

Tundra

Toyota's Tundra pickup truck was launched in 1999, evolving from a long line of Toyota pickups renowned for quality, durability and reliability over 35 years in the United States and reaching back 70 years to the company's first automotive product – a truck. Toyota's cumulative U.S. pickup truck sales now exceed 5.7 million units. Tundra for 2007 is a full-size pickup equal in size, power and performance to any in the world. Designed in the United States, Tundra is produced exclusively at plants in Indiana and Texas.

- **The first Toyota pickup in the United States, a Land Cruiser pickup, was sold for just one year; Toyota's second pickup, the compact Stout, was introduced in 1964 and marketed until 1969, when it was succeeded by the smaller Hilux.**
- **The designation “compact pickup” was used for the truck line from 1976 until 1989, when it was named “Tacoma.”**
- **T-100, a Tundra predecessor, was produced from 1989 to 1999.**
- **In 1999, *Motor Trend* magazine named the recently launched Tundra “Truck of the Year.” The magazine claimed that the Tundra “had sent shockwaves through the industry.”**

Between 1964 and 1999, Toyota built its reputation for truck quality on a solid line of compact pickups – the Stout, beginning in 1964, and then the Hilux in 1969. Beginning in 1976, these hardy vehicles were simply called compact pickups; the name Tacoma was attached in 1995. In that year, Toyota also launched the T-100 pickup, a larger model aimed at the full-size market but slightly smaller than competing full-size trucks.

In its first 35 years, sales of Toyota's line of light trucks – including sport utility vehicles and minivans – totaled more than 10 million vehicles. Pickup trucks accounted for about 6 million of these units.

Tundra arrived in 1998 to meet the needs of the nation's largest single vehicle market – full-size pickup trucks. It was a market that had long been dominated by the Ford, Chevrolet and Dodge nameplates. Tundra was introduced in 2x4 and 4x4 versions that offered exceptional driving ease and passenger comforts, and that were designed and built with Toyota's legendary quality. The Tundra's big platform also served as the foundation for Toyota's largest sport utility vehicle, the Sequoia.

The 1998 Tundra was built at Toyota's new \$1.2 billion manufacturing facility in Indiana with a capacity for building 150,000 Tundra trucks a year. A 4.7-liter, V-8 engine that produced 245 horsepower gave the Tundra a towing capacity of 7,200 pounds and cargo payload of 2,000 pounds.

As Toyota prepared to launch its biggest-ever pickup truck, light truck sales over the 40 years since the arrival of that first compact exceeded 10 million units. Pickup trucks alone accounted for 5.7 million.



Toyota pickup truck sales history

- 1964 Stout introduced to U.S.
- 1969 Hi-Lux Compact Truck introduced with 1.9L engine.
- 1973 Second generation Hi-Lux with available Extended Cargo-Bed
- 1974 Hi-Lux wins “Pickup Truck of the Year” from Pickup, Van & 4WD magazine
- 1975 Third generation compact truck with a larger engine and available 5-speed manual transmission
- 1977 One millionth truck produced as SR-5 Grade is introduced
- 1978 Fourth generation pickup truck introduced
- 1981 Larger gasoline engine and diesel engine option are offered
- 1983 Fifth generation pickup truck introduced
- 1984 Xtracab and turbocharged engines are made available
- 1989 Sixth generation pickup truck introduced and V-6 engines become an option. Motor Trend awards Toyota “Truck of the Year;” Four Wheeler Magazine awards “Pickup Truck of the Year.”
- 1995 Introduction of Tacoma name
- 1998 Tundra is introduced in 1998 at the Indiana State Fair. Tacoma PreRunner Xtracab introduced.
- 1999 Ivan “Iron Man” Stewart wins the SCORE Baja 1000 in a specially prepared TRD Tundra.
- 2001 S-Runner and 4-door Tacoma Double Cab are introduced
- 2002 Toyota introduces the Stepside Tundra
- 2003 Toyota introduces the Tundra Double Cab “Big Rig” pickup truck, longer than the Ford F-150 Super Crew truck
- 2005 Toyota adds a new 4x2 regular cab V-8 Tundra. ABS becomes standard on Tundra and a navigation system is an option. Tundra is made available in Base, SR5 and Limited trim levels. More than 126,000 Tundra trucks are sold in 2005.

