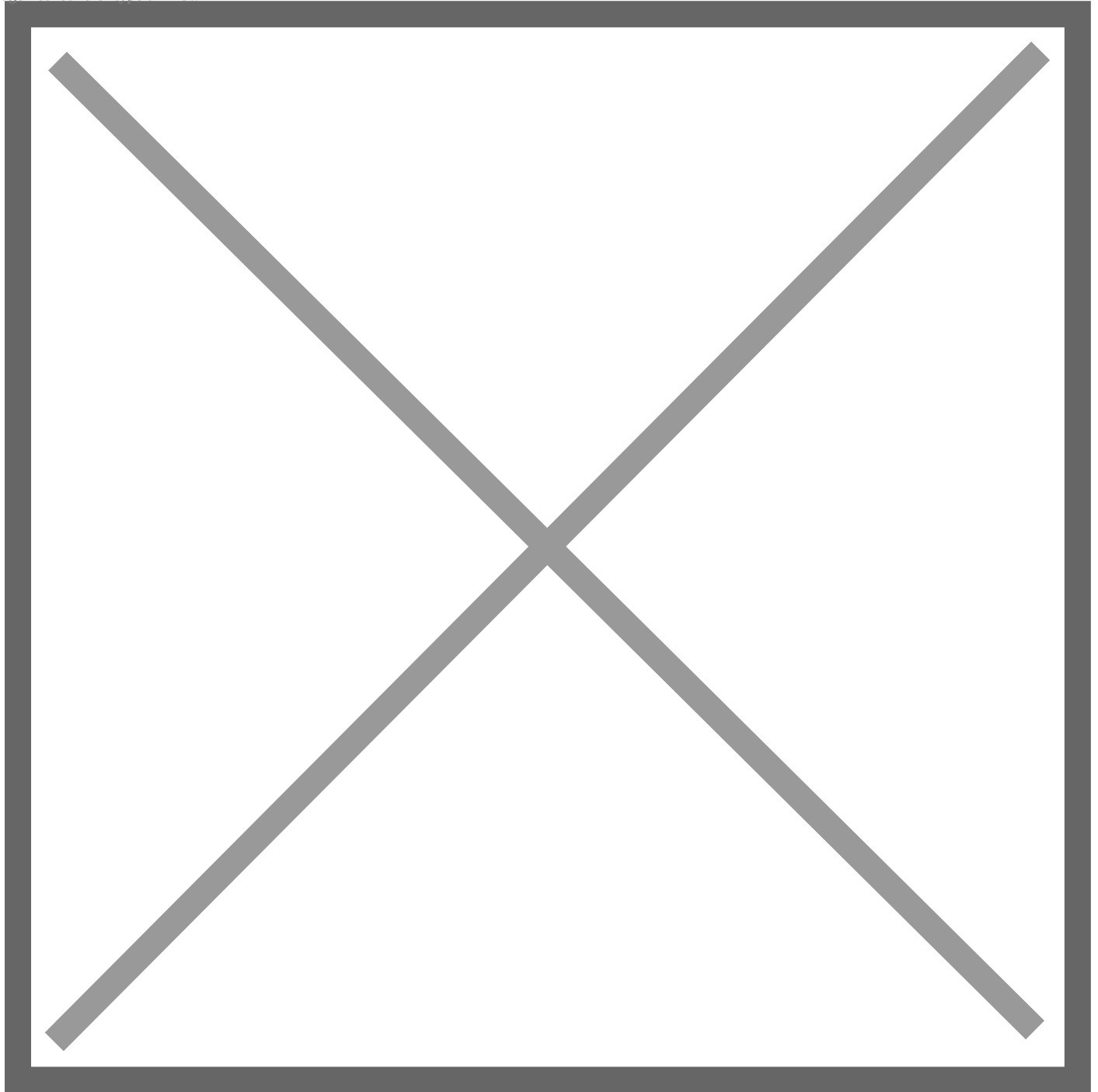


2025 Sequoia Adds 1794 Grade and More

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PLANO, Texas (August 13, 2024) – The Toyota Sequoia like the mighty trees that share its name, continues its growth and expansion. For 2025, a new grade, optional massaging front seats and an exclusive TRD Pro color will be introduced. This vehicle offers families an ‘adventure in style’ ride with incredible utility, modern

technology and heart pumping performance, all from an efficient hybrid powertrain.

1794 Grade: Embraces Texas Roots

Introducing, for the first time on Sequoia, the 1794 grade. This is a special luxury grade that draws inspiration from the Lone Star state where it is assembled. In the year 1794, a ranch near San Antonio was established and on that same land the Toyota Tundra and Sequoia are assembled today. This grade pays tribute to its San Antonio heritage with its design themes. The 1794 Sequoia incorporates real American walnut wood grain interior trim, unique leather trimmed heated and ventilated massaging front seats and sleek 1794 badging. It rides on 20-inch alloy wheels, has 2nd row captain's chairs, a panoramic roof and a tow tech package that all come standard.

TRD Pro Color: Stand Out Exclusivity

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

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 available 14-inch multimedia touchscreen. Massaging seats can be used whether driving or parked and are standard in 1794, Platinum and Capstone grades.

Premium and Powerful

All 2025 Sequoias will feature the powerful twin-turbo V6 hybrid i-FORCE MAX powertrain. This exceptional hybrid produces 437 horsepower and 583 lb.-ft. of torque.

i-FORCE MAX isn't just big on power, as this cleverly engineered powertrain features a unique motor generator within the bell housing between the twin-turbo engine and the 10-speed automatic transmission. This design provides both maximum performance and efficiency, and it is designed and built with heavy-duty performance and demand in mind.

Sequoia will be offered in 2WD or part-time 4WD on SR5 and Limited grades. Part-time 4WD is standard on 1794, Platinum, TRD Pro and Capstone grades. The part-time 4WD system relies on a transfer case, controlled via a selector on the center console.

Setting Sights on the Open Road

The Sequoia uses an advanced body-on-frame chassis with a fully boxed frame that shares architecture with the Tundra. The core objective of this platform is to provide excellent handling, comfort, and impressive capability.

This three-row SUV offers a range of configurations for seating and cargo. Depending upon the grade, second-row passengers get bench seating or captain's chairs, either of which recline for passenger comfort or fold down/tumble forward if larger cargo space is needed. The third-row passengers benefit from a spacious reclining backseat with available power folding, but the third row also gets one of the most noteworthy features on Sequoia: the Sliding Third Row with Adjustable Cargo Shelf System. This feature allows the third row to slide with 6 inches of adjustment range. The third row can also fold down to complement the different storage positions of the new Adjustable Cargo Shelf System: a removeable shelf that can be set in a variety of storage positions depending upon the situation.

Since full-size SUVs need to do it all, and towing – whether it be a trailer, boat or RV – is high on that list of demands. That's why the Sequoia offers an impressive 9,520-pound maximum towing capacity.

Towing can be an intimidating proposition for some drivers. Not to worry! Towing becomes a less daunting task thanks to the impressive technology available on Sequoia. The Tow Tech Package, available on all grades but standard on TRD Pro, Platinum, 1794 and Capstone, offers a suite of features that include Trailer Backup Guide to aid in backing up the SUV with a trailer, Straight Path Assist which helps provide steering control to keep the trailer straight on its intended path when backing up.

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.

The view around this stunning SUV is enhanced as well due to Sequoia's several cameras, displaying multiple exterior angles that are viewable from the available 14-inch touchscreen or the available digital display rearview mirror. Those trailering will appreciate the Panoramic View Monitor, which displays a top-down view of the SUV and the area around it. Options include a rear split view to show what's nearby on each side of the trailer, and a hitch view to assist with trailer connecting. Factory available power folding, extending and retracting tow mirrors can provide added peace of mind when pulling a trailer.

Three Rows, Six Grades

Sequoia offers space for families who need it – whether that be to haul passengers, gear, or both. It will be available in six grades that include SR5, Limited, Platinum, 1794, TRD Pro and Capstone. Each grade has its own unique look and feel.

Sequoia's grade lineup starts with the well-equipped SR5 that offers a strong foundation of power, efficiency and technology. It touts impressive standard features that include the i-FORCE MAX powertrain that is mated to the standard 10-speed automatic transmission, standard Toyota Safety Sense 2.5, available Panoramic Moonroof, available heated and ventilated first-and second-row seats and more. It also features a standard 12.3-inch digital gauge cluster and Panoramic View Monitor (PVM). When upgrading to the SR5 Premium package, Sequoia adds the 14-inch Toyota Audio Multimedia display, power third row, hands-free liftgate, SofTex®-trimmed seats, and cabin and cargo 120-volt power outlets.

Also available on SR5 models is the TRD Sport package, which upgrades the standard 18-inch wheels to 20-inch matte black TRD wheels. To complement sporty handling, it adds TRD sport-tuned Bilstein® monotube shocks and TRD-tuned springs. Inside TRD accents include aluminum pedals and a red TRD push-button start.

Limited builds upon the SR5 with a clear emphasis on added convenience. Not only does it gain a standard 14-inch Toyota Audio Multimedia touchscreen, but it also adds standard heated/ventilated front seats with memory settings, standard heated steering wheel, power-folding third row and hands-free power liftgate. Limited Sequoia's give you the choice of a bench seat or captains chairs for the second row. To keep the back half of the SUV sun-free there are standard second- and third-row manual sunshades.

Available for SR5, Limited, Platinum and 1794 4×4 models is the TRD Off-Road package. Whereas TRD Sport is more focused on the on-road qualities, TRD Off-Road enhances off-road capability with the addition of a selectable locking rear differential, Multi-Terrain Select and Crawl Control. TRD Off-Road also comes with Multi-Terrain Monitor to help provide a better view of hard-to-see spots for the driver. TRD-tuned Bilstein monotube shock absorbers and TRD-tuned springs are added.

Stepping up to the Platinum grade puts an emphasis on added comfort and premium features, thanks to massaging front heated and ventilated seats, second-row captain's chairs, standard 14-speaker JBL® Premium Audio system, standard panoramic moonroof, standard Head-Up Display and more. High-grade LED headlights and taillights are added, along with sequential turn signals. Rain-sensing wipers are added to Platinum, as well as

standard Qi wireless charging.

New for 2025 the 1794 grade is expanding to the Sequoia lineup. This luxury grade provides premium features that draw inspiration from its Texas roots, offering a unique look both inside and out. Inside we see real American walnut wood-grain trim pieces with “1794 EDITION” etched on the dash and unique 1794 floor mats. Front row passengers are treated to beautifully crafted, massaging seats that can be used while driving. Also included in these leather trimmed front seats are heated and ventilated capabilities with 10-way power adjustment. Not forgetting about the rear passengers, this Sequoia comes standard with captains’ chairs, a panoramic roof and the 14 in- speaker JBL sound system. On the exterior you are greeted with 1794 badging, chrome accents and grille as well as stylish 20-inch wheels. The tow tech package with Wi-Fi trailer camera is also standard.

TRD Pro is a great option for adventure-minded families that plan to get off the beaten path regularly. TRD Pro is not just an off-roader though, as it is loaded with premium features such as standard second-row captain’s chairs, TRD heated steering wheel and TRD accents on the seats and shift knob. TRD-tuned FOX internal bypass shocks offer a smooth on-road ride, but most importantly, they can confidently handle off-road terrain when the trail gets rough. A 1/4-inch aluminum TRD front skid plate offers added trail protection. Sequoia TRD Pro also offers additional trail capability with a standard selectable locking rear differential, Multi-Terrain Select, Crawl Control and Downhill Assist Control. TRD Pro proudly sports a heritage-inspired “TOYOTA” grille with an embedded TRD light bar and marker lights toward the top of the grille. It’s equipped with Pro-specific black 18-inch TRD alloy wheels with an increased offset to provide a wider stance. A dual TRD Pro exhaust tip provides added growl and visual appeal.

The Capstone grade sits atop the Sequoia lineup, building upon the great features of Platinum while adding additional top-shelf features to make it the most luxurious Sequoia to date. Capstone features unique chrome-finished accents to provide an upscale appearance, with the most eye-catching feature being the standard 22-inch dark chrome finished wheels – a first for Sequoia and exclusive to Capstone. The premium cabin experience begins at first step with standard power running boards that provide access to the standard semi-aniline leather-trimmed seats. Not only are the seats luxury-grade, but they also tout stylish perforation and a Capstone-exclusive black-and-white color combination. The center console and passenger-side dash are accented with authentic American Walnut trim with an open-pore finish that highlights the wood grain. On the dash, the Walnut pieces surround a Capstone logo that is accentuated with LED mood lighting when the doors are opened. To help provide an even quieter cabin, Capstone is the only Sequoia grade to feature acoustic glass in the front doors for more exterior sound deadening.

A wide variety of colors are available on the Sequoia, including Ice Cap, Wind Chill Pearl, Celestial Silver, Lunar Rock, Magnetic Gray Metallic, Blueprint, Midnight Black Metallic, Supersonic Red, Terra and the TRD-exclusive Mudbath. Premium paint colors†* Wind Chill Pearl and Supersonic Red are available.

†*Premium paint colors will be available for an additional cost. Pricing will be available closer to the on-sale date.

Toyota Audio Multimedia

Sequoia will be fitted with the new multimedia system first launched in Tundra. It is headlined by a large 8-inch or available 14-inch touchscreen that controls the Toyota Audio Multimedia system designed and engineered by Toyota’s Texas-based Connected Technologies team. The system offers an enhanced user experience thanks to new sight, touch and voice activation. With Intelligent Assistant available through an active Drive Connect* trial or subscription, simple phrases like “Hey Toyota” awakens the system for voice-activated commands to search for directions, find POIs, adjust audio controls, change the cabin temperatures and more. The cloud-based native navigation system offered through Drive Connect allows for real-time Over the Air updates for mapping and

Points of Interest (POI), and Google POI data is integrated to ensure up-to-date search capability. It also supports standard wireless Apple CarPlay® and Android Auto™ compatibility. 1-year Drive Connect trial included on all models except for SR5 on which it is available.

*4G network dependent

Active Safety System: Toyota Safety Sense

All Sequoia grades come standard with Toyota Safety Sense 2.5. This active safety system includes Pre-Collision System with Pedestrian Detection that features multiple enhancements over the previous generation, including not only detecting the vehicle ahead but also a pedestrian in low light, bicyclist in daytime, an oncoming vehicle and a pedestrian at intersections when making a turn. At intersections, the system is designed to detect an oncoming vehicle or pedestrian when performing a left-hand turn and provide audio/visual alerts and automatic braking in certain conditions. Emergency steering assist is an additional function designed to detect pedestrians and stabilize the driver's emergency evasive steering maneuvers and help prevent lane departure.

Sequoia will be equipped with Full-Speed Range Dynamic Radar Cruise Control (DRCC). Lane Departure Alert with Steering Assist is designed to notify the driver via audible and visual alerts and slight steering support if it senses the vehicle is leaving the lane without engaging a turn signal. When DRCC is set and engaged, Lane Tracing Assist uses visible lane markers or a preceding vehicle to help keep the vehicle centered in its lane.

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

In addition to the TSS 2.5 system, other standard features include Blind Spot Monitor, which is designed to help detect and warn you of vehicles approaching or positioned in the adjacent lanes. Rear Cross-Traffic Alert can offer added peace of mind by helping to detect vehicles approaching from either side while backing out and alerting you with a visual and audible warning. The 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, approaching vehicle or while parking.

Toyota's Rear Seat Reminder comes standard on all 2025 Sequoias. The feature can 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, with a reminder message in the instrument cluster after the engine is turned off, accompanied by multitone chimes.

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. Sequoia 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.