

## Toyota Unveils 2014 Redesigned Tundra Full-Size Pickup Truck at 2013 Chicago Auto Show

- New Chiseled Exterior Styling
- All-New Interior Design Combines Refinement and Improved Function
- Segment-Leading Standard Backup Camera and Bluetooth® on All Grades
- Available Blind Spot Monitor and Rear Cross Traffic Alert
- Engineered, Designed and Assembled in the United States

CHICAGO, Feb. 7, 2013 - Toyota Motor Sales (TMS), U.S.A., Inc., unveiled the redesigned 2014 Tundra full-size pickup truck at a press conference at the 2013 Chicago Auto Show.

Tundra has been a quality leader with Toyota's DNA of quality, dependability and reliability. The industry has recognized Tundra with a myriad of awards over the last 12 years, including winning the J.D. Power Vehicle Dependability Study for seven years running in the Full-Size Pick Up segment. Not resting on its laurels, the 2014 Tundra will be redesigned, inside and out, representing the first major change since the launch of the current generation for the 2007 model year.

The redesigned Tundra continues to be a truck with true American roots that was once again engineered by Toyota Technical Center in Ann Arbor, Mich., and its new look designed by Calty Design Research centers in Newport Beach, Calif., and Ann Arbor. Finally, Tundra continues to be assembled exclusively at Toyota Motor Manufacturing, in San Antonio, Texas.

"Toyota prides itself on listening to its customers and the development of the 2014 American-born Tundra is a perfect example," said Bill Fay, group vice president and general manager, Toyota Division. "Tundra's new exterior design and all-new interior were inspired by customer feedback requesting a more chiseled exterior and refined interior with improved driver ergonomics, and easy-to-use technology, giving customers more of what they want instead, in addition to what they need."

The 2014 Tundra will have a grade strategy consisting of the hard-working SR, volume-leading SR5, the well-appointed Limited, and two premium grades: "Platinum" and the all-new "1794 Edition." The new 1794 Edition is a tribute to the ranch, founded in the year 1794, on which the Tundra plant is located in San Antonio. Tundra is offered in three cab styles, two-door Regular Cab, four-door Double Cab and four-door CrewMax, all available in 4x2 and 4x4.

### Significantly New, Unique Exterior Designs; Distinct Look for Each Grade

Inside and out, each grade embodies a specific theme through distinct designs that go beyond just badging.

The Calty design team set out to create a bold and powerful exterior to embody Tundra's performance capability. The all-new front design integrates the hood and grille for a chiseled and modern industrial image. Designers increased the size of the front fascia and tightened up the surfaces and character lines to punctuate Tundra's pulling power and wide stance. The chrome grille has a taller, bolder look visually connecting the upper intake to the lower bumper. The front lower bumpers are now a three-piece design, allowing for grade differentiation and less expensive replacement parts. In addition, the fenders and wheel wells have been squared-off for a wide and sturdy stance.

An all-new bed design helps carry the chiseled character lines all the way down the profile, leading to a rugged new bed and tail gate, with an integrated spoiler and "TUNDRA" stamped into the sheet metal, creating a one-piece forged look. The integrated spoiler in the deck helps with fuel efficiency, while the tail lamps express a tool-like quality to match the appearance of the body. Like the front bumper, the rear bumper changes from one piece to three, for lower replacement costs.

### An All-new Spacious Interior; Each Grade With a Unique Identity

Calty's design team worked closely with the product planners and Tundra engineers to develop an all-new bold interior focusing on styling differentiation between grades and improving the availability of features most important to truck buyers. The all-new interior variations are thematic and cater to a specific customer with a specific budget. Ergonomic improvements include easier driver access to controls as the reach to the audio and HVAC controls was reduced by 2.6 inches. Large knobs have been retained so they can be operated with or without work gloves. Overall passenger comfort was improved with an all-new front and rear (CrewMax) seat design and improved front seat ventilation. In addition, front seats have additional travel, and CrewMax rear seats can now be folded up for additional cargo carrying capability while maintaining a comfortable seating back angle.

The interior has a rugged, interlocked construction with an all-new instrument panel. The meters feature 3-D metallic rings and individual gauges grouped in a clear, easy-to-see design with a center-mounted multi-information display screen. The console design holds multiple storage areas for personal items and electronics plus additional padded surfaces and accent stitching in premium grades. Both Double Cab and CrewMax will be available with a bench or bucket seats for the front row.

The interior of the SR5 features a "professional gear" theme, with unique driver and passenger zones, metallic accents and bold contrasting fabric. Most importantly, the all-new design uses premium surface treatments to enhance interior quality and durability.

The Limited grade has an "active premium" image with leather seating surfaces matching soft-touch stitched door and console surfaces, and wood-style interior trims. The Limited will be available with Black, Sand Beige and Graphite leather-trimmed interiors and will have standard auto HVAC controls.

The Platinum grade has been completely redesigned for the next generation of personal use truckers. It features perforated black leather-trimmed seats with double-stitched diamond plate leather, door and instrument panel inserts, and chrome seat and console accent badging for an upscale yet urban feel. In addition, Platinum uses premium leather never before used on a Toyota truck and comes with many standard amenities, including a 12-speaker JBL audio system with Entune™, heated and ventilated front seats, navigation and Blind Spot Monitor with Rear Cross Traffic Alert.

The 1794 Edition reflects a western lifestyle theme and includes exclusive premium saddle brown leather seating with embossed leather and ultra-suede accents. Matching soft-touch materials also accents the shift console, the front and rear door trim, and the instrument panel. Like the Platinum, the 1794 Edition includes an array of standard features that includes heated and ventilated front seats, JBL audio and Entune, navigation and Blind Spot Monitor with Rear Cross Traffic Alert.

### Three Engine Options Remain Among Segment's Most Capable

Several enhancements have been implemented on the 2014 Tundra to improve performance. Shock-absorber valving has been re-tuned to improve Tundra ride quality over harsh surfaces.

Steering feel and straight line stability has been improved due to steering system improvements. These improvements reduce the inputs from road variations and imperfections, resulting in improved straight line stability and less driver fatigue.

Patented aerodynamic stabilizer fins are added to the outside surface of the rear tail lamp lens, and the outside mirror bases. These patented "Aero-Fins" reduce the air turbulence along the sides of the vehicle resulting in improved straight-line stability during normal driving conditions and while towing.

Interior cabin noise is reduced from an improved design of engine compartment NVH treatments and innovative engineering to reduce sound transmission from the engine compartment to the vehicle

cabin.

Tundra continues to offer three proven powertrains. A 4.0-liter Dual Overhead Cam (DOHC) V6 is standard on Tundra Regular and Double Cab models and produces 270 horsepower and 278 lb.-ft. peak torque. It is paired with a five-speed automatic transmission with uphill/downhill shift logic.

The available 4.6-liter DOHC i-Force V8 offers 310 horsepower and 327 lb.-ft. of peak torque, and the 5.7-liter DOHC i-Force V8 produces 381 horsepower and 401 lb.-ft. of peak torque, in both gasoline and “Flex Fuel” variants. Both V8’s come standard with a six-speed electronically controlled automatic transmission. All Tundra engines feature an aluminum cylinder block and DOHC heads, along with Dual Variable Valve Timing with intelligence (VVT-i) for a broad torque curve and optimized efficiency.

The SR and SR5 grades will ride on 18-inch styled steel wheels, while the Limited, Platinum and 1794 Edition will ride on all-new 20-inch alloy wheels specific to each grade.

Tundra remains the only full-size pickup in the segment to adhere to the SAE J2807 towing standard. When equipped with a tow package, Tundra has a maximum tow capacity of 10,400 pounds (4x2 Regular Cab).

#### All 2014 Tundras Feature a Number of Segment Firsts

Tundras will feature a number of segment firsts, including a new Blind Spot Monitor with Rear Cross Traffic Alert, a standard back-up camera (viewed from the audio display screen), and standard Bluetooth. Additional standard features include a 3.5-inch multi-information display in the gauge cluster.

The Limited grade adds eight-way power driver seat, standard chrome door handles and outer mirrors, 20-inch alloy wheels and a deck rail system.

The Platinum and 1794 Edition come standard with a 10-way power driver's seat with memory and a four-way power passenger's seat, both with heat and ventilation, power moonroof (CrewMax only), parking sonar, and Display Audio with Navigation, Entune and JBL.

#### Toyota's STAR Safety; Segment First Blind Spot Monitor with Cross Traffic Alert

The 2014 Tundra will be the first in its segment to be equipped with a standard backup camera on all grades, and the first truck in its segment to offer a Blind Spot Monitor with Rear Cross Traffic Alert (Platinum and 1794 Edition).

All Tundra models will also feature the standard Toyota Star Safety System™ that includes Vehicle Stability Control (VSC), Traction Control (TRAC), an Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), and Smart Stop (SST) brake override technology.

Smart Stop Technology is designed to automatically reduce engine power when both brake and accelerator pedals are pressed at the same time under certain conditions, helping the driver bring the vehicle to a stop.

Tundra will be equipped with eight standard airbags including front seat-mounted side airbags, and front and rear Roll-sensing Side Curtain Airbags (RSCA) in all models, driver and front outboard passenger airbags with an Advanced Airbag System, and the segments only driver and front outboard passenger knee airbags.

Additional safety features include manual headlamp leveling and standard LED Daytime Running

Lights (Platinum and 1794 Edition).

The redesigned 2014 Tundra will reach Toyota dealers in September.