

# NEW TOYS

2024 TACOMA  
2024 LAND CRUISER  
2025 CROWN SIGNIA  
2025 CAMRY

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## 2024 TOYOTA TACOMA LINEUP

	RWD	4WD		RWD	4WD		RWD	4WD
<b>SR</b> XtraCab LB	\$31,500	\$34,700	<b>TRD Sport</b>			<b>Limited Double Cab SB</b>		52,100
Double Cab SB	33,700	36,900	Double Cab SB	39,400	42,600	<b>Trailhunter</b>		
Double Cab SB 6MT		36,900	Double Cab SB 6MT		41,800	i-FORCE MAX Double Cab		62,900
<b>SR5</b> XtraCab LB	36,200	39,400	Double Cab LB	39,900	43,100	i-FORCE MAX Double Cab 6' Bed		63,400
Double Cab SB	37,200	40,400	i-FORCE MAX Double Cab		46,300	<b>TRD Pro i-FORCE MAX Double Cab</b>		63,900
Double Cab LB	37,700	40,900	<b>TRD Off-Road</b>					
<b>PreRunner XtraCab LB</b>	38,100		Double Cab SB		42,900			
			Double Cab SB 6MT		41,800			
			Double Cab LB		43,400			
			i-FORCE MAX Double Cab		46,600			

2024 Toyota Tacoma TRD Pro i-FORCE MAX Double Cab

Toyota met up with us in Mesa recently, to meet four of their latest vehicles: two all-new 2024 models, the Tacoma and Land Cruiser; and two all-new 2025s, the Crown Signia SUV and Camry.

We started with brief presentations on each indoors, then headed outside for vehicle walkarounds with additional explanations. Next was drive time—off-road in Tacoma and about a mile-square urban run in Crown Signia SUV and Camry. The new Land Cruiser was a static presentation only.

It was an ambitious schedule and a quick teaser, enough to whet our appetites for any future in-depth drives.

### 2024 TACOMA

Tacoma+TRD Pro+new is a red hot formula. Midsize pickups are one of the hottest categories going, and Toyota Tacoma has ruled this niche for a long time. A new iteration of their massively popular, segment-dominating midsize pickup had been hotly anticipated and hotly rumored for even longer.

All Tacoma builds—there are many (see chart)—have more power for '24, due in its own right and needed in an increasingly competitive segment. Revised styling is done right—still instantly a Tacoma, while its profile and presence are significantly improved.

We had driven the \$21k-lower new TRD Off-Road last spring, intensely but also briefly as one of 20 vehicles in one day at our Mudfest comparo, where we scored it very high in all categories.

This time, we hit a great off-road vehicle park toward the Superstitions for about a half-hour, with about eight miles of paved streets to and from. We concentrated on the one we'd been waiting for, the TRD Pro (a 326-hp 465 lb-ft i-FORCE MAX turbo hybrid) which proved itself still off-road royalty.

We'll get into more depth as various versions arrive for weeklong drives. We look forward to more pavement time, from freeways to mountain highway climbs, where the prior gen had room for improvement in power and gearing. We suspect we will also see them at new-powertrain Drive Revolution and off-road Texas Truck Rodeo comparos this fall. Looking forward.

(cont'd)





## 2024 LAND CRUISER

One of the world's longest-running utility vehicles, since 1951, Land Cruiser has had many personalities, varying around the globe, some more jeep-like, evolving more recently toward a larger, more premium zone in line with the larger Toyota Sequoia and its cousin Lexus LX. In 2023, it became larger and more luxurious still—but not in our market. A Land Cruiser Prado has had a similar long, complex and varied global evolution, but never came here (other than Lexus GX being related). As of 2023, Prado effectively swaps into this spot in the US. Land Cruiser 250 in some countries, Prado in others, for us it is now simply the Land Cruiser. Closer to the new Toyota 4Runner in size and style as well as mission, farther from Sequoia or upper-size Lexus, and now all hybrids, this a compelling package. This was a walkaround only; we look forward to wheel time here and at our comparos.



### 2024 LAND CRUISER LINEUP

Hybrid MAX 1958	\$55,950
Hybrid MAX	61,950
Hybrid MAX First Edition	74,950



## 2025 CROWN SIGNIA

Crown is another storied and varied Toyota nameplate, going back to 1955, with much variety but only sporadic US presence along the way. In 2023, the name reappeared here after a 50-year gap, gen 16 reconceived as a tall hybrid AWD sedan with a touch of crossover flavor. We've been impressed with everything from its styling to utility to variety of powertrains. Now, for 2025, Crown adds this adapted-name variant, Crown Signia, a handsome two-box crossover design that's arguably less distinctive in the crowd, but clearly distinct from the Crown sedan, though with broadly shared attributes. The sedan has appeared in our pages a number of times in its short new lifetime, most recently its most powerful MAX version in this issue. Our brief drive of Crown Signia seemed similar. Again, we're eager for more time.



### 2025 CROWN SIGNIA LINEUP

XLE Hybrid AWD	\$43,590
Limited Hybrid AWD	47,990



## 2025 CAMRY

If familiar with the newest Toyota Prius, you already know it has abandoned decades of purposefully funky styling to become sleek and sexy, while remaining affordable and delivering extraordinary fuel mileage. You may also know Camry has been the world's best selling sedan for a dozen years or more. Toyota is now more freely applying their world-dominating hybrid engineering more widely, and for 2025, they have basically taken all that Prius magic and put it into an all-new, all-hybrid Camry. Its style, technology and fuel frugality are likely to capture any comparative shopper's attention. But what stood out even moreso in our quick drive was its interior, which, in an eight-trim lineup from \$28,400 to \$36,125, we found loosely on a par with European performance-luxe sedans at two to three times the price. Open the door, slide in, and we think you will see what we mean. ■



### 2025 CAMRY LINEUP

	FWD	AWD
LE Hybrid	\$28,400	\$29,925
SE Hybrid	30,700	32,225
XLE Hybrid	33,400	34,925
XSE Hybrid	34,600	36,125

