

CARGAZING

2024 TOYOTA LAND CRUISER

Land Cruiser Returns for 2024

PRESS RELEASE

Legends never die. Toyota's off-road icon and longest-running nameplate 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 capable yet fully 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. 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.

Built on the TNGA-F global truck platform, the new Land Cruiser is designed, engineered, and tested to survive in the harshest of environments. For this new generation, Land Cruiser is exclusively available with the range-topping i-FORCE MAX hybrid powertrain producing 326 horsepower and 465 lb.-ft. of torque. It's slightly smaller and narrower than the outgoing 200



The legendary Land Cruiser returns to Toyota's lineup as a 2024 model after a three-year hiatus.

Series model, making it nimbler on the trails, and Land Cruiser features off-road tech that has debuted on the newest generation of Toyota trucks. Limited to 5,000 units for the first two months of production, Land Cruiser will be offered in a First Edition grade that includes two new two-tone paint colors and additional off-road equipment.

HERITAGE

For decades, Land Cruiser

has been known for its world-renowned capability as the staple of Toyota's core values of quality, durability, and reliability. When Land Cruiser arrived in the U.S. in the late '50s, Toyota sold only one unit in its first year. But then, when the 40 Series arrived, Land Cruiser became the best-selling Toyota in the U.S. for five years running. These early models featured solid front and rear axles on leaf springs, and the boxy look

with a flat roof, short overhangs, and "TOYOTA" grilles became iconic. Soon after, though, customers wanted a bigger 4x4, and the Land Cruiser grew into larger station wagon models such as the 55 and 60 Series and ultimately lead to where the Land Cruiser left off in the U.S.: the 200 Series, a premium, full-size luxury off-road SUV.

POWER

Land Cruiser's new

i-FORCE MAX hybrid powertrain comes standard on all grades and pairs a turbo-charged 2.4-liter four-cylinder engine with a 48-hp electric motor integrated into an eight-speed transmission feeding off a 1.87-kWh NiMH battery pack that creates a total system output of 326 horsepower and 465 lb.-ft. of torque.

STRENGTH

Now, in its return to the U.S. market after a three-

BY THE NUMBERS

Base price: "Mid-\$50,000 range"

Power: 2.4-liter four-cylinder engine with a 48-hp electric motor, combined 326 hp, 465 lb.-ft. torque

Transmission: Eight-speed automatic

year hiatus, Land Cruiser utilizes the global TNGA-F body-on-frame platform. This new ladder frame allows for more rigidity in the chassis compared to the 200 Series model thanks to the use of high-strength steel with blanking and laser welds. Compared to the outgoing 200 Series, the new Land Cruiser is 4.4 inches narrower and 1.2 inches shorter for more off-road prowess.

Toyota's North American-based studio CALTY Design Research worked closely with the global development team to establish the design direction for the new Land Cruiser. The design team used four key terms to lead the development: authentic, reliable, timeless, and professional. The all-new Land Cruiser is derived from a pure expression of form aligning with function.

For the signature Land Cruiser look, the 1958 grade features the iconic round LED headlights.