

About Toyota and the Tundra

You may be surprised to know that sales of the all-new 2007 Tundra will occur the same year Toyota will celebrate its 50th anniversary in the U.S.A.

Toyota in North America

During the past 50 years, we've created a strong sales organization with ten regional offices and two privately held distributorships, as well as Toyota Financial Services and Toyota Industrial Equipment Operations (which builds forklifts and other material handling vehicles.)

Toyota has assembled vehicles in North America since 1984, when we began producing the Chevrolet Nova in a joint venture with GM at their former Fremont, California plant. Since then, we've launched six North American assembly plants, two dedicated engine plants, a R&D center in Ann Arbor, and styling studios in California and Michigan.

This growth and dedication has resulted in vehicles designed and built specifically to meet the needs and expectations of North American consumers. But most importantly, we have built all of this while maintaining our core Toyota processes and philosophies . . . like the Toyota Production system, and continuous improvement . . . which gives us the ability to maintain high build quality and satisfy more customers while minimizing product complexity.

The Tundra

The 2007 Tundra has the strongest American roots of any vehicle Toyota ever built:

- Conceived by our US product planners, based on seven years of U.S. consumer research.
- Body styled in our North American studio in Newport Beach, CA.
- Engineering was led by our Ann Arbor Technical Center near Detroit.
- Performance, ride, and handling refined at our Arizona proving ground.
- Assembled at our veteran plant in southern Indiana and an all-new factory in San Antonio, Texas.
- V6, 4.7-liter V8, and the all-new 5.7-liter V8 engines are supplied by our plant in Huntsville, Alabama.
- Automatic transmissions, a 5-speed and a 6-speed, are built in North Carolina.
- Rear axle built in Arkansas.
- Key supplier components will be sourced from a dedicated supplier park on the San Antonio plant site.

All of this localization gives us improved production efficiencies and it allows us to provide more job opportunities for local communities to share our growth in the future.

The 2007 Tundra is wider, taller, longer, and more powerful than any Toyota truck to date and the payload and capabilities are very competitive with other entries in the market. As an example, the maximum towing capacity is in excess of 10,000 lbs. The bottom line, this truck was designed for North American customers as a "no-excuses" full size pickup.

The Commercial Market

The vision behind the new 2007 Tundra was to create a product to better meet the needs of truckers who depend on their vehicle for work as well as personal use activities. And these truck experts have made it clear that, when it comes to commercial applications in particular, size and capability are the price of admission. But that capability only goes so far, unless we give you – the commercial equipment manufacturers and upfitters - an opportunity to size-up this new Tundra for yourself and consider how best to adapt your products and services.

To help the commercial equipment manufacturers and upfitters find the information they need, we've established a dedicated Truck Upfitter Liaison Engineer, a hotline, and this dedicated website to give you easy access to the latest information.