



TOYOTA



HIGHLANDER



RAV4



bZ4X



GRAND HIGHLANDER



TACOMA

2024 TOYOTA

Let the adventures begin.

When you're behind the wheel of a Toyota, you'll find adventures of all sizes. Whether you're starting your career, trekking up a mountain or introducing your newborn to the world, each day brings a new story. Wherever you go, Toyota's innovative designs and smart safety technology are there to help. Get ready to see where the road takes you next.



CARS & MINIVAN

03



TRUCKS

18



CROSSOVERS & SUVs

21



Toyota Crown Platinum shown in Supersonic Red with Black bi-tone.¹

CARS & MINIVAN

See numbered footnotes in Disclosures section.

AWD

TRD

NIGHTSHADE

Explore the possibilities.

From the stylish, fun-to-drive Corolla to the versatile, family-friendly Sienna, Toyota's lineup of cars and minivan is ready to take on your every whim.



COROLLA



COROLLA HYBRID



COROLLA HATCHBACK



CAMRY



CAMRY HYBRID



GR86



GR COROLLA



GR SUPRA



MIRAI



PRIUS



PRIUS PRIME



SIENNA



TOYOTA CROWN

COROLLA

Take your trips to new lengths.



Corolla LE shown in Wind Chill Pearl¹ with LE Convenience Package.



Corolla XSE shown in Celestite.



Corolla Nightshade shown in Midnight Black Metallic.



Corolla SE Hybrid AWD shown in Ruby Flare Pearl.



Corolla Hybrid Nightshade AWD shown in Midnight Black Metallic.

COROLLA HYBRID

Efficiency meets style.

Engineered to help optimize efficiency and featuring stunning design and available AWD, Corolla Hybrid lets you go further in everything you do.



Corolla Hatchback Nightshade shown in Wind Chill Pearl with Midnight Black Metallic roof¹ with available accessory vented sport wing.



Corolla Hatchback XSE shown in Blue Crush Metallic with Midnight Black Metallic roof¹ and available accessory vented sport wing.

COROLLA HATCHBACK

**Compact size.
Full of fun.**

CAMRY

Teach your old commute new tricks.



Camry XSE V6 shown in both Supersonic Red,¹ and in Wind Chill Pearl with Midnight Black Metallic roof.¹



Camry TRD shown in Wind Chill Pearl with Midnight Black Metallic roof.¹



Camry XSE AWD shown in Supersonic Red with Midnight Black Metallic roof.¹

Efficiency never looked so good.

With its captivating style, Camry Hybrid is dressed to impress without compromising performance. Its Dynamic Force Engine, paired with Toyota's hybrid system, offers both power and exceptional fuel economy.



Camry XSE Hybrid interior shown in Black leather trim.



Camry XSE Hybrid shown in Celestial Silver Metallic with Midnight Black Metallic roof.¹

GR86

Prepare for a shift in the wind.



GR86 TRUENO Edition shown in Halo and Track bRED.²



GR86 TRUENO Edition interior shown in Ultrasuede^{®3} and Red leather trim.



GR86 TRUENO Edition shown in Halo.²

GR COROLLA

Unleash your inner beast.



GR Corolla Circuit Edition shown in Blue Flame.



GR Corolla Circuit Edition shown in Blue Flame.



GR Corolla Circuit Edition interior shown in Black Brin Naub® and synthetic leather trim with blue stitching.

Go beyond a victory lap.



GR Supra 45th Anniversary Edition shown in Mikan Blast. Prototype shown with options using visual effects depicting a professional driver on closed course. Do not attempt.

MIRAI

Fueled for the future.

Zero emissions and super efficient. Mirai's innovative Fuel Cell Stack creates power out of hydrogen and thin air — literally. Available in California.



Mirai Limited shown in Supersonic Red.¹

PRIUS

The hybrid reborn.

Stunning design and an inspiring drive, with the advanced tech, fuel efficiency and reliability you've come to know and trust.



Prius Limited interior shown in Gradient Black SofTex^{®4} trim.



Prius Limited AWD shown in Cutting Edge.





Prius Prime XSE Premium shown in Guardian Gray. Vehicle shown with options using visual effects. Limited availability.



PRIUS PRIME

Take charge of what's possible.

Engineered to be highly efficient and versatile, Prius Prime's plug-in capability takes your daily driving to greater lengths, without compromise. Limited availability.

SIENNA

From the everyday to everywhere.

Unleash your spontaneous spirit in Sienna. Packed with impressive efficiency and the space you crave, Sienna is ready to fuel everything from your everyday errands to your exciting escapades.



Sienna shown in Ruby Flare Pearl.¹



Sienna XSE shown in Ruby Flare Pearl.¹



Sienna XSE interior shown in Moonstone with Gray Flannel SofTex.⁴

TOYOTA CROWN

An image of innovation.

Stunning design, with the performance to match. Toyota Crown's hybrid system gives you powerful and efficient driving, packaged with undeniable style.



Toyota Crown Platinum shown in Supersonic Red with Black bi-tone.¹



Toyota Crown Limited shown in Heavy Metal.¹



Tundra TRD Pro CrewMax shown in Terra. Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage.

TRUCKS

These wheels were made to defy limits.

With reputable off-road capabilities and impressive towing capacities, Toyota's trucks are ready for everything from conquering off-road trails to hauling the weight of the world.



TACOMA



TUNDRA



Tacoma Trailhunter shown in Bronze Oxide.³ Accessory shown is not designed, manufactured or evaluated by Toyota. The accessory and any damage to other components or altered performance of the vehicle that may be caused by the accessory are not covered by your vehicle's warranty, and Toyota disclaims all liability therefor. For information on the applicable third-party warranty, see <https://arbuser.com/contact-us/warranty>. Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage.

The world is your playground.

Built to last and dominate trails, Tacoma and Tundra are legends through and through. Play harder than ever before with a truck capable of tackling almost any challenge.



Tundra TRD Pro CrewMax shown in Ice Cap. Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage.



Tundra 1794 Edition CrewMax shown in Smoked Mesquite. Never tow beyond a vehicle's published towing capacities.



Tacoma TRD Pro shown in Terra with Black roof. Tacoma TRD Off-Road shown in Solar Octane. Tacoma TRD PreRunner shown in Underground. Tacoma TRD Sport shown in Blue Crush Metallic.



Sequoia Platinum shown in Blueprint. Never tow beyond a vehicle's published towing capacities.

CROSSOVERS & SUVs

AWD **TRD** **NIGHTSHADE**

Ready, set, explore.

Capable of taking on adventures of all sizes, Toyota's crossovers and SUVs are ready for the thrill of the open road.



4RUNNER



bZ4X



COROLLA CROSS



COROLLA CROSS
HYBRID



GRAND HIGHLANDER



GRAND HIGHLANDER
HYBRID



HIGHLANDER



HIGHLANDER HYBRID



LAND CRUISER



RAV4



RAV4 HYBRID



RAV4 PRIME



SEQUOIA



VENZA



4Runner SR5 Premium shown in Ice Cap. Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage.

4RUNNER

A true off-road icon.

bZ4X

Energize every drive.

bZ4X is an electrified way to jump-start your day. With a battery built to last and an all-electric powertrain that produces up to 214 hp with 248 lb.-ft. of max torque, you'll find yourself riding confidently for miles.



bZ4X Limited AWD shown in Heavy Metal with Black roof.¹ Limited availability.



bZ4X Limited AWD shown in Heavy Metal with Black roof.¹ Limited availability.



bZ4X Limited AWD shown in Heavy Metal with Black roof.¹ Limited availability.

COROLLA CROSS

Ride and shine.

Hop in Corolla Cross for a ride as bold as your ambitions. Enjoy the benefits of the crossover's versatile cargo space, designed for your on-the-go lifestyle. Whether you're commuting or exploring new cities, Corolla Cross is prepared for any plan you've got up your sleeve.



Corolla Cross XLE shown in Wind Chill Pearl.¹



Corolla Cross XLE AWD shown in Celestite.

A move in a bold direction.

Corolla Cross Hybrid is a versatile ride that's ready to take on your most spontaneous trips. Its slick exterior and sporty feel behind the wheel bring out the joy in every day, while its efficient performance encourages you to explore much more.



Corolla Cross Hybrid XSE shown in Acidic Blast with Jet Black roof.



GRAND HIGHLANDER

More space means more memories.

Make family time more epic than ever. With the latest and greatest intuitive tech, smart storage where you'd least expect it, and plenty of room to comfortably fit the whole family, Grand Highlander is a real crowd-pleaser.



Grand Highlander Platinum AWD shown in Wind Chill Pearl.¹



Grand Highlander Platinum AWD shown in Wind Chill Pearl.¹

GRAND HIGHLANDER HYBRID

Maximize everyone's adventures.

Meet the call to adventure head-on with Grand Highlander Hybrid and a drive that best fits your lifestyle.



Grand Highlander Platinum Hybrid MAX shown in Storm Cloud.



Highlander XSE AWD shown in Wind Chill Pearl.¹



Highlander Platinum interior shown in Harvest Beige leather trim. Screen depiction accurate at time of posting. Always drive safely and obey traffic laws.

HIGHLANDER

Elevate every journey.

Make the most out of a day with your crew in the stylish, daring Highlander. Get in touch with your inner trailblazer with Highlander's 2.4-liter turbo powertrain and available Multi-Terrain Select, for your finest exploration yet.

HIGHLANDER HYBRID

Where mundane ends and thrilling begins.

Redefine your limits with Highlander Hybrid's impeccable style and capability. With its sculpted shape and contoured lines, you'll turn heads wherever you go.



Highlander Hybrid XLE Nightshade AWD shown in Cement.

Discover great adventure.

Land Cruiser is the ultimate off-road SUV. Fully loaded with terrain-tackling capability features and spacious enough to comfortably fit your whole crew, this revival of a classic Toyota heritage vehicle will take you on the trip of a lifetime, every time.



Land Cruiser shown in Heritage Blue with Grayscape roof.¹ Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage.



Land Cruiser 1958 shown in Meteor Shower. Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage.



Land Cruiser interior shown in Java leather trim.

RAV4

Cruise from on-road to off-road.





RAV4 XSE Hybrid shown in Cavalry Blue with Midnight Black Metallic roof.



RAV4 XSE Hybrid interior shown in Black/Blue SofTex® trim.



RAV4 Hybrid Woodland Edition shown in Midnight Black Metallic.

RAV4 HYBRID

Get ready to expand your territory.

RAV4 Hybrid provides confident on-road driving dynamics to take on your tougher travels, with remarkable efficiency so you can always take the scenic route.

RAV4 PRIME

Primed for great potential.

When charged up and ready to go, RAV4 Prime hits the road with outstanding power and performance.



RAV4 Prime XSE shown in Supersonic Red with Midnight Black Metallic roof! Limited availability.



Sequoia Capstone interior shown.



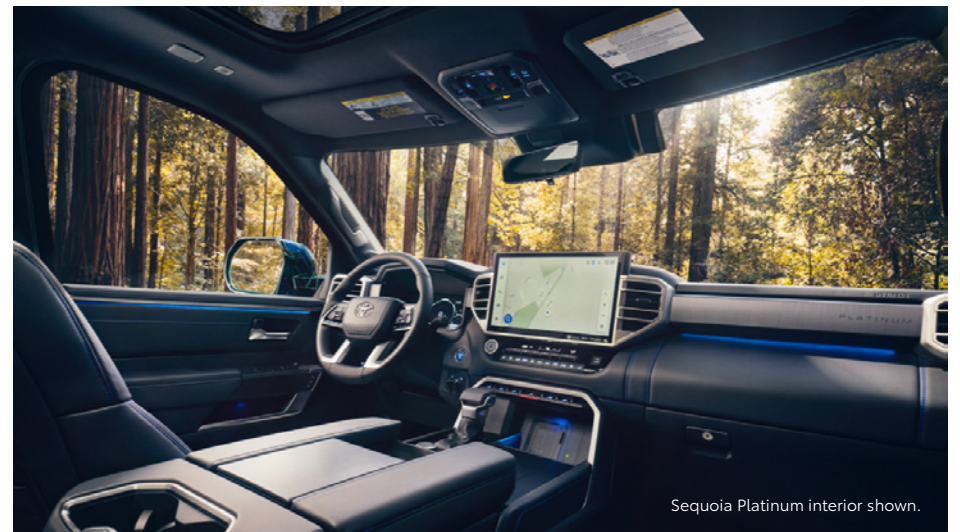
Sequoia Capstone 4WD shown in Supersonic Red;¹ Sequoia TRD Pro shown in Ice Cap.

SEQUOIA

Resilient from the ground up.

Whether you're towing your favorite toys or loading up extra cargo, Sequoia's power and extra-large space are ready to handle your biggest adventures.

[TOYOTA.COM/SEQUOIA](https://toyota.com/sequoia) See numbered footnotes in Disclosures section.



Sequoia Platinum interior shown.

VENZA

Out with the ordinary.

This all-hybrid crossover rides in a league of its own, with its elegant style, tech-focused interior and AWD performance. Explore beyond the ordinary in Venza.



Venza Limited shown in Wind Chill Pearl¹ with available Star Gaze⁸⁷ fixed panoramic roof.



Venza Nightshade Edition shown in Ruby Flare Pearl¹ with available Star Gaze⁸⁷ fixed panoramic roof.

CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow — from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live.

DISCLOSURES

1. Extra-cost color. **2.** Extra-cost color on GR86 and GR86 Premium. TRUENO Edition shown. **3.** Ultrasuede® is a registered trademark of Toray Industries, Inc. **4.** SofTex® is a registered trademark of Toyota Motor Sales, U.S.A., Inc. **5.** Accessory shown not designed, manufactured or evaluated by Toyota. Any damage or altered performance caused by accessory is not covered by vehicle warranty. For information on third-party warranty for accessory, see <https://arbuser.com/contact-us/warranty>. **6.** Disclaimer of warranty and liability: This product is not a Genuine Toyota Part or Accessory and was not designed or manufactured by Toyota. Toyota has not fully evaluated this product to determine its overall impact on the performance or safety of any Toyota vehicle onto which it is installed or to determine whether installation would render the vehicle illegal for operation on public roadways in any states. Installation of this product may impact your vehicle's warranty. This product is not warranted by Toyota, and Toyota expressly disclaims any warranty for this product, including without limitation, any implied warranties of merchantability and of fitness for a particular purpose. Toyota also disclaims all liability for direct, indirect, special, incidental or consequential damages, including but not limited to, damage to or loss of personal or commercial property, loss of use, cost of purchase of replacement goods, or claims of customers of any Toyota dealer that result from the use of this product. This product is not available in Hawaii. Shipping charges not included. **7.** When Star Gaze® fixed panoramic roof option is added, roof rails are removed

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. Refer to applicable *Warranty and Maintenance Guide* for details.

Hybrid Battery: HV battery is covered for 10 years or 150,000 miles, whichever comes first. Warranty coverage is subject to terms and conditions. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Electric Vehicle Drive Components: The Electric Vehicle Drive Components Warranty (transaxle, traction battery, inverter with converter) is in effect for 8 years or 100,000 miles from the new vehicle purchase/lease date, whichever comes first. Warranty coverage is subject to other terms and conditions. Refer to applicable *Warranty and Maintenance Guide* for full details.

Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order.

Color(s) depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device or print).

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Vehicles shown may be prototypes, shown using visual effects and/or shown with options. Actual models may vary.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Brand Engagement Center at 1-800-331-4331

