "Back to the Future." Additionally, the first-generation Tundra was featured in "Terminator 3: Rise of the Machines," with 600 T3 Special Edition Tundras sold that same year.

The 2024 Tacoma is the latest iteration of this off-road 4×4 icon and features an available i-FORCE MAX hybrid powertrain offering up to 326 horsepower and 465 lb-ft. of torque. This new truck has a rugged style, multiple powertrain options, 4×4 capability, and the latest safety and tech features. Also, new for 2024 is the first ever Trailhunter grade, which has been engineered from the ground-up to be the ultimate overlanding machine. The all-new 2024 Tacoma will be in dealerships by the end of the year.