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Toyota Tacoma: Dominating the Midsize Pickup Segment



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2024 Toyota Tacoma

In the realm of midsize pickups, the 2024 Toyota Tacoma stands tall, ready to defend its dominance against formidable rivals. Toyota's latest offering boasts a redesigned look, an optional hybrid powertrain, enhanced ride quality, and an impressive technological upgrade, signaling its determination to maintain its stronghold in this crucial segment.

For Toyota, no nameplate in their U.S. lineup carries as much significance as the Tacoma. Not only does it contribute significantly to sales, but it has also consistently outperformed its competitors, although its grip on the market has slightly loosened in recent years.

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With the arrival of the revamped 2024 Toyota Tacoma at dealerships across the United States this year, the Japanese automaker aims to brush off the competition posed by the improved offerings from Detroit's Big Three. Equipped with a new hybrid powertrain, a broader range of off-road trims, increased storage capacity, and cutting-edge technology, the Tacoma is ready to reaffirm its dominance.

Midsize Pickup Sales in 2022 in the US		
Make	Model	Sales
Toyota	Tacoma	237,323
Chevrolet	Colorado	89,197
Jeep	Gladiator	77,855
Nissan	Frontier	76,183
Ford	Ranger	57,005
Honda	Ridgeline	42,762
GMC	Canyon	27,819

The Revamped 2024 Toyota Tacoma: Upgrades and Innovations

At its peak in 2013, Tacoma commanded an astounding 65.1 percent share of the midsize pickup segment in the U.S. However, as other automakers shifted their focus to more profitable full-size pickups, Toyota's dominance faced a growing challenge. By 2022, Tacoma's segment share had diminished to 39 percent, a significant drop from its previous glory days.

Steve Gates, the president of the Toyota National Dealer Advisory Council, enthusiastically praised the reimagined Tacoma, claiming it to be superior to the renowned Tundra. Gates firmly expressed his confidence, stating that Toyota would maintain its sales dominance. He acknowledged the potential challenges posed by GM and Ford, who might offer significant incentives, but he remained certain that loyal Tacoma owners would stay true to the brand.

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The enduring popularity of the Tacoma can be attributed to Toyota's renowned commitment to delivering quality and reliability in the truck market. Gates emphasized that the Tacoma's top position is not solely based on price or technology but on the consistent reputation of being the best. He further highlighted that the new Tacoma surpasses its predecessors, solidifying its position as the leader in its segment.

Toyota actively engaged its dealers in the development of the redesigned Tacoma, recognizing the value of their input and collaboration. Dave Christ, the head of the Toyota Division of Toyota Motor North America, acknowledged the significant contributions made by the dealers. He affirmed that they were included in the process of designing and engineering the truck, ensuring that all the requirements and expectations of the segment were met successfully.

Christ has high expectations for the latest Tacoma, based on the positive reception of the redesigned Tundra introduced two years earlier. Taking inspiration from the remarkable leap forward achieved in the new Tundra, he believes that the dealers will share a similar sentiment with Tacoma. While acknowledging the current Tacoma's continued success and strong sales, Christ described the upcoming model as truly exceptional, using the term "badass" to convey its impressive advancements and appeal.

The retooled Tacoma, serving as the third member among the quartet of body-on-frame vehicles making the transition to Toyota's new F1 platform, represents a golden opportunity for the automaker to harness advancements and invaluable insights gained from the redesigned Tundra full-size pickup and Sequoia large SUV. With the forthcoming redesigned 4Runner midsize SUV completing Toyota's prestigious lineup known as the "Four Brothers," the stage is set for a remarkable showcase of automotive innovation and excellence in the years to come.

One of the most significant changes in the Tacoma's redesign is a downsizing of the powertrain, accompanied by suspension enhancements. The current V-6 engine is replaced with a standard turbocharged 2.4-liter four-cylinder engine, delivering up to 278 horsepower and 317 pound-feet of torque. An optional hybrid variant generates an impressive combined output of 326 horsepower and 465 pound-feet of torque.