

Let's Get Dirty!

Toyota Kicks Up Some Dust with the All-New TRD Pro Series of Off-Road Vehicles
February 06, 2014

Watch the news conference at the 2014 Chicago Auto Show (<http://new.livestream.com/Toyota/TRDpro>)

CHICAGO (Feb. 6, 2014) – Get ready to go where even roads fear to tread with the adrenaline-pumping TRD Pro Series from Toyota. Already favorites among serious off-roaders, the 2015 Toyota Tundra, Tacoma and 4Runner will get even more capable with these new, aggressive off-road packages designed by the experts at Toyota Racing Development (TRD).

Rising from the Desert

The TRD Pro Series arises from Toyota's storied off-road racing heritage, with numerous victories in the grueling Baja 500 and 1000 endurance races. Born from this experience in the desert, Toyota's terrain-conquering vehicles will help serious off-roaders go places they never dreamed possible.

Serious Specs for Serious Off-Roaders

The new factory-installed TRD Pro Series is aimed squarely at extreme off-roading enthusiasts who push their trucks and SUVs to the limit.

Available on 4X4 models of Tundra, Tacoma and 4Runner, all TRD Pro Series vehicles will be equipped with:

- TRD Bilstein shocks with remote reservoirs
- TRD-tuned front springs
- TRD front skid plate
- Unique front grille with "TOYOTA" badging (pays tribute to early iconic Toyota models)
- TRD floor mats
- TRD shift knobs
- Black wheels

A hot new color, Inferno, is joined by Black and Super White, cool classics for off-road rigs.

Tundra Like No Other

In addition to the shared features, the Tundra TRD Pro will be equipped exclusively with:

- TRD-tuned springs with 2" lift for the front of the vehicle
- Decreased spring rate to improve ride quality over harsh terrain
- All-black 18-inch alloy wheels with Michelin ORP tires
- TRD dual exhaust system
- TRD PRO quarter panel bed stamping
- Unique interior seat color with red stitching
- Unique instrument panel ornament insert

Taco Supreme

Building on the best-selling compact pickup in the industry, Tacoma TRD Pro beefs up and adds a little hot sauce with:

- TRD-tuned springs with 2" lift for the front
- Decreased spring rate
- 16-inch black beadlock-style wheels
- BFGoodrich® All-Terrain LT265/75R16 tires
- TRD Exhaust
- Black TRD PRO badge

Rock Star 4Runner

Adding to its rock-crawling prowess, 4Runner TRD PRO will be exclusively equipped with:

- 1.5" lift for the front of the vehicle
- 1" of additional wheel travel

- All-new 17-inch TRD all-black alloy wheels
- Black TRD Pro badges
- Black front and rear lower bumper accents

Street Cred On and Off-Road

The TRD Pro Series is the most-advanced yet in a long line of TRD packages for Toyota trucks that dates back to 1998 when the first Off-Road package was introduced for Tacoma.

TRD has been an in-house engine and chassis developer for successful Toyota racing activities around the world for nearly four decades. It also develops motorsport-derived accessories for Toyota, Lexus and Scion street cars and trucks. TRD's U.S. operations were first established in 1979 and are headquartered in Costa Mesa, Calif., with an additional facility in Salisbury, N.C.

The TRD Pro Series will start getting down and dirty in the fall of 2014.

Original Toyota Off-Road Game Returns!

Be the first to take the TRD Pro Tundra, Tacoma and 4Runner off-road and online by playing, Super Off Road™: TRD Pro Edition Presented by Toyota.

Choose your favorite TRD Pro model and put them to the test on the toughest, muddiest, most grueling online off-road track. Score power-ups, challenge friends and compete to beat the leaderboard. Visit www.ToyotaSuperOffRoad.com (<http://www.toyotasuperoffroad.com/>) for more information.

2015 TRD PRO SERIES PRELIMINARY SPECIFICATIONS

	Tundra TRD Pro	Tacoma TRD Pro	4Runner TRD Pro
Wheels	18" black alloy w/ TRD logo	16" black beadlock style TRD alloy	New 17" black TRD alloy
Tires	Michelin ORP	BFGoodrich All Terrain KO	Nitto Terra Grappler
	TRD-tuned Bilstein High Performance -Bilstein front and rear digressive piston and valve design -Bilstein ZoneControl 3-stage, positive sensitive valve design is sensitive to suspension input speed -Increased shock size adds oil capacity for better heat management and	TRD-tuned Bilstein High Performance - Bilstein front and rear digressive piston and valve design -Increased diameter shock size (front) and external reservoir (rear) adds oil capacity for better heat management and increased control of cavitation	TRD-tuned Bilstein High Performance - Bilstein front and rear digressive piston and valve design -Increased diameter shock size (front) and external reservoir (rear) adds oil capacity for better heat management and increased

<p>Shocks</p>	<p>increased control of cavitation</p> <p>FRONT: - 1.4" of additional wheel travel - 60mm pistons > 46mm OE - 18mm shafts > 12mm OE - "Piggy back" remote reservoir</p> <p>REAR: - 1.5" of additional wheel travel - 60mm pistons > 46mm OE - "Piggy back" remote reservoir</p>	<p>FRONT: - 0.75" of additional wheel travel - 60mm pistons > 36/32mm OE - 18mm shafts > 12mm OE</p> <p>REAR: - 1.5" of additional wheel travel - 46mm pistons > 36/30mm OE - Remote reservoir</p>	<p>control of cavitation</p> <p>FRONT: - 0.75" of additional wheel travel - 60mm pistons > 32mm OE - 18mm shafts > 12mm OE</p> <p>REAR: - 1.4" of additional wheel travel - 46mm pistons > 32mm OE - Remote reservoir</p>
<p>Springs</p>	<p>Unique TRD-Tuned Front Springs</p> <p>- 2" lift for the front of the vehicle - Decreased spring rate to improve ride quality over harsh terrain</p>	<p>Unique TRD-Tuned Front Springs</p> <p>- 1.75" lift for the front of the vehicle - Decreased spring rate to improve ride quality over harsh terrain</p>	<p>Unique TRD-Tuned Front Springs</p> <p>- 1" lift for the front of the vehicle - Decreased spring rate to improve ride quality over harsh terrain</p>
<p>Exhaust</p>	<p>TRD Dual Exhaust</p> <p>- Stainless steel system - Polished steel dual wall tips - Reduced back pressure</p>	<p>TRD Cat Back Exhaust</p> <p>- Stainless steel system - Polished steel dual wall tips - Reduced back pressure</p>	<p>No Change from OE</p>

	- Throaty rumble sound	- Throaty rumble sound	
Skid Plate	New TRD Front Skid Plate - 1/4" thick aluminum with oil pan access panel	- Black OE front skid plate	TRD Stamped Front Skid Plate - 1/4" thick aluminum with venting for front differential
Exterior	- Unique "TOYOTA" front grille - "TRD Pro" bed panel stamping - Matte and Satin Black "TUNDRA" and iForce 5.7L V8 badging on doors - Multi-reflector halogen headlights with black sport bezels and manual level control	- Unique "TOYOTA" front grille - Black "TRD PRO" external hard badge - Black "TACOMA" badging on doors	- Unique "TOYOTA" front grille - Black "TRD PRO" external hard badges - Black front and rear lower bumper accent
Exterior Colors	Attitude Black Metallic, Super White, and Inferno (all-new exclusive color)		
Interior	- TRD Shift Knob - TRD Floor Mats - Unique seat color with red stitching - Unique IP ornament insert	- TRD Shift Knob - TRD Floor Mats	- TRD Shift Knob - TRD Floor Mats

About Toyota

Toyota (NYSE:TM), the world's top automaker and creator of the Prius, is committed to building vehicles for the way people live through our **Toyota, Lexus and Scion** brands. Over the past 50 years, we've built more than 25 million cars and trucks in North America, where we operate 14 manufacturing plants and directly employ nearly 40,000 people. Our 1,800 North American dealerships sold more than 2.5 million cars and trucks in 2013 – and about 80 percent of all Toyota vehicles sold over the past 20 years are still on the road today.

Toyota partners with philanthropic organizations across the country, with a focus on education, safety and the environment. As part of this commitment, we share the company's extensive know-how garnered from building great cars

and trucks to help community organizations and other nonprofits expand their ability to do good. For more information about Toyota, visit www.toyotanewsroom.com (<http://www.toyotanewsroom.com>) .

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NOTE TO EDITORS: Photos and video to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotanewsroom.com> (<http://www.toyotanewsroom.com>) .

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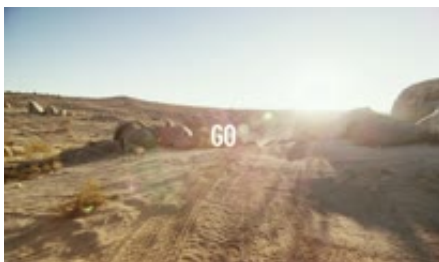
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2015 Toyota TRD Pro Series: Tundra, Tacoma and 4Runner Video

The 2015 Toyota TRD Pro Series Tundra, Tacoma and 4Runner debuted at the Chicago Auto Show on Feb. 6, 2014.