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**NEW 2014 TOYOTA TUNDRA OFFERS
FULL-SIZE PICKUP TRUCK OWNERS VALUE PRICING
*New Distinct Grades Give Buyers Unique Styling and Equipment Choices***

TORRANCE, Calif., August 8, 2013 - - The redesigned 2014 Tundra full-size pickup (FSPU) truck will offer value-driven prices when it goes on sale this month..

The new Tundra is competitively priced for 2014, offered in a new five-grade strategy consisting of the hard-working SR, volume-leading SR5, the well-appointed Limited, and two premium grades: "Platinum" and the all-new "1794 Edition." Tundra is offered in three cab styles, two-door Regular Cab, four-door Double Cab and four-door CrewMax, all available in 4x2 and 4x4. Each grade is well-equipped with a vast array of key standard features for simplified ordering.

The manufacturer's suggested retail price (MSRP) on all SR5 grades equipped with a 5.7-liter V8 engine will be unchanged from equivalent volume-leading 2013 models and add \$650 worth of additional standard equipment. All Limited CrewMax 4x4 models have reduced MSRP's of \$2,000 from equivalent 2013 models (4x2 models reduced by \$1,990).

All Platinum and 1794 Edition premium grade MSRP's are reduced by \$850 from equivalent 2013 models. Both the Platinum and 1794 Edition share the same MSRP, allowing consumers to simply choose the premium grade they prefer.

The base MSRP for the 2014 Tundra will range from \$25,920 for the SR grade 4x2 Regular Cab, 4.0-liter V6 to \$47,320 for the Platinum and 1794 Edition CrewMax 4x4 grades equipped with a 5.7-liter V8. Based on comparisons between the new grade strategy for 2014 models and 2013 models with comparable equipment levels, the MSRP's reflect an overall average decrease of \$263, or 0.7 percent.

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An Array of Standard Convenience Features

Tundra features a number of key standard features, and is the only truck in the full-size pickup segment to include a standard back-up camera (viewed from the audio display screen), and standard Bluetooth® hands-free phone and audio streaming on all grades.

All Tundra models have a standard windshield wiper de-icer, front and rear mudguards, power window and door locks, and heated, power, outside mirrors. A Tow Hitch is also standard equipment on models equipped with the 5.7-liter V8 engine.

All SR and SR5 grade models come standard with air conditioning, while all Limited, Platinum and 1794 Edition models come with standard dual zone air conditioning with individual temperature settings for driver and front passenger. An auto-dimming rearview mirror with compass, and HomeLink® universal transceiver is standard on Limited, Platinum and 1794 Edition grades.

The Limited grade adds leather-trimmed seats, a 10-way power driver seat, chrome door handles and outer mirrors, 20-inch alloy wheels, a deck rail system, and Entune Premium Audio with Navigation and App Suite.

The Platinum and 1794 Edition come standard with a 12-way power driver's seat with memory and a six-way power passenger's seat, both with heat and ventilation, power moonroof, power tilt/telescopic steering wheel, front and rear parking sonar, and Entune Premium JBL Audio with Navigation and App Suite.

The 2014 Tundra is the only full-size pickup with available Blind Spot Monitor with Rear Cross Traffic Alert (available on Limited CrewMax, Platinum and 1794 Edition only).

All Tundra models feature the standard Toyota Star Safety System™ that includes Vehicle Stability Control (VSC), Traction Control (TRAC), an Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), and Smart Stop (SST) brake override technology.

Additional standard safety features on all grades include manual headlamp leveling, trailer sway control, tire pressure monitoring system, and LED Daytime Running Lights on Platinum and 1794 Edition only.

All 2014 Tundra models will come standard with the updated next-generation Entune™ Audio systems, which feature several enhancements including a new Entune® App Suite with an array of popular apps including new additions such as Yelp and Facebook Places.

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Chiseled New, Unique Exterior Designs; Distinct Look for Each Grade

Tundra is newly designed, inside and out, representing a major change since the 2007 model year. Each Tundra grade embodies a specific theme through distinct designs that go beyond badging.

The new front design integrates the hood and grille for a chiseled image. Designers increased the size of the front fascia and tightened up the surfaces and character lines to visually punctuate Tundra's pulling power and wide stance. The grille has a taller, bolder look, visually connecting the upper intake to the lower bumper. The front lower bumpers are now a three-piece design, allowing for lower replacement costs. In addition, the fenders and wheel wells have been squared-off for a wide and sturdy stance.

A new exterior design helps carry the chiseled character lines all the way down the profile, leading to a rugged new bed and tail gate, with an integrated spoiler and "TUNDRA" embossed into the sheet metal, creating a one-piece forged look. Like the front bumper, the rear bumper changes from one piece to three, for lower replacement costs.

Tundra offers a palette of nine exterior colors including three new colors: Attitude Black Metallic; Sunset Bronze Mica; and Blue Ribbon Metallic. Popular carryover colors include Radiant Red, Super White, Silver Sky Metallic, Magnetic Gray Metallic, Black, and Barcelona Red.

A New Premium, Spacious Interior; Each Grade With a Unique Identity

Tundra features new contemporary interior styling focusing on differentiation between grades, while improving the availability of features most important to truck buyers. The new interior variations are thematic and cater to a specific customer with a specific budget. Ergonomic improvements include easier driver access to controls as the reach to the audio and HVAC controls was reduced by 2.6 inches. Overall passenger comfort was improved with a new front and rear (CrewMax) seat design and improved front seat ventilation. In addition, front seats have additional travel, and rear seats can now be folded up for additional cargo carrying capability while maintaining a comfortable seating back angle and lowering load height by more than 11 inches.

2014 TUNDRA PRICING 4/4/4/4

The interior has a rugged, interlocked construction with new instrument panel. The instrument panel features individual gauges grouped in a clear, easy-to-see design with a center-mounted multi-information (LCD) display screen. The console design holds multiple storage areas for personal items and electronics plus additional padded surfaces and accent stitching in premium grades. Both Double Cab and CrewMax are available with a bench or bucket seats for the front row.

The interior of the SR5 features a “professional gear” theme, with unique driver and passenger zones, metallic accents and bold contrasting fabric. Most importantly, the new design uses premium surface treatments such as high granulated paint on the center cluster and unique seat stitching to enhance interior quality and durability.

The Limited grade has an “active premium” image with leather seating surfaces matching soft-touch door and console surfaces, and wood-style interior trims. The Limited will be available with Black, Sand Beige and Graphite leather-trimmed interiors and will have standard dual zone auto HVAC controls.

The Platinum grade has been redesigned for the next generation of personal use truckers. It features perforated, diamond pleated premium leather seats, door and instrument panel inserts, and chrome seat and console accent badging for an upscale, yet urban feel. In addition, Platinum uses premium leather never before used on a Toyota truck

The 1794 Edition reflects a western lifestyle theme and includes exclusive brown premium leather-trimmed seating with embossed leather and ultra-suede accents. Matching soft-touch materials also accent the shift console, the front and rear door trim, and the instrument panel.

Three Engine Options Remain Among Segment’s Most Capable

Tundra continues to offer three proven powertrains that are among the best in its segment. The Tundra workhorse, and still one of the most capable and advanced engines in the full-size pickup segment, is the 5.7-liter, DOHC i-Force V8. Tundra’s most popular engine with owners, it generates 381 horsepower at 5,600 rpm and 401 foot-pounds of peak torque at 3,600 rpm. The 5.7-liter is offered in both gasoline and “Flex Fuel” variants.

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2014 TUNDRA PRICING 5/5/5/5

A 4.0-liter Dual Overhead Cam (DOHC) V6 is standard on Tundra Regular and Double Cab SR models and produces 270 horsepower at 5,600 rpm and 278 foot-pounds of peak torque at 4,400 rpm. It is paired with a five-speed automatic transmission with uphill/downhill shift logic. The 4.6-liter, DOHC i-Force V8 offers 310 horsepower at 5,600 rpm and 327 foot-pounds of peak torque at 3,400rpm.

Several enhancements have been implemented on the 2014 Tundra to improve performance. Shock-absorber valving has been re-tuned to improve ride quality over harsh surfaces.

The Tundra SR and SR5 grades will ride on 18-inch styled steel wheels, while the Limited, Platinum and 1794 Edition will have all-new 20-inch alloy wheels specific to each grade.

Toyota believes it is important for truck owners to be able to tow with confidence. This is why Tundra has been compliant with the SAE J2807 towing standard since 2011 and remains the industry's only full-size truck to adopt the standard.

The prices for the 2014 Tundra take effect tomorrow, August 9 when the redesigned Tundra begins arriving at Toyota dealers.

Tundra MSRP's do not include the Delivery, Processing and Handling (DPH) fee of \$995. The DPH for Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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NOTE TO EDITORS: Photos and video to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotaneewsroom.com>

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2014MY Tundra Pricing					
Model	Grade	Cab	Engine	Trans	MSRP
8204	SR	Regular	4.0L V6	4x2	\$25,920
8228	SR	Regular	5.7L V8	4x2	\$28,465
8327	SR	Regular	5.7L V8 FFV	4x4	\$31,515
8328	SR	Regular	5.7L V8	4x4	\$31,515
8215	SR	Double	4.0L V6	4x2	\$26,810
8239	SR	Double	4.6L V8	4x2	\$27,855
8339	SR	Double	4.6L V8	4x4	\$30,905
8242	SR	Double	5.7L V8	4x2	\$29,355
8245	SR	Double	5.7L V8	4x2	\$29,685
8332	SR	Double	5.7L V8 FFV	4x4	\$32,405
8335	SR	Double	5.7L V8 FFV	4x4	\$32,735
8342	SR	Double	5.7L V8	4x4	\$32,405
8345	SR	Double	5.7L V8	4x4	\$32,735
8240	SR5	Double	4.6L V8	4x2	\$29,465
8340	SR5	Double	4.6L V8	4x4	\$32,515
8241	SR5	Double	5.7L V8	4x2	\$30,965
8246	SR5	Double	5.7L V8	4x2	\$31,295
8331	SR5	Double	5.7L V8 FFV	4x4	\$34,015
8336	SR5	Double	5.7L V8 FFV	4x4	\$34,345
8341	SR5	Double	5.7L V8	4x4	\$34,015
8346	SR5	Double	5.7L V8	4x4	\$34,345
8259	SR5	CrewMax	4.6L V8	4x2	\$31,825
8359	SR5	CrewMax	4.6L V8	4x4	\$34,875
8261	SR5	CrewMax	5.7L V8	4x2	\$33,325
8361	SR5	CrewMax	5.7L V8	4x4	\$36,375
8363	SR5	CrewMax	5.7L V8 FFV	4x4	\$36,375
8252	Limited	Double	5.7L V8	4x2	\$36,940
8352	Limited	Double	5.7L V8	4x4	\$39,990
8354	Limited	Double	5.7L V8 FFV	4x4	\$39,990
8272	Limited	CrewMax	5.7L V8	4x2	\$38,845
8372	Limited	CrewMax	5.7L V8	4x4	\$41,895
8374	Limited	CrewMax	5.7L V8 FFV	4x4	\$41,895
8275	Platinum	CrewMax	5.7L V8	4x2	\$44,270
8375	Platinum	CrewMax	5.7L V8	4x4	\$47,320
8377	Platinum	CrewMax	5.7L V8 FFV	4x4	\$47,320
8276	1794 Edition	CrewMax	5.7L V8	4x2	\$44,270
8376	1794 Edition	CrewMax	5.7L V8	4x4	\$47,320
8378	1794 Edition	CrewMax	5.7L V8 FFV	4x4	\$47,320

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee.