First-Ever Toyota Crown Signia and Next-Generation Toyota Camry Arrive in Los Angeles for Auto Show Debut

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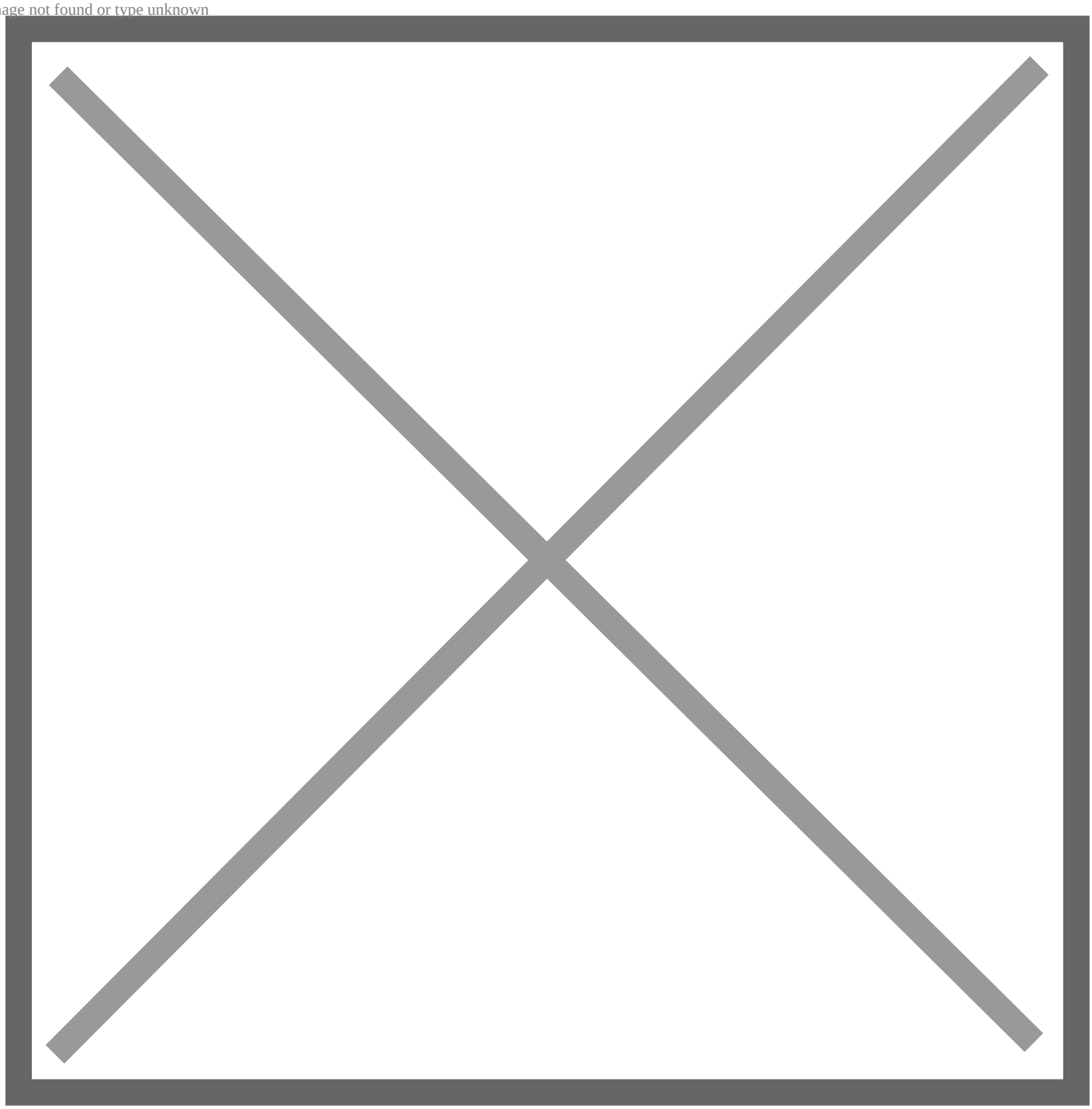

LOS ANGELES (Nov. 16, 2023) – Toyota sets the stage at the Los Angeles Auto Show with two legendary nameplates making their North American auto show debut, the first-ever 2025 Toyota Crown Signia crossover SUV and ninth-generation 2025 Toyota Camry. These two new hybrid models headline a deep bench of vehicles at the Toyota display designed to highlight the "power of choice" for consumers in offering a vehicle to fit any lifestyle. Showcased in the South Hall at the Los Angeles Convention Center, visitors can experience Toyota's di verse lineup and the return of the interactive Sports Fest from Nov. 17-26.

Number one selling sedan goes 100% hybrid

Building upon 21 years as the nation's number one selling sedan, the 2025 Toyota Camry will be exclusively offered as a hybrid and will be the latest to adopt the "Beyond Zero" badge signaling Toyota's strong commitment to reducing carbon emissions and its vision for a carbon-neutral future. Offering a winning combination of power and fuel efficiency, Camry pairs a 2.5-liter, 4-cylinder engine with the fifth-generation Toyota Hybrid System to produce 225 net horsepower. And for the first time ever on Camry Hybrid, there is an available Electronic On-Demand All-Wheel Drive (AWD) system that increases the output to 232 horsepower. The Camry's fresh new style along with enhanced performance and efficiency will come with standard convenience and safety features such as Blind Spot Monitor with Rear Cross-Traffic Alert and Toyota Safety Sense 3.0. This ninth generation Camry, designed by CALTY's Newport Beach and Ann Arbor, MI studios, is proudly developed and manufactured in the U.S and will go on sale in the Spring of 2024.

A nod to the past with an eye toward the future

The first-ever 2025 Toyota Crown Signia marks the beginning of a bold new era for a nameplate with almost 70-years of Toyota history. The new crossover SUV brings sophisticated style, first-class comfort and cutting-edge technology to the Toyota lineup. Exclusively equipped with the Toyota Hybrid Electric Vehicle (HEV) powertrain and standard On-Demand All Wheel Drive (AWD), the Toyota Crown Signia provides superior performance with an impressive 243 horsepower and preliminary manufacture-estimated 36 combined MPG. Toyota Crown Signia's design offers a stylish exterior with monochromatic grille, sleek roofline and available 21-inch wheels. The premium interior is available with leather-trimmed seating, a panoramic glass roof and a fold-flat second row with an expansive 6.5-foot long cargo area. Additionally, a 12.3-inch Toyota Audio Multimedia touchscreen and Toyota Safety Sense 3.0 come standard. The 2025 Toyota Crown Signia is expected to arrive at Toyota dealerships in the Summer of 2024.

The power of choice

Toyota will be displaying its diversified lineup of vehicles designed to tackle any lifestyle, adventure and everything in between:

- SUVs and minivans that create meaningful experiences for family and friends including the Grand Highlander, Highlander, RAV4, Venza, Sienna and Corolla Cross.
- Sedans for the metropolis and urban drivers motivated to explore culture and connect with others, including the Corolla, Corolla Hatchback and Toyota Crown.
- Trucks designed for authentic adventures, including the Tundra, 4Runner, Sequoia and all-new 2024 Tacoma.
- Electrified vehicles inspired and created to build a better future, including the all-electric bZ4x, hydrogen-powered Mirai, and the all-new Prius and Prius Prime, which was just awarded Motor Trend's coveted Car of the Year accolade and Overall Best Tech Car by the Hispanic Motor Press.
- The GR series for performance drivers looking to satisfy their thrill of driving and adrenaline rush, including the GR Corolla, GR86 and GR Supra. The booth will also showcase Toyota's Tacoma X-Runner Concept that recently debuted at the 2023 Specialty Equipment Market Association Show (SEMA).

Toyota Sports Fest returns for 2023

For the second year in a row, Toyota returns with its fully interactive sports festival featuring Olympic and Paralympic-themed sporting events and activities for visitors. The festival will celebrate its partnership with Team USA as the talented athletes train for the road to Paris to make their Olympic and Paralympic dreams come true. The Toyota Sports Fest will feature Swift bikes for para cycling, sled hockey, USA Track and Field 40-yard dash, speedskating slide boards, an inflatable swimming pool photo booth highlighting USA Swimming, an Adaptive Action Sports mini skatepark area featuring ¼ pipes, wedges boxes and rails, and a USA Curling inflatable rink dedicated to recreational activities for guests to enjoy.

The excitement doesn't stop there as the Challenged Athletes Foundation will host a sport court for guests to participate in wheelchair basketball. More importantly, the foundation will present grants on behalf of Toyota to four young athletes on Saturday, November 18 at 12:45 p.m. in the Toyota Sports Fest space. The grants will be used to support families and individuals with the expenses associated with adaptive sports equipment. The foundation and Toyota believe these high costs and at times inaccessible resources should not keep individuals living with disabilities from being active within the sporting community.

Toyota will also host some exciting all-star appearances throughout the show by the LA Lakers, Laker Girls, LA Kings and the Los Angeles Football Club:

Los Angeles Lakers – Jaxson Hayes + Laker Girls
Date: Monday, November 20
Time: TBD

Los Angeles Kings – Anže Kopitar
Date: Tuesday, November 21
Time: 11 a.m. – 12 p.m.

Los Angeles Football Club – Kellyn Acosta
Date: Tuesday, November 21
Time: 11 a.m. – 12 p.m.

The Los Angeles Auto Show is the perfect destination to explore the latest and greatest from Toyota. For more information, visit www.laautoshow.com