

2024 TOYOTA TUNDRA

Toyota Upgrades 2024 Tundra

PRESS RELEASE

The third-generation Tundra was introduced two years ago and made an immediate impact on the segment, thanks in part to its new twin-turbo V6 powertrains, the most powerful of which is a hybrid.

The 2024 Tundra enters with new options for exterior looks and off-road performance. A Nightshade package has been added to amp up the Tundra's style and attitude. The always popular TRD Off-Road Package is now available on Platinum grade 4x4s as is a TRD 30-inch suspension lift kit, now available as a factory installed accessory.

The lineup for the 2024 Tundra offers something for everyone, with SR, SR5, Limited, Platinum and 1794 grades available. TRD Pro and the flagship Capstone grade remain part of the Tundra lineup, and they are both offered exclusively with the i-FORCE MAX powertrain.

NIGHTSHADE

Customers can maximize the Tundra's style with the new Nightshade package, featuring several black accents like 20-inch wheels, over fenders, grille, mirror caps and badges. The new Nightshade Package is available exclusively on Limited grades. The Nightshade Package is available with the



The Toyota Tundra's i-FORCE MAX hybrid powertrain makes 437 horsepower while improving fuel economy.

following exterior colors: Ice Cap, Wind Chill Pearl, Magnetic Gray Metallic, Midnight Black Metallic, Celestial Silver Metallic, Supersonic Red, Lunar Rock and Blueprint.

THREE-INCH LIFT

Newly available for 2024, the Tundra can be equipped with a TRD 3-inch suspension lift kit that is installed in the factory and brings added clearance to the already capable Tundra.

Also new for 2024, the Tundra Platinum 4x4 models can now be outfitted with the iconic TRD Off-Road package. The result, premium creature comforts and trail ready performance all wrapped up in one incredible truck.

POWER

The Tundra offers impressive powertrains: a twin-turbo V6 engine and a hybrid twin-turbo V6. Both engines team with a 10-speed

Electronically Controlled Automatic Transmission with intelligence (ECTi). The 10-speed features a sequential shift mode, uphill/downhill shift logic and TOW/HAUL driving modes.

The i-FORCE, twin-turbo V6 uses DOHC 24-valve cylinder heads and Dual VVTi systems to yield 389 horsepower and 479 lb.-ft. of torque. Top dog in the Tundra line is the available i-FORCE MAX hybrid powertrain with 437 horsepower at

5,200 rpm, and a staggering 583 lb.-ft. of torque at a low 2,400 rpm. Paradoxically, this new powerhouse is also an efficiency maven, with up to EPA-estimated 20 MPG city/24 MPG highway/22 MPG combined fuel economy ratings, depending on model grade and drivetrain.

The i-FORCE MAX combines the twin-turbo V6 with a motor generator with a clutch located within the bell housing between the engine and 10-speed auto-

BY THE NUMBERS

Base price: \$39,965
Wheelbase: 157.7 in.
Length: 245.6 in.
Width: 80.2 in.
Height: 78 in.
Engine: 3.5-liter twin turbocharged six cylinder, 389 hp, 479 lb.-ft. torque
Transmission: 10-speed automatic
Estimated mileage: 18 city, 24 highway

matic transmission. The motor generator provides additional power through the transmission, while the engine start-up, EV driving, electric assist and energy regeneration are done via the hybrid components. The system employs a proven and reliable 288V sealed Nickel-metal Hydride (Ni-MH) battery located under the rear passenger seats.

TOWING TECH

The Tundra offers a slew of features to help make towing easier. For added visibility, the available Panoramic View Monitor (PVM) uses cameras to display a top-down view of the truck on the available 14-inch display. Views include the rear truck bed to check on cargo, a rear split view to show what's nearby on each side of the trailer, and a hitch view.