

ACCESSORY MARKETING

Accessories Launch

NP 13 17

September 2013

TO: ALL TOYOTA DEALER PRINCIPALS
CC: ALL TOYOTA GENERAL MANAGERS
ALL TOYOTA SALES MANAGERS
ALL TOYOTA PARTS MANAGERS
ALL TOYOTA SERVICE MANAGERS

SUBJECT: 2014 Tundra Accessories Launch

Your Accessory Development & Marketing Team (ADM) proudly introduces the redesigned 2014 Tundra, along with a full list of accessories to compliment your customer's lifestyle. From the Paint Protection Film and Hood Deflector that help protect Tundra's front end, to the wide selection of bed accessories that make Tundra even more versatile, we have the Toyota Genuine Accessories to allow your customers to personalize their new 2014 Tundra.



Attached you will find a Vehicle Accessory Guide which contains details on all of the accessories available and in development for Tundra, including the features and benefits of each accessory. For a complete listing of accessories, applicability and pricing, please visit [Infostream > Accessories > Accessory Parts Listing](#).

Having your customers aware of what accessories are available for Tundra is a crucial step to growing your accessory sales. Displaying accessories that require minimal installation will add curb appeal, functionality, and increased revenue with very little effort. Additionally, be sure to let customers know that Toyota Genuine Accessories can be included as part of their new vehicle lease/finance payment.

Personalize, protect, and enhance Tundra with Toyota Genuine Accessories!

Regards,

John Zhang
Sales Manager
Accessory Development & Marketing



2014 TUNDRA



VEHICLE ACCESSORY GUIDE

September 2013





Bongiovi Acoustics DPS—Bongiovi Acoustics DPS is a fully digital state-of-the-art audio enhancement that processes the audio stream in real-time and routes the enhanced audio to a 4-channel digital amplification system. The result is an unparalleled listening experience in your Toyota vehicle. Bongiovi Acoustics DPS smooths out the differences in volume between any audio source (CD, AM, FM, Satellite Radio) and greatly improves the sound of all sources of audio, including portable music devices.

Part MSRP

\$290.00

Door Sill Protectors—The Door Sill Protectors help guard against scuffs and scratches. Not only are they functional, but they also provide a styling accent that is immediately noticed when entering the vehicle.



Part MSRP (CrewMax)

\$200.00*

Part MSRP (Double Cab)

\$180.00*

* Complete set of four

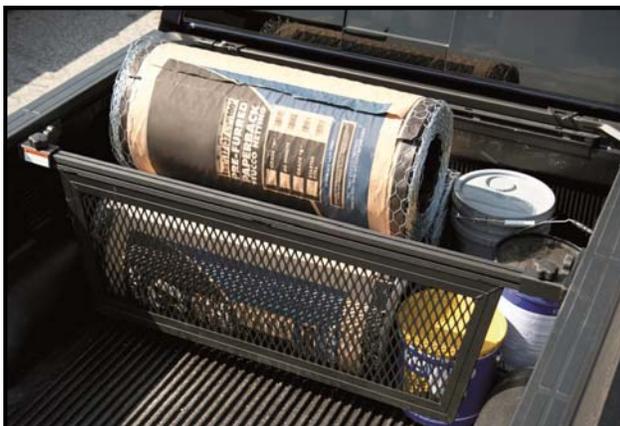


Bed Cleat—Add functionality with additional Bed Cleats. Designed specifically for the Tundra Bed Rails, they are constructed of sturdy die-cast aluminum, and each fully adjustable Bed Cleat is rated for a maximum load of 220 lb. Sold individually.

Part MSRP

\$50.00

Bed Divider—The Bed Divider allows you to create a separated partition in your Tundra’s bed space, to help keep items from sliding around. The Bed Divider is engineered to work with Tundra’s Bed Rails (standard or add-on accessory) and is rated for a 400-lb load capacity.



Part MSRP

\$345.00



Bed Extender—Create some additional space in your Tundra’s bed with the Bed Extender. It extends over the tailgate, creating even more space in Tundra’s bed for carrying your items. The Extender can also be rotated inward, providing an enclosed cargo area to secure smaller items with the tailgate closed. Made to last with lightweight, high-strength aluminum.

Part MSRP

\$400.00



Bed Liner—Keeping Tundra’s bed looking new; the custom-fitted Bed Liner for Tundra not only protects against dents and scratches but also reduces mold and mildew by allowing drainage and increased airflow. The Liner, featuring a no-drill attachment system and made from high-density polyethylene copolymer, keeps loads from moving around in the bed. The Bed Liner also includes protection for the tailgate.

Part MSRP

\$425.00

Bed Mat—Protect your Tundra’s bed when you need it. Custom designed for an exact fit, the Bed Mat protects against scratches, spills, and damage. Made from thick cord-reinforced, synthetic rubber for durability, the Bed Mat is resistant to cracking and breaking while providing airflow and drainage to keep the Tundra’s bed dry. The anti-slip design also prevents items from sliding around in the bed area.



Part MSRP

\$120.00—165.00*

* Price is dependent on bed size; see Accessory Parts Listing



Bed Rails with Cleats—Add even more versatility to your Tundra with the Bed Rail system. Galvanized steel construction provides superior strength while black powder coating resists corrosion. The kit includes four die-cast aluminum tie-down Bed Cleats, which are rated for loads up to 880 lb. (220 lb. each). The Bed Rails also allow you to add additional accessories to the Tundra’s bed, such as the Bed Divider.

Part MSRP

\$250.00



Hard Tri-Fold Tonneau Cover—A Tonneau Cover for your Toyota Truck like no other. Its low profile tri-fold design and front panel access gives you the ultimate versatility for whatever your cargo needs may be. The innovative self-latching system allows for easy cover manipulation, as well as simple removal when access to the entire bed is required. Utilizing an innovative mounting system allows for fully accessible bed rails and a breakthrough lock on the front panel that codes to the vehicle's ignition key helps keep your items secure.

Coming Soon

Rear Bumper Step—Make access to your Tundra's bed simpler with the Rear Bumper Step. Made from highly durable aluminum, the step has a 136 kg (300 lbs.) load rating, bolts directly on with no drilling required, and tucks up out of sight when not in use.



Coming Early 2014



Tailgate Protector—The rugged Tailgate Protector is custom designed for an exact fit on Tundra. It is made from a high density polyethylene copolymer to ensure years of protection for the tailgate.

Part MSRP

\$59.00



Exhaust Tip—The polished stainless steel Exhaust Tip is the ideal finishing touch to enhancing your Tundra's exterior appearance. Its stainless steel construction provides corrosion-resistance and it also features an angled end cut with a Toyota logo stamped on top.

Part MSRP

\$70.00

Hood Deflector—Your hood can take a beating and still look great. Made from thick high-grade tinted acrylic, the Hood Deflector offers high impact resistance and reduces the potential for road debris and insect damage. The stylish wraparound design complements the vehicle's appearance while providing extra protection.



Part MSRP

\$145.00



Paint Protection Film—Genuine Toyota Paint Protection Film, made from the highest grade 3M film and designed for the hood and front fenders, helps guard your vehicle from weathering, UV radiation and road debris that can chip and scratch the finish. Constructed from durable, nearly invisible thermoplastic urethane, the clear-coated film helps your Toyota maintain a like-new appearance, while allowing you to clean and maintain your vehicle the same as before.

Part MSRP

\$435.00—475.00*

* Price is dependent on grille; see Accessory Parts Listing



Plug-In Block Heater—The Plug-In Block Heater makes a cold weather start a breeze. A custom-designed system with 400 watts of heating power not only warms a vehicle up quicker but also reduces engine strain and wear. The heater also saves fuel and battery power during start-ups. With the socket conveniently integrated into the front valence, the Plug-In Block Heater has a factory finished look. It comes with both a main 8-foot and spare 18-inch power supply cord, with a 16-foot cord available separately.

Part MSRP

\$160.00

Remote Engine Starter—When outside temperatures dip as low as -30C, enjoy the luxury of having your vehicle ready and waiting with a comfortable vehicle interior temperature. The Remote Engine Starter enables you to start your engine up to 24 meters away (80 feet), activating pre-set air conditioner, heater, and defogger functions (range can be affected by the surrounding environment), creating an ideal cabin temperature when it's time to head down the road.



Coming Early 2014



Running Boards—Not only do the Running Boards assist with entering your Tundra, they also help protect the lower body from road debris. Constructed from highly durable aluminum for corrosion-resistance, they feature a wide-step surface with rubber grommets to help ensure a secure footing. Engineered to mount securely to the Tundra's sides using existing mounting points.

Coming Soon



Security System—Help protect your investment with this Security System. With enhanced sensors, the system detects unauthorized entries and activates an alarm to help deter thieves.

Part MSRP

\$90.00

Side Step Bars - 5" Chrome—Gain easy access into your Tundra while enhancing the exterior appearance. These durable and robust 5-inch Side Step Bars feature dual-moulded, skid-resistant step pads and come in a brilliant chrome finish. Not only does the chrome finish look great, it also provides protection against the elements.



Part MSRP

\$800.00



Side Step Bars - 4" Oval—Gain easy access into your Tundra while enhancing the exterior appearance. These Side Step Bars feature a corrosion-resistant aluminum construction, with a skid-resistant step pad to help ensure secure footing when entering your Tundra.

Part MSRP

\$479.00—625.00*

* Price is dependent on cab configuration; see Accessory Parts Listing



Spare Tire Lock—Secure your spare tire with a precision machined lock constructed of hardened steel with a zinc-nickel plating. It quickly attaches to the spare's crank-down tool receiver mechanism, and the key attaches to the crank-down tool in your Tundra tool kit.

Part MSRP

\$48.00

Towing Hitch (for 4.6L models)—This Towing Hitch system is specifically manufactured for the Tundra 4.6L models, and has been engineered to obtain the vehicle's safest maximum tow rating. For ease of use, the Towing Hitch Platform has been custom designed to accommodate the height of the vehicle with conventional towing. All Toyota Hitch Systems are e-coated and powder coated to prevent rust and corrosion and they are designed to meet or exceed all industry towing standards.



Coming Soon



Towing Hitch Ball (2" & 2 5/16")—The Towing Hitch Ball is designed and tested to meet your Tundra's towing specification and quality standards.

Part MSRP - 2"

\$17.00

Part MSRP - 2 5/16"

\$26.00



Towing Mirrors—When towing a boat or trailer, rear visibility is everything. The Towing Mirrors help with visibility by being able to extend 4" to provide an even wider rear field of vision. They also feature integrated turn signals to help make your signaling more visible to other drivers.

Part MSRP

\$420.00



TRD 17" Forged Off-Road Alloy Wheels—Lighter than their cast counterparts, forged wheels have a higher strength-to-weight ratio, helping keep corner weight down while maintaining unsprung weight specifications—making these TRD 17" Forged Off-Road Alloy Wheels the ideal upgrade to factory wheels. The wheels feature a six-spoke design, gunmetal grey painted finish and beadlock styling. TRD lug nuts are required.

Part MSRP

\$400.00 per wheel

TRD Dual Exhaust—Upgrade your Tundra's performance as well as its appearance. Constructed of durable 304 stainless steel, this dual exhaust system helps reduce back pressure for improved horsepower and enhanced low- to mid-range torque. It uses the factory hangers for installation and features side exit polished tips, each with a stamped TRD logo.



Part MSRP

\$1,100.00



TRD Forged Aluminum Oil Cap—Manufactured from forged, highly polished billet aluminum, the TRD Oil Cap features a red on black TRD logo to customize the engine compartment with a high-tech, race-inspired appearance. It's finished with a high-luster coating to maintain its appearance for years to come.

Part MSRP

\$60.00



TRD Oil Filter—Spoil your Tundra with premium engine protection, courtesy of the TRD Oil Filter. TRD Oil Filters use a 100% synthetic fiber filtration medium to provide the highest possible dirt removal efficiency, along with the lowest possible flow restriction.

Part MSRP

\$20.00

TRD Rear Sway Bar—Engineered by TRD to enhance the vehicle's handling characteristics, the Rear Sway Bar provides a flatter, more stable cornering stance. Constructed of high-quality spring steel, the Sway Bar features a gloss red powder coat finish that resists corrosion and protects against road damage, while providing a striking visual enhancement to the vehicle.



Part MSRP

\$300.00

Accessories from 2013 Tundra no longer offered for 2014 Tundra:

Accessory	Comment
Blu Logic Bluetooth	Standard in all models
Skid Plate	Accessory discontinued
TRD Performance Suspension (4x2)	Accessory discontinued