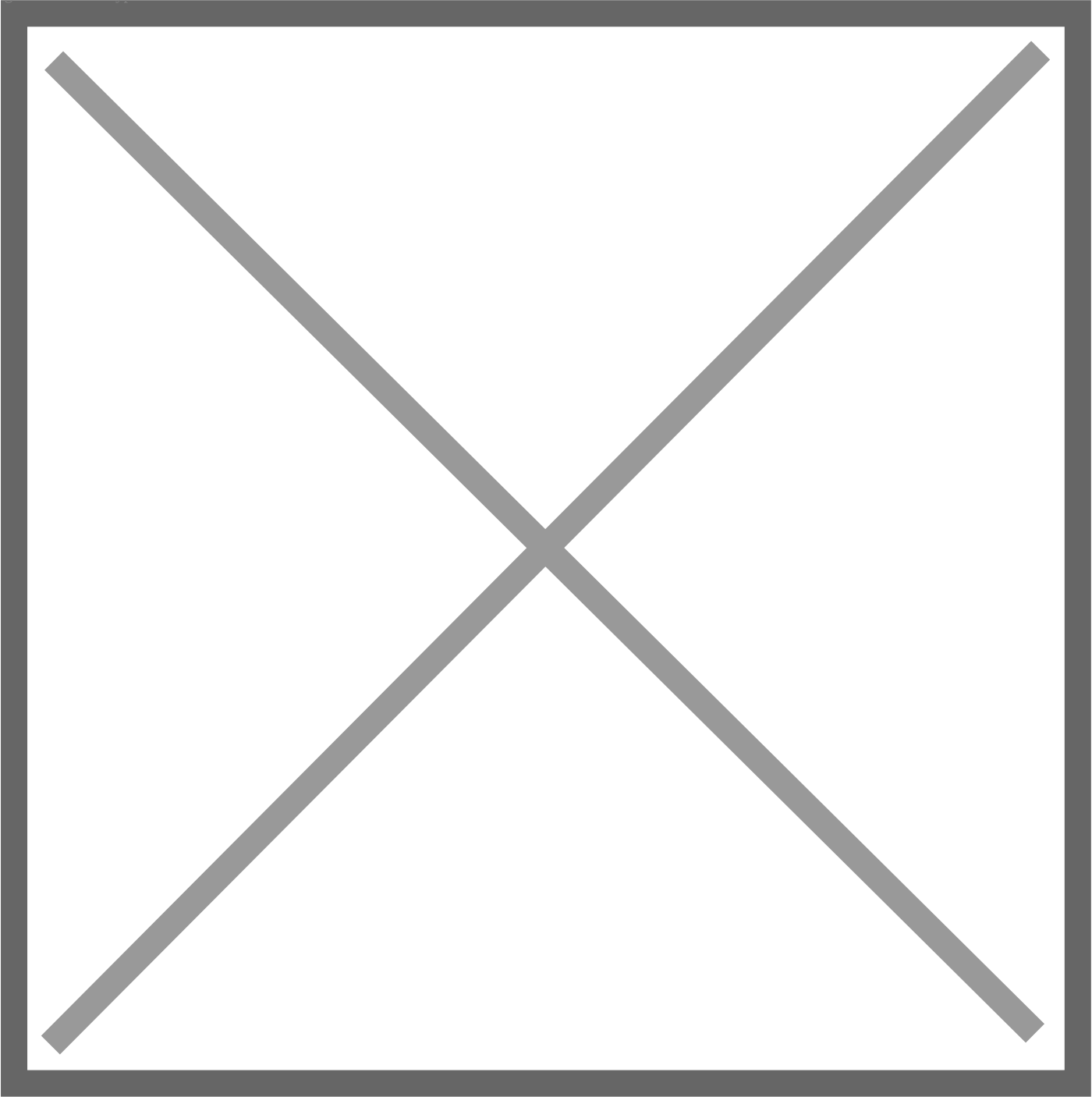


2025 Toyota Tundra Adds TRD Rally Package and More

August 13, 2024

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PLANO, Texas (August 13, 2024) – The Tundra is a full-size pick-up powerhouse and it enters 2025 with a new TRD Rally Package and new luxury features. The lineup for the 2025 Tundra offers something for everyone, with SR, SR5, Limited, Platinum, 1794, TRD Pro and Capstone grades available.

TRD Rally Package

This TRD inspired Rally Package uses Toyota's Baja racing heritage as the cornerstone for its design. The iconic red, orange and yellow colorway is incorporated into the design of this truck. Engineers continued the enhancements with 18-inch TRD off-road wheels with unique center caps, all-terrain tires, Bilstein® shocks and skid plates to give this truck legitimate off-road chops. Add in an electronically controlled locking rear differential, Multi-Terrain Select, Crawl Control and this truck is ready to take you on epic adventures. The exterior was not the only place that got exciting goodies, the interior also pays homage to Toyota's racing heritage, showing off the iconic red, orange, yellow accents on the SoftTex®-trimmed seats and on the dashboard. The TRD Rally Package is available in four colors: Ice Cap, Magnetic Gray, Midnight Black Metallic and Celestial Silver.

Massaging Seats

Front seat passengers can now experience luxurious comfort with beautifully crafted available leather-trimmed seats featuring 10-way power adjustment and integrated massage functions. Tailor your relaxation with options for both upper and lower body massage, offering a range of intensities—all conveniently controlled via the intuitive 14-inch multimedia touchscreen. Massaging seats can be used whether driving or parked and are standard in 1794, Platinum and Capstone grades.

TRD PRO Color

All-new for 2025 is the color Mudbath, which is only available on TRD Pro grades.

Impressive Powertrains

The Tundra offers impressive powertrains: a twin-turbo V6 engine and a hybrid twin-turbo V6. Both engines team with a 10-speed Electronically Controlled Automatic Transmission with intelligence (ECTi). The 10-speed features a sequential shift mode, uphill/downhill shift logic and TOW/HAUL driving modes.

The i-FORCE, twin-turbo V6 uses DOHC 24-valve cylinder heads and Dual VVTi systems to yield 389 horsepower and 479 lb.-ft. of torque. The i-FORCE MAX hybrid powertrain is available with 437 horsepower at 5,200 rpm, and an impressive 583 lb.-ft. of torque at a low 2,400 rpm.

The i-FORCE MAX combines the twin-turbo V6 with a motor generator with a clutch located within the bell housing between the engine and 10-speed automatic transmission. The motor generator provides additional power through the transmission, while the engine start-up, EV driving, electric assist and energy regeneration are done via the hybrid components.

Off-Road Prowess

Standard on Tundra TRD Pro models and trucks equipped with the TRD Off-Road package are a slew of off-road upgrades that enhance off-pavement exploration. Multi-Terrain Select offers adjustable settings to help control wheel spin on a variety of terrain. Crawl Control functions as a low-speed, off-road cruise control that allows the driver to focus on steering while the Tundra maintains one of five selectable speeds. Downhill Assist Control helps the driver navigate tricky slopes by limiting the speed of the vehicle during descents.

TRD Pro and Tundras equipped with the TRD Off-Road package come standard with an electronically locking rear differential to provide added traction in 4WD Low applications. Multi-Terrain Monitor also comes standard on TRD Pro and on TRD Off-Road Package-equipped models, allowing the driver to check the immediate surroundings for potential obstacles. Pressing a button on the console activates front, rear and side-camera views on the center display.

Texas-Assembled

Toyota Tundra is assembled exclusively at Toyota Motor Manufacturing Texas (TMMTX) in San Antonio. “Technical muscle” was a design mantra for the team, as it capitalized on the modern features of the truck while retaining a nod to the outdoor lifestyle at the core of Tundra ownership.

High-strength steel is used throughout the chassis to help increase rigidity, while aluminum is used in key areas to help reduce weight. A front cross member is used for the steering, which adds rigidity while enhancing steering input and handling dynamics for the driver. For Limited grade and above, the cab is mounted to the frame with hydraulic mounts to help enhance ride comfort.

The Tundra’s bed is lightweight and extremely strong thanks to its sheet-molded compound (SMC) construction and aluminum reinforcing cross members. The SMC bed helps offer added protection against dents, impact dings and rust compared to traditional steel decks. All Tundras feature a power release tailgate and newly available is the power close tailgate.

Modernized Suspension

The Tundra uses a multi-link rear suspension to help enhance ride comfort, straight-line stability and overall handling dynamics – not to mention it also helps with towing capability. The maximum towing capacity for Tundra is 12,000 pounds and the maximum payload is 1,940 pounds.

Up front the double wishbone suspension helps enhance ride comfort, driving performance and overall durability.

For TRD Off-Road Package-equipped models, Bilstein® monotube shocks help improve damping for on- and off-highway driving. For maximum off-road performance, TRD Pro grades are fitted with 2.5-inch diameter FOX® internal bypass shocks. The front FOX shocks provide the truck with a 1.1-inch front lift. The TRD Pro gains additional off-road features, including a TRD Pro front stabilizer bar, aluminum front skid plate, additional underbody protection, and unique all-terrain Falken® tires. A TRD developed upper control arm and red-painted suspension parts add a distinctive TRD design touch.

The Tundra is available with a rear air suspension system with automatic and manual leveling functions and an Adaptive Variable Suspension (AVS) system. Adopted from the luxury-vehicle category, AVS is designed to continually adjust damping force based on ever-changing road conditions, enhancing both ride quality and handling.

Premium Towing Machine

Beyond the added chassis strength, the Tundra offers a slew of features to help make towing easier. For added visibility when trailering, the available Panoramic View Monitor (PVM) uses cameras to display a top-down view of the truck on the available 14-inch display. Views include the rear truck bed to check on cargo, a rear split view to show what’s nearby on each side of the trailer, and a hitch view to assist with trailer connecting.

Newly available is the wireless trailer camera system (WCS). This option offers an enhanced towing experience with increased visibility and is only available as a factory installed option. Simply charge and attach the pre-paired Wi-Fi camera to the rear of your trailer and seamlessly stream a live view from behind your trailer on the digital rearview mirror. Camera playback can also be viewed on the multimedia screen.

Available power extending and folding tow mirrors offer an improved view of a trailer, thanks to a taller profile and revised mirror curvature that helps enhance the driver’s field of view. The mirrors are heated and feature integrated turn signals and Blind Spot Monitor (BSM) notification. They also house the cameras for the PVM/MTM systems. LED trailering lights on the mirrors are controlled from inside the cabin to provide light rearward toward the trailer when needed.

When connected with Toyota's integrated trailer brake controller, the Tundra's available Blind Spot Monitor can recognize blind spots for both the truck and the trailer. The available air suspension system offers the ability to load-level the rear height to achieve the right balance between truck and trailer.

TSS 2.5 Standard on All Tundras

Tundra models come standard with Toyota Safety Sense 2.5 on every grade. This advanced system includes:

- Pre-Collision System with Pedestrian Detection
- Full-Speed Range Dynamic Radar Cruise Control (DRCC)
- Lane Departure Alert with Steering Assist (LDA w/ SA)
- Lane Tracing Assist (LTA)
- Road Sign Assist (RSA)
- Automatic High Beams (AHB)

Blind Spot Monitor (BSM) with Rear Cross Traffic Alert (RCTA) is available. Plus, the available Front and Rear Parking Assist with Automatic Braking is designed to implement brake control when there's a possibility of a collision with a stationary object, such as while parking.

Automatic High Beams are designed to detect preceding or oncoming vehicles and automatically switch between high- and low-beam headlights. Road Sign Assist (RSA) is designed to recognize certain road sign information using a forward-facing camera and display the signs on the Multi-Information Display (MID).

All Tundra models are equipped with Toyota's Rear Seat Reminder. This feature is designed to detect whether a rear door was opened within 10 minutes of the vehicle being turned on, or at any time after the vehicle has been turned on. Once detected, it flashes a reminder message in the instrument cluster after the engine is turned off, accompanied by multitone chimes.

Toyota Audio Multimedia

The third-gen Tundra introduced Toyota's Audio Multimedia system designed and engineered by Toyota's Texas-based Connected Technologies team. A Human Machine Interface (HMI) delivers advanced interaction through sight, touch and voice activation.

The Toyota Audio Multimedia boasts five times greater processing power than the previous generation system. The comprehensive system features a centrally located standard 8-inch touchscreen or an available 14-inch touchscreen with high-quality, crisp visuals. It also includes more responsive touch functionality familiar to consumers, including the pinch and zoom functions used on phones and tablets. Certain to be a favorite among gloved Tundra passengers, the new system still uses a large, easy-to-grip dial for audio volume. The Toyota Audio Multimedia system also offers standard wireless Apple CarPlay® and Android Auto™ compatibility.

The virtual Intelligent Assistant* available through a Drive Connect trial or subscription provides an easy-to-use virtual companion that is more advanced and personalized than ever before. Using simple wake-up phrases such as "Hey/Hi/Hello/OK Toyota" make connection easy and seamless. Intuitive and natural VA responses allow for audible replies by the user, creating a human-like conversation experience.

*4G Network dependent. 1-year trial included on all grades except for SR and SR5 on which it is available.

Cloud Based Navigation for Down-to-Earth Adventures

The cloud-based native navigation system* also available through a Drive Connect trial or subscription offers real-time Over the Air (OTA) updates for mapping and Points of Interest (POIs), as well as integrating Google POI data for up-to-date search capability. The navigation system allows drivers and passengers to use the voice-activated commands or the touchscreen to search for directions, find points of interest or explore local

businesses.

Toyota Connected Services helps offer peace of mind and convenience to Toyota owners. Safety Connect* offers added reassurance for when unexpected emergencies occur by connecting vehicle occupants with a 24/7 emergency response agent. The agent can quickly request dispatch of emergency services to a vehicle's exact location or assist authorities in locating a stolen vehicle. An up to 10-year trial included. Service Connect* provides drivers with personalized maintenance updates, vehicle health reports and maintenance reminders. An up to 10-year trial included.

A Wi-Fi Connect* subscription provides 4G connectivity for up to 5 devices by turning Tundra into an AT&T Hotspot. An Integrated Streaming feature allows linking separate customer Apple Music® and Amazon Music subscriptions to the vehicle. 30 day/3 GB Wi-Fi Connect trial included.

*4G network dependent.

Big Screen for Driver

There are two instrument panels on Tundra: the available 12.3-inch digital gauge cluster or a combination meter that includes a 4.1-inch digital Multi-Information Display (MID) with analog readouts. Aside from vehicle diagnostics, the displays also provide access to safety features, navigation, audio controls, off-road features, and towing functions.

On the combination meter, the 4.1-inch MID screen toggles between multiple screen options that include navigation, audio selections, vehicle diagnostics and more. Surrounding the MID screen are analog gauges that include tachometer, speedometer, oil and fuel gauges.

Standard with the i-FORCE MAX powertrain, the 12.3-inch display illuminates when the vehicle is powered on to display one of five rotating Tundra animations that fill the screen. The display features digital gauges, including a tachometer and speedometer. Selectable content includes tow gauges, pitch and roll displays and powertrain performance gauges. The display's appearance also changes with drive modes, and it provides specific information for off-road and towing functions.

Options, Options, Options

As before, the Tundra is offered in a wide variety of configurations, based on two four-door options, Double Cab and CrewMax. Double Cab models offer the choice of a 6.5-foot bed or an 8.1-foot bed. CrewMax models can have a 5.5-foot bed or 6.5-foot bed.

Available on SR5, Limited, Platinum and 1794 models, the TRD Off-Road Package includes 18-inch TRD wheels standard on SR5 and unique 20-inch wheels for Limited, Platinum, and 1794. Also included is a TRD grille, TRD off-road suspension, skid plates, mud guards and a TRD leather-wrapped shift knob. The TRD Off-Road Package-equipped models also feature electronic rear differential lock, Multi-Terrain Select (MTS) and Crawl Control.

The 2025 Tundra's roster of standard and available exterior colors includes Ice Cap, Wind Chill Pearl, Magnetic Gray Metallic, Celestial Silver Metallic, Midnight Black Metallic, Supersonic Red, Lunar Rock, Terra, and Blueprint. In addition, Smoked Mesquite is exclusively available on Limited and 1794 grades, and Mudbath is a TRD Pro exclusive color, new for 2025.

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. Toyota dealers have complete details on the limited warranty. Tundra also comes

with ToyotaCare, a plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.