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NEWS FROM TOYOTA

CORPORATE COMMUNICATIONS, TOYOTA MOTOR NORTH AMERICA

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Toyota Bringing an Array of New, Upcoming Products to Chicago Auto Show

CHICAGO, Jan. 26, 2024 – Chicagoans will get a chance to see a stable of exciting new products from Toyota, including a few vehicles not on sale yet, at the 2024 Chicago Auto Show. Toyota’s auto show exhibit will feature more than 30 automobiles, chief among them the all-new 2024 Tacoma, refreshed 2025 Camry, brand-new 2025 Crown Signia and all-new 2024 Land Cruiser, returning to North America later this winter.

The [Toyota Tacoma](#) has dominated the mid-size pickup truck segment for nearly two decades, and the all-new 2024 Tacoma aims to set a new standard for modern trucks. Completely redesigned and reimaged for model year 2024, the Tacoma is ready to help drivers tackle their ambitious adventure bucket lists. For this new generation of Tacoma, Toyota engineers focused on its rich history of quality, durability and reliability – while incorporating modern tech, rugged styling and go-anywhere capability. Within the display include a new hybridized Tacoma, boasting 326 horsepower, as well as the Tacoma Trailhunter grade, for people looking to go off pavement and off the grid.

Building upon greatness, the [Toyota Camry](#) enters its ninth generation with a fresh new look, enhanced performance, and a hybrid powertrain that’s made to move. Designed and assembled in the U.S., the new Camry masterfully amplifies everything drivers love about the current best-selling sedan in the U.S., with more power, striking good looks, feature packed convenience, and capable handling. And now, as a part of Toyota’s effort to provide electrification for all, the 2025 Toyota Camry will be an exclusively Hybrid Electric Vehicle (HEV), offering a combination of power and fuel efficiency that is ready to take on the daily drive. Camry goes on sale this spring.

As the second entry in the U.S. Toyota Crown lineup, the 2025 [Crown Signia](#) also marks the nameplate’s entry into the SUV category. For almost 70-years of Toyota history, the Toyota Crown name has become synonymous with quality and sophistication among Toyota vehicles. In 2024, the Crown Signia will add a new dimension to the ongoing legend, bringing North American customers an elevated ride and premium quality in a stylish crossover package. The vehicle goes on sale this summer.

Toyota’s off-road icon and longest-running nameplate, [Land Cruiser](#), is making a triumphant comeback to North America for the 2024 model year, returning to its rugged origin. Since its introduction in the U.S. market in 1958, the Land Cruiser evolved over the years from the legendary two-door models like the 40 Series with its fold-down front windshield, white roof, and rear jump seats to the fully capable and loaded 200 Series, which was the last generation to be sold in the States and combined Land Cruiser’s unbreakable strength with premium luxury features.



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Now, Land Cruiser stays true to its heritage, returning as a high-quality off-roader at a more accessible price point that will take a wider range of customers on numerous backcountry adventures across the globe.

To showcase the innovative [IsoDynamic Performance Seats](#) found in the upcoming 2024 Toyota Tacoma TRD Pro, the Toyota display will feature an arcade inspired “**TRD Pro Time Attack**” video game for attendees to experience. Created in-house by software company Toyota Connected North America (TCNA), drivers can navigate a dynamic, high-speed course to experience how the IsoDynamic Performance Seat is designed to help reduce fatigue compared to a normal seat by stabilizing the ride on rough terrain.

About Toyota

Toyota (NYSE:TM) has been a part of the cultural fabric in North America for more than 65 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands, plus our more than 1,800 dealerships.

Toyota directly employs more than 63,000 people in North America who have contributed to the design, engineering, and assembly of nearly 45 million cars and trucks at our 13 manufacturing plants. By 2025, Toyota’s 14th plant in North Carolina will begin to manufacture automotive batteries for electrified vehicles. With more electrified vehicles on the road than any other automaker, Toyota currently offers 26 electrified options.

For more information about Toyota, visit www.ToyotaNewsroom.com.

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