

Toyota Owner Benefits 2025

Toyota Provides the MOST VALUE to lower YOUR Cost of Ownership

AAA NEWSROOM

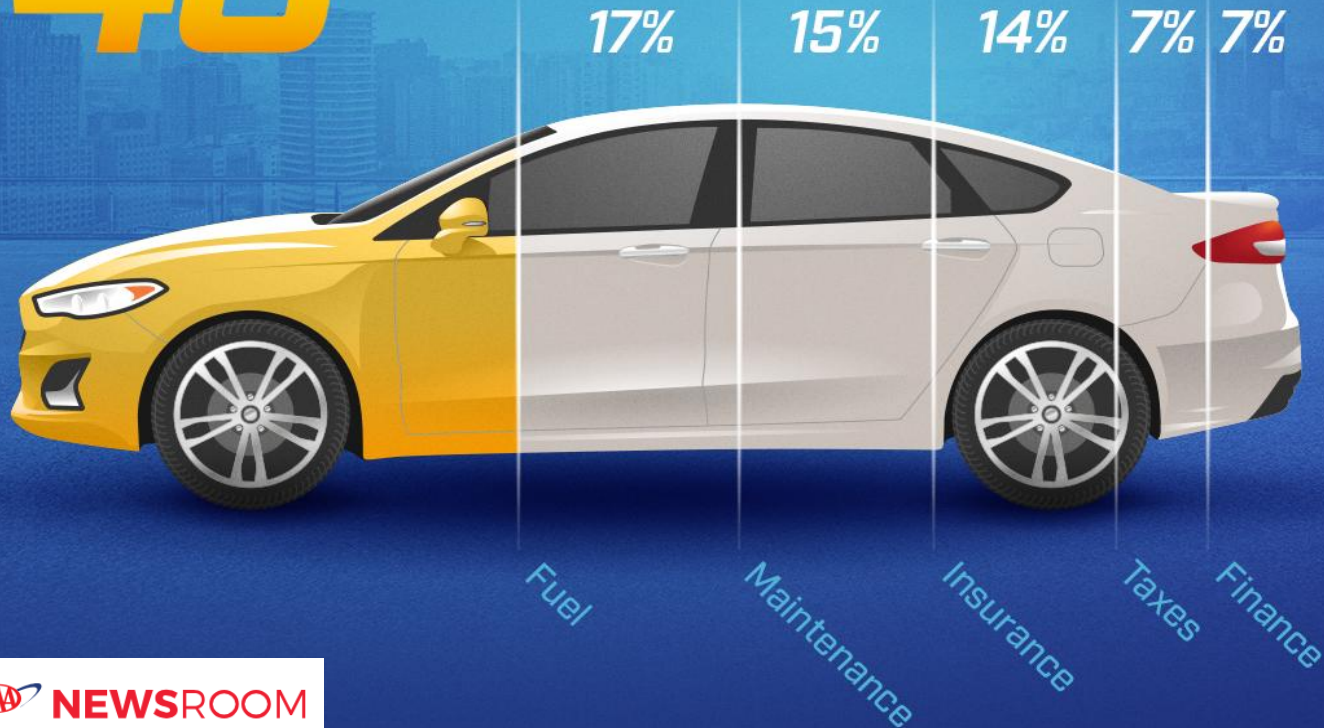
\$12,297

THE COST TO OWN AND
OPERATE A NEW VEHICLE



YOUR DRIVING COSTS 2024

Depreciation
40%



AAA NEWSROOM

2025

KELLEY
BLUE BOOK
OFFICIAL GUIDE

Best Resale Value Awards



Best Brand: Toyota

Toyota earns the Best Brand title for the eighth time in nine years with seven category wins.



2025 Toyota Tacoma

Resale Value: 64.1%

Type: Midsize Pickup Truck

#1



2025 Toyota Tundra

Resale Value: 60.9%

Type: Full-Size Pickup Truck

#3



2025 Toyota 4Runner

Resale Value: 60.0%

Type: Off-Road SUV

#4



2025 Toyota RAV4 Plug-in Hybrid

Resale Value: 54.0%

Type: Plug-in Hybrid



2025 Toyota Grand Highlander

Resale Value: 51.3%

Type: Midsize SUV



2025 Toyota Sienna

Resale Value: 47.3%

Type: Minivan



2025 Toyota Sequoia

Resale Value: 45.8%

Type: Full-Size SUV



Best Resale Value Top 10 for 2025

Rank	Model	5-Year Resale Value
1	2025 Toyota Tacoma	64.1%
2	2025 Chevrolet Corvette	61.0%
3	2025 Toyota Tundra	60.9%
4	2025 Toyota 4Runner	60.0%

Industry Average Is 42.4%

8	2025 Toyota RAV4	53.9%
9	2025 Porsche 911	53.8%
10	2025 Toyota GR Supra	53.7%

CAR MATH:

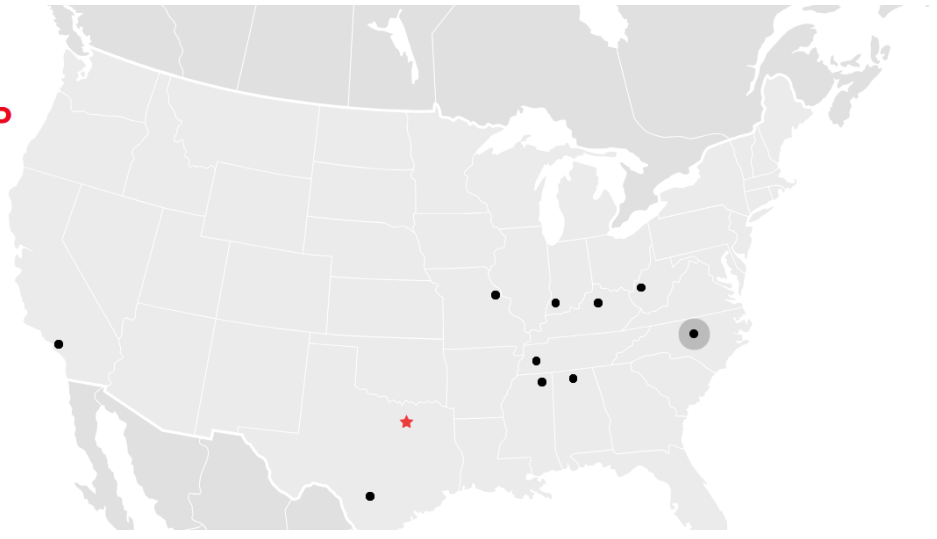
\$48,699 – Average Cost

\$48,699 – 64.4% = \$31,362

\$48,699 – 42.4% = \$20,648

Resale Difference = \$10,714

After 5 Years 75K Miles.











Toyota is deeply invested in the U.S., with nearly 50,000 employees working in 11 plants, including a joint venture with Mazda in Alabama. Since 2018, Toyota has invested \$25 billion in American manufacturing and another \$28.5 billion to support our growing network of domestic suppliers. Over 50 percent of vehicles sold in the U.S. are assembled here and nearly 80 percent of vehicles we sell in the U.S. are assembled in North America. The West Virginia plant’s production supports Toyota’s facilities in Kentucky, Indiana, Alabama and Canada.

★ NORTH AMERICAN HEADQUARTERS
● MANUFACTURING LOCATION



AMERICAN-MADE
INDEX

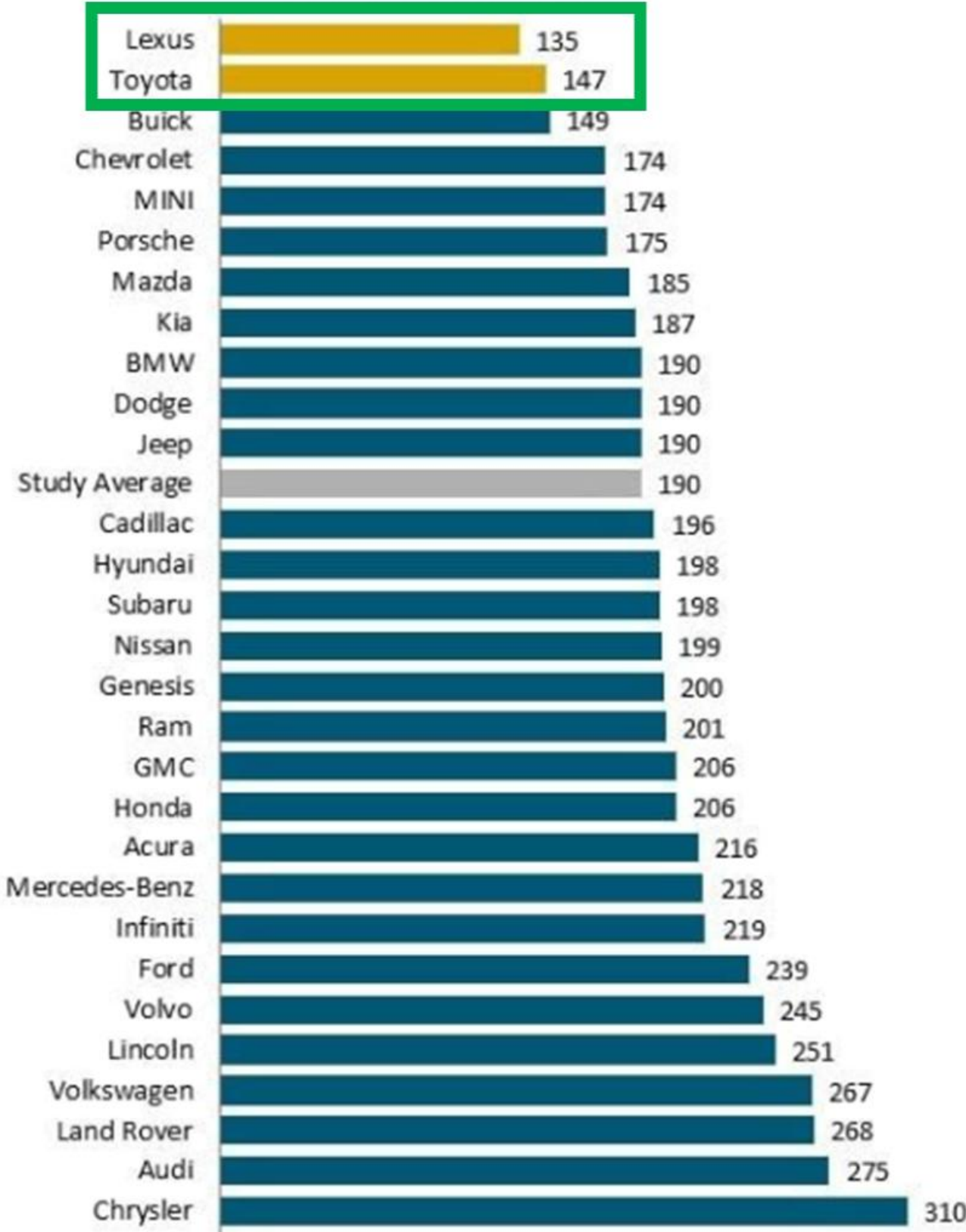
2024 Rankings

20		Tundra	Pickup Truck	ICE	
43		1500	Pickup Truck	ICE	
58		F-150	Pickup Truck	ICE	
89		Silverado 1500	Pickup Truck	ICE	

J.D. Power
2024 U.S. Vehicle Dependability StudySM

Brand Ranking

Problems per 100 Vehicles (PP100)



Compact Car

Highest Ranked: Toyota Corolla

- Honda Civic
- Toyota Prius

Midsize Car

Highest Ranked: Toyota Camry

- Chevrolet Malibu
- Hyundai Sonata

Midsize SUV

Highest Ranked: Toyota 4Runner

- Jeep Grand Cherokee
- Toyota Venza

Large Light Duty Pickup

Highest Ranked: Toyota Tundra

- GMC Sierra
- Chevrolet Silverado

Midsize Pickup

Highest Ranked: Toyota Tacoma

- Chevrolet Colorado
- Ford Ranger

The Longest-Lasting Cars, Trucks and SUVs To Reach 250,000 Miles and Beyond

These 30 vehicles have up to a 36 percent chance of reaching a quarter million miles

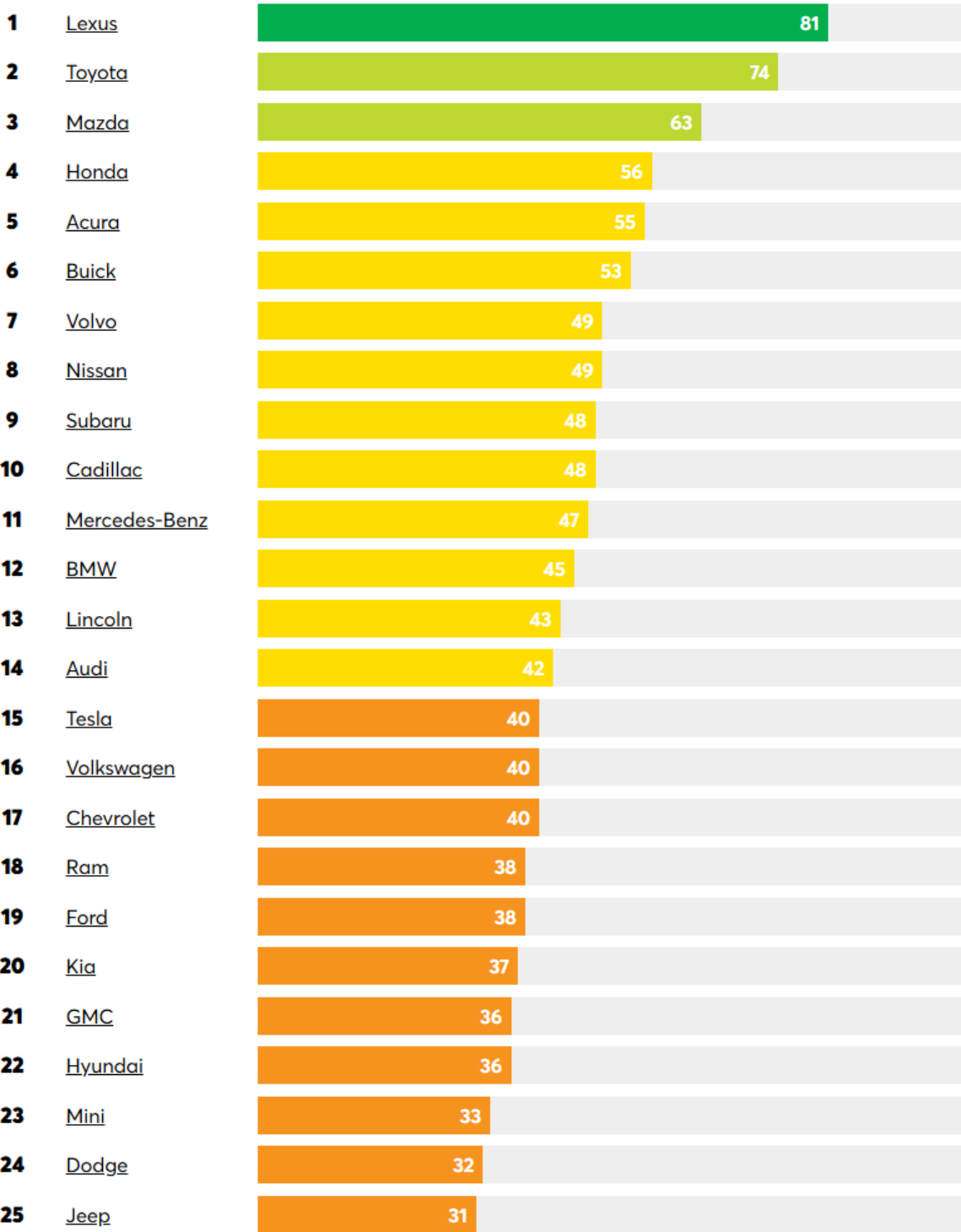
Highlights:

- The Toyota Tundra is the longest-lasting vehicle, with the Sequoia, 4Runner, Tacoma, and Highlander Hybrid occupying the other top five slots
- Toyota is the longest-lasting brand, making up nine of the 30 longest-lasting models



Which Brands Make the Best Used Cars?

Consumer Reports' ranks 26 car brands based on the reliability of their 5- to 10-year-old models



RANK	BRAND	RELIABILITY VERDICT
1	Lexus	81
2	Toyota	74

TOYOTA MODELS

- [4Runner](#)[Avalon](#)[Avalon Hybrid](#)[Camry](#)[Camry Hybrid](#)[Corolla](#)
- [Corolla Hatchback](#)[Corolla Hybrid](#)[Highlander](#)[Highlander Hybrid](#)[Prius](#)
- [Prius C](#)[Prius Prime](#)[Prius V](#)[RAV4](#)[RAV4 Hybrid](#)[Sienna](#)[Tacoma](#)
- [Tundra](#)[Venza](#)

10 Least Reliable Cars

The Dishonorable List:

2024	2025
Model	Model
Jeep Wrangler 	Volkswagen ID4
Jeep Grand Cherokee	Genesis G70
VW Jetta	Ford F-150 Lightning
Nissan Frontier 	Jeep Wrangler 
Jeep Grand Cherokee L	Nissan Frontier 
Rivian R1T	Jeep Grand Cherokee
Volvo XC60	Ford Escape Hybrid
Ford F-150 Hybrid 	Rivian R1 T
Volkswagen Taos	Chevrolet Colorado / GMC Canyon 
Chrysler Pacifica Hybrid	Ford F-150 Hybrid 
#10	
#9	
#8	
#7	
#6	
#5	
#4	
#3	
#2	
#1	



We are a nonprofit scientific and educational organization dedicated to making roads and vehicles safer for everyone.

2025 criteria

2025

TOP SAFETY PICK+

G

Good rating in the small overlap front test

G

Good rating in the updated moderate overlap front test

G

Good rating in the updated side test

A


G

Acceptable or good headlights standard

A


G

Acceptable or good in the pedestrian front crash prevention test




TOP SAFETY PICK+

2025 Toyota Prius 4-door hatchback




TOP SAFETY PICK+

2025 Toyota Camry 4-door sedan




TOP SAFETY PICK+

2025 Toyota bZ4X 4-door SUV




TOP SAFETY PICK+

2025 Toyota Tundra crew cab pickup




TOP SAFETY PICK

2025 Toyota Corolla 4-door sedan




TOP SAFETY PICK

2024-25 Toyota Crown 4-door sedan




TOP SAFETY PICK

2025 Toyota Crown Signia 4-door SUV




TOP SAFETY PICK

2024-25 Toyota Highlander 4-door SUV



TOP SAFETY PICK

2024-25 Toyota Sienna minivan



TOP SAFETY PICK

2024-25 Toyota Tacoma crew cab pickup

2025

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