

Toyota Highlander: The Ultimate Family Midsize SUV

Overview

The Toyota Highlander is a spacious and feature-rich midsize SUV, designed to cater to large families and long-distance travelers. With three rows of seating, advanced safety features, and hybrid options, it's a top choice for those seeking comfort and reliability.

Engine Options

- 3.5L V6 Gasoline Engine**
 - Power Output:** 295 HP
 - Transmission:** 8-speed automatic
 - Key Feature:** Strong towing capability and smooth acceleration
- 2.5L 4-Cylinder Hybrid Powertrain (HEV)**
 - Power Output:** 243 HP (combined)
 - Transmission:** Electronically Controlled CVT (eCVT)
 - Key Feature:** Excellent fuel efficiency for a three-row SUV

Key Features

Safety

Toyota Safety Sense (TSS) 2.5+:

- Pre-Collision System with Pedestrian Detection
- Lane Departure Alert with Steering Assist
- Adaptive Cruise Control
- Lane Tracing Assist

Comfort and Technology

- Available 12.3-inch touchscreen infotainment system
- Wireless Apple CarPlay and Android Auto compatibility
- JBL premium audio system with 11 speakers
- Optional second-row captain's chairs for added comfort

Design

- Sleek, aerodynamic exterior with bold grille design
- LED headlights and taillights
- Panoramic moonroof and hands-free power liftgate

Fuel Efficiency

- Gasoline Engine:** ~21 MPG (city) / ~29 MPG (highway)
- Hybrid Powertrain (HEV):** ~36 MPG (city) / ~35 MPG (highway)

Pricing

- Base Model (L):** Starting at \$37,000
- Mid-Level Trim (XLE):** Starting at \$42,000
- Premium Trim (Platinum):** Starting at \$50,000
- Hybrid Variants:** Starting at \$41,000

Ideal Customer

- Large Families:** Spacious seating for up to 8 passengers
- Eco-Conscious Drivers:** Hybrid models offer exceptional fuel savings
- Road Trip Enthusiasts:** Ample cargo space and premium tech for long drives

Competitor Comparison

Toyota Highlander vs. Honda Pilot

- Highlander offers a hybrid option, while Pilot focuses solely on gasoline engines
- Highlander's interior feels more upscale with larger tech displays

Toyota Highlander vs. Ford Explorer

- Explorer provides sportier engine options, but Highlander excels in reliability and hybrid efficiency

Sales Strategies

- Promote Hybrid Efficiency:** Especially appealing to eco-conscious families
- Emphasize Comfort and Safety:** Ideal for family buyers prioritizing these aspects
- Highlight Tech Features:** Draw attention to the large touchscreen and premium audio system

FAQs

- What is the towing capacity of the Toyota Highlander?**
Gasoline models can tow up to 5,000 lbs, while hybrid models tow up to 3,500 lbs
- Does the Toyota Highlander have AWD?**
Yes, AWD is available on select trims for both gasoline and hybrid variants

Quick Reference Cheat Sheet

Feature	Gasoline Models	Hybrid Models (HEV)
Engine Output (HP)	295	243 (combined)
Transmission	8-speed automatic	eCVT
Fuel Efficiency (MPG)	21/29	36/35
Seating Capacity	7-8 passengers	7-8 passengers
Starting Price (USD)	\$37,000	\$41,000