



Toyota Tundra



Ram 2500 Power Wagon



Nissan Frontier



# TEXAS TRUCK RODEO WINNERS

We drove in the Texas Auto Writers Association (TAWA) 2023 Texas Truck Rodeo last September—our tenth. We had a general recap in our November-December 2023 issue, but not known then were the winners. These used to be presented on site at the end of the event. Now they hold back the results until later. Lingering industry disruptions also had half the vehicles still that model year, though winners are titled as this year's (the 2023 Rodeo produces the 2024 Truck of Texas and so on). With these timing factors, along with not every manufacturer present (or model, e.g. Toyota skipped midsize pickups, with a new Tacoma coming), this year's awards are useful, but you may want to see what has have evolved on some in the interim.

## PICKUPS

\*\**(Noted vehicle was entered as both Full-Size and Luxury.)*

### MIDSIZE PICKUP

2023 Nissan Frontier PRO-4X..... \$46,380  
(uncontested): **Nissan Frontier**

### FULL-SIZE PICKUP

2023 Ram 1500 Limited Elite\*\*.....N/A  
2024 Toyota Tundra 1794 Limited Edition..... N/A  
**WINNER: Ram 1500**

### HEAVY DUTY PICKUP

2023 Ram 2500 Rebel.....\$93,910  
(uncontested): **Ram 2500**

### OFF-ROAD PICKUP

2023 Ram 1500 TRX.....\$105,735  
2023 Ram 2500 Power Wagon.....87,465  
2024 Toyota Tundra HV 4X4 TRD PRO.....N/A  
**WINNER: Ram 1500**

### LUXURY PICKUP

2023 Ram 1500 Limited Elite\*\*.....N/A  
(uncontested): **Ram 1500**



## SUVS

*\*(Noted vehicles were also entered in Green category.)*

### COMPACT CROSSOVER

2024 Dodge Hornet R/T Plus\*.....\$53,245  
2023 Honda CR-V Hyb Sport Touring AWD.....39,845  
2024 Hyundai Kona Limited AWD.....35,145  
2024 Mazda CX-50 2.5 Turbo Meridian Ed.....43,860  
**WINNER: Mazda CX-50**

### MIDSIZE SUV

2023 Jeep Grand Cherokee Altitude 4X4.....\$54,070  
2023 Kia Sorento X-Line.....43,590  
2024 Nissan Pathfinder Rock Creek 4WD.....45,305  
2024 Volkswagen Atlas SE.....N/A  
**WINNER: Jeep Grand Cherokee**

### FULL-SIZE SUV

2023 Dodge Durango SRT Hellcat.....\$106,420  
2024 Toyota Grand Highlander Plat Hyb MAX.....N/A  
**WINNER: Toyota Grand Highlander**

### OFF-ROAD SUV

2024 Jeep Wrangler 4xe Rubicon X.....\$74,770  
2024 Jeep Wrangler Rubicon 392.....95,945  
2024 Toyota Sequoia TRD PRO Hybrid.....77,565  
**WINNER: Jeep Wrangler**

### LUXURY SUV

2024 Acura MDX Type S with Advance.....\$75,295  
2023 Genesis Electrified GV70 AWD Prestige\*75,275  
2023 Jeep Grand Wagoneer Series III.....114,180  
**WINNER: Genesis GV70 / Electrified GV70**

## GREEN VEHICLE

*\*(Noted vehicles were also entered in SUV categories.)*

2024 Dodge Hornet R/T Plus\*.....\$53,245  
2023 Genesis Electrified GV70 AWD Prestige\*75,275  
2023 Jeep Grand Cherokee 4xe Trailhawk.....73,125  
**WINNER: Genesis Electrified GV70**

## ATTRIBUTES AWARDS

**BEST INTERIOR: Genesis GV70**  
**BEST EXTERIOR: Genesis GV70**  
**BEST PERFORMANCE: Jeep Wrangler**  
**BEST VALUE: Nissan Frontier**  
**HIGHEST PERSONAL APPEAL: Ram 1500**

## TITLE AWARDS

**TRUCK OF TEXAS★**  
**WINNER: Toyota Tundra**

**SUV OF TEXAS★**  
**WINNER: Genesis GV70 / Elec GV70**

Category votes are pure math, point-by-point scoring of attributes, while the two Title Awards—Truck of Texas and SUV of Texas—are a separate subjective vote.

This can lead to Ram ruling the math in categories (some uncontested), while Toyota Tundra (which is built, by the way, in Texas) grabbed the subjective Title Award.

For SUVs, on the other hand, category awards were more varied. And yet Genesis GV70 (with its EV version entered, but both versions considered), dominated these with four individual awards, before taking home the big Title Award, too. ■



Genesis GV70 and Electrified GV70



Toyota Grand Highlander



Jeep Wrangler



Vehicle photos: Eric O'Hara and Kelly McGaughey of 10ff Productions / Miscellaneous photos (Decatur TX and livestock): Joe Sage