

More Safety, More Technology In 2018 Toyota Tundra Lineup

TORONTO: Get where you're going – every time – in style and comfort with the Toyota Tundra full-size pickup truck.

Rugged and powerful, yet also surprisingly refined, the Tundra line-up welcomes two new trucks for 2018 – the Tundra TRD Sport models in Double Cab and CrewMax cab configurations.

In addition, 2018 Tundra pickups receive updated design cues, additional safety technologies including Toyota Safety Sense P, upgraded convenience technologies, and more.

"Pickup truck owners are the most brand loyal when it comes to shopping for a new vehicle – and with the Tundra, we set out to create a full-size pickup that would attract new customers to the Toyota brand," said Cyril Dimitris, Vice President, Toyota Canada Inc. "Our success proves that Tundra has what it takes – from power that never quits, to styling that makes a bold statement, to comfort and features that are a welcome surprise to pickup fans who have never experienced a Tundra. With two new TRD Sport models plus enhancements across our line-up, we're excited to introduce the 2018 Tundra to Canadians."

The 2018 Tundra expresses power and capability through a bold, chiseled exterior design. For 2018, all models feature a new grille and headlight design, plus LED daytime running lights. These join popular Tundra features such as the easy lower and lift, locking tailgate that's also easy to remove, and large door handles that are easy to use even while wearing thick work gloves. As with previous years, the 2018 Tundra is available in a variety of body combinations – including Double Cabs with 6.5-foot or 8.1-



foot beds and CrewMax cabs with a 5.5-foot bed – making it easy for Canadians to pick the pickup truck that's right for them.

Inside, comfort and space abound. Double Cab models have space for five or six adults (depending on model), while CrewMax cab models feature an expansive cabin with seating for five. All models feature a 60/40 split rear seat that may be operated with one hand to provide floor-to-ceiling storage behind the front seats. Double Cab models add an under-seat tray for additional, concealed storage space. The driver will enjoy the comfortable seating and well-placed instruments and controls, including – new for this year – a 4.2" multi-information display as standard equipment on all models. Other standard features on all models include cruise control, air conditioning, power door locks, a Display Audio system with Bluetooth connectivity, voice recognition and steering wheel-mounted



audio controls, a tachometer and trip computer, sliding sun visors, 12v accessory power outlet for personal electronics, coat hooks, a locking glove box, all season floor mats, and more.

Pickups are synonymous with power, and the 2018 Toyota Tundra delivers plenty, with a choice of two engine sizes. Most models are equipped with a 381 peak horsepower 5.7L i-FORCE V8 that generates up to 401 lb-ft of torque. Towing capacity ranges

from 4,345-4,535 kg (9,579-10,000 lb) depending on model. Toyota also offers a Tundra fitted with a highly efficient, 310-peak horsepower 4.6L i-FORCE V8 that delivers up to 327 lb-ft of torque and a 2,945 kg (6,493 lb) towing rating.

Both engines feature sequential multiport electronic fuel injection, an electronic throttle control system with intelligence, crank hold starting control and stainless steel exhaust systems. These

engines are mated to a six-speed sequential shift automatic Super ECT transmission with overdrive.

Transmissions on models with 5.7L engines feature tow/haul mode, a lockup torque converter, transmission cooler, and automatic transmission fluid warmer. Tundra models with the 5.7L engine also feature a trailer brake controller and trailer sway control, as well as Toyota's Tow Package including a heavy duty tow hitch receiver, 4+7 pin connectors, supplemental transmission cooler, and transmission fluid temperature gauge.

The Toyota Tundra also delivers impressive safety performance, through a long list of active and passive safety systems. New for 2018, all models are standard-equipped with Toyota Safety Sense P. This bundle of active safety technologies – including the Pre-Collision System with Pedestrian Detection, Lane Departure Alert, Automatic High Beams, and full speed Dynamic Radar Cruise Control – enhances driver capabilities to mitigate collisions, stay in lane, and see at night. Other safety technologies standard on all 2018 Tundra models include the Toyota Star Safety System, eight air bags and a backup camera.

The 2018 Tundra is offered in a selection of models and trim levels: The 2018 Toyota Tundra 4x2 Double Cab SR5 Plus 5.7L (starting MSRP: \$42,190).

The 2018 Toyota Tundra 4x4 Double Cab SR5 4.6L (starting MSRP: \$39,590).

The 2018 Toyota Tundra 4x4 Double Cab SR5 Plus 5.7L (starting MSRP: \$46,190).

The TRD Offroad Package (MSRP: \$49,690). TRD Sport Package (starting MSRP: \$51,190) plus other models.

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