

CARGAZING

2024 TOYOTA TACOMA

Tacoma Gets All-New Design

PRESS RELEASE

After nearly two decades as the champion of the mid-size pickup truck market, the Toyota Tacoma is ready for its next chapter. This go-anywhere truck is entirely new for 2024 with epic adventures in mind, improving upon every winning aspect that has made it a stalwart for truck buyers for years along with Toyota's legendary quality, durability, and reliability and much, much more.

Redesigned from the ground up and built upon the TNGA-F global truck platform shared with Tundra and Sequoia, the all-new Tacoma was designed and engineered for the U.S. market. For its fourth generation, Tacoma utilizes a new high-strength boxed, steel-ladder frame; adds numerous features that off-road enthusiasts can play with; features an available fully redesigned multi-link coil rear suspension that improves ride and handling; and offers two powerful and efficient turbocharged four-cylinder powertrains including a top-of-the-line i-FORCE MAX hybrid producing 326 horsepower and a massive 465 lb.-ft. of torque. Tacoma will also introduce the world to Toyota's all-new Trailhunter grade, first revealed at the 2022 SEMA show as a



The Toyota Tacoma gets an entirely new design for 2024 with a long list of upgrades, including hybrid and turbo engines.

Trailhunter concept, that's a purpose-built overlanding rig available right off the dealer lot.

DESIGN

Toyota's North American-based CALTY Design Center located in Newport Beach, California and Ann Arbor, Michigan led the design efforts for the new Tacoma, as they did with the Tundra and Sequoia that launched last year.

The CALTY team of

designers focused on the theme of a "Badass Adventure Machine" when defining the essence of the new Tacoma. This refers to Tacoma's engineered toughness along with its athletic attitude.

The design team strives for Toyota trucks to have a family resemblance, each with unique personalities defined by each one's purpose. For Tacoma, its narrow body and wide upper grille are a nod to the origi-

nal HiLux, with features like the aggressive skid plates expressing the extreme ruggedness of Tacoma.

Other signature design elements include the high-mount headlamps, side functional air intakes, hexagonal grille motif, as well as integrated roof and tailgate spoilers.

STRENGTH

The new Tacoma utilizes Toyota's TNGA-F global truck platform shared with the all-

new Tundra and Sequoia. Much like its full-size brethren, high-strength steel with blanking and laser welds is used throughout the chassis to increase rigidity over the previous generation, and aluminum is used on the upper body to reduce weight. Frame crossmembers are also strengthened to increase durability and carry Toyota-available overlanding gear such as rooftop tents and camp fridges.

Also enhancing ride and

BY THE NUMBERS

Touchscreen display

size: 14 in.

Approach angle: 33.8 degrees

Ground clearance: Up to 11 in.

Engine: Turbocharged 2.4-liter four-cylinder, 278 hp, 317 lb.-ft. torque

Transmission: Eight-speed automatic

handling characteristics on Tacoma is a newly available multi-link rear suspension.

POWER

Tacoma will offer two powerful and efficient powertrains using a 2.4-liter turbocharged four-cylinder. For entry-level SR grades, this engine produces 228 horsepower and 243 lb.-ft. of torque.

For all other grades, output increases to 278 horsepower and 317 lb.-ft. of torque when paired with the new eight-speed electronically controlled automatic transmission with intelligence (ECT-i).

Enthusiasts rejoice: a six-speed intelligent manual transmission (iMT2) with automatic rev matching and anti-stall technology is available. Manual transmission models produce 270 horsepower and 310 lb.-ft. of torque.