



CROWN



DESIGN

Sleek Sophisticated Style

From the prominent raised profile to the minimalist aesthetic throughout, The Crown conveys a quiet, confident quality in every detail. Toyota Crown is a distinctly crafted sedan unlike anything you've seen before. The sophisticated Crown has been engineered to ensure both driver and passenger enjoy a comfortable sanctuary on the road.



Refinement reimagined

Toyota Crown is a dynamic combination of elements: the executive styling of a premium sedan, the flowing shape of a sport car, and the elevated cabin of an SUV. A cut above the familiar, Toyota Crown takes the premium sedan category into an entirely new direction.

An image of innovation.

Meet the all-new 2023 Toyota Crown. This reimagined sedan breaks every convention in the book and does so in a bold and fearless fashion. The first thing you and everyone will notice is its unmistakable design. By taking a dynamic combination of elements from a premium sedan, sports car and SUV, you end up with a distinctly crafted look that's anything but stereotypical. Toyota Crown is ready to usher in a new era of refinement.

Underneath Toyota Crown's captivating design is an all-new Hybrid powertrain. This engine and electrified system come

equipped with a high-output, water-cooled rear motor that delivers incredibly powerful and smooth linear acceleration. The moment you press down on the pedal, Toyota Crown's exhilarating throttle response energizes you. And when driving through less than perfect road conditions, Toyota Crown's sophisticated standard All-Wheel Drive (AWD) system gives you the grip and stability to power through with confidence. All together, every element of Toyota Crown's advanced engineering puts this sedan a cut above the competition.



Eye-Catching Alloy Wheels

The large - diameter 19" Alloy Wheels give life to the appearance and performance.

Captivating from all angles.

Toyota Crown's magnetic look is unlike anything you've seen before. With 5.8-in. of ground clearance, its elevated cabin sits higher than traditional sedans. And its sleek and aerodynamic shape gives Toyota Crown a look that immediately catches your eye.

Prominent profile

Crafted with striking elements that won't interrupt the sleek and aerodynamic stance. The strong lines flow the headlights to the tail lamps to emphasize the dignified appearance.



Premium alloy wheels

Strong and lightweight, Toyota Crown's alloy wheels improve both handling and acceleration, and play a pivotal role in defining its striking silhouette. For a sleek and sophisticated look standard 19-in. alloy wheels elegantly complement this sedan's dynamic style.



Disruptive design

Toyota Crown is redefining premium style. At first glance, its dynamically proportioned design gives it an elegant and streamlined appearance. And the sharp line of the Daytime Running Lights emphasize its contemporary grille, while its refined taillight flows across the rear to complete this sedan's bold all-new design.



Bi-tone exterior

All the components in Toyota Crown Platinum's daring design work together to make one clear argument: This premium sedan was crafted to stand out. With an available bi-tone finish that extends from the hood to the rear, Toyota Crown commands attention on every occasion.

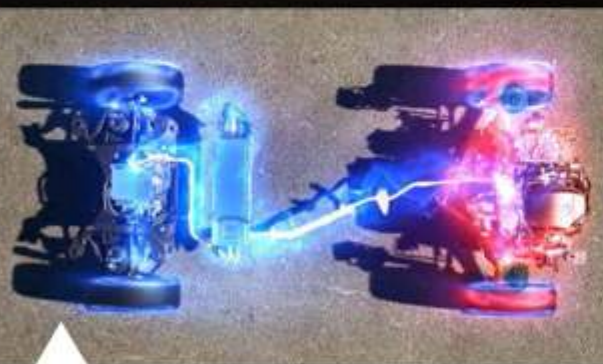
PERFORMANCE

Electrified

Engineered for excitement, Toyota Crown is most alive going full force. Whether you're merging onto the freeway or driving down city streets, the second you feel Toyota Crown's electrified power, you're ready to take on the day.

Driving confidence

Toyota Crown's standard All-Wheel Drive (AWD) system automatically supplies power to the rear wheels to help improve traction. The all-new hybrid powertrains use Electronic On-Demand All-Wheel Drive to send up to 80% of power to the rear wheels for more muscle, or automatically operate in FWD mode to help optimize fuel efficiency.



All-new Hybrid powertrain

This available powertrain pairs Toyota Crown's 2.5L engine with electric motors — generating an exceptional 236 hp combined net horsepower. The dynamic placement of the electric motors between the engine and transmission allows for power to be transferred without any lag.

Hybrid power and efficiency

Toyota Crown is equipped with a highly efficient hybrid system that features a newly developed, high-output bipolar nickel-metal hydride battery. Toyota Crown's remarkable combination of power and efficiency raises the bar for its class.



PERFORMANCE

Electrifying Exhilaration

Three grades. Two electrified powertrains. One smooth performer. The all new 2023 Toyota Crown offers responsive performance with enhanced fuel efficiency in both its Toyota Hybrid system. Built on Toyota's GZ-K platform (TNGA-K) to ensure you'll enjoy every inch of the road in sleek comfort.

Toyota Hybrid System

The XLE and Limited feature the fourth generation Toyota Hybrid System. A high-efficiency 2.5 litre DOHC four cylinder engine combined with two electric motors and directed by the electronically controlled Continuously Variable Transmission (eCVT) maximizes both fuel consumption and output.



2.5L

TOYOTA HYBRID SYSTEM

4

CYLINDERS

236

HORSEPOWER

ECVT

TRANSMISSION

5.7L/100KM*

(CITY/HWY COMBINED)



HYBRID SYSTEM

The hybrid system combines an inline four-cylinder engine, the latest e-Axle electric powertrain for high driving torque, and a newly developed bipolar nickel-hydrogen battery — all of which have been combined for the first time by Toyota. The TNGA platform provides a lightweight and well-balanced high-rigidity body for a smooth ride with minimal vibration for easy driving.

ENGINE

Powerful & Efficient

The first comes at you with a smooth 236-horsepower output, backed by a balanced 2.5-liter four-cylinder engine and three electric motors. As a result, every 2023 Toyota Crown also offers you standard AWD for precision and confidence.

INLINE 4

CYLINDERS

16

VALVES

DOHC

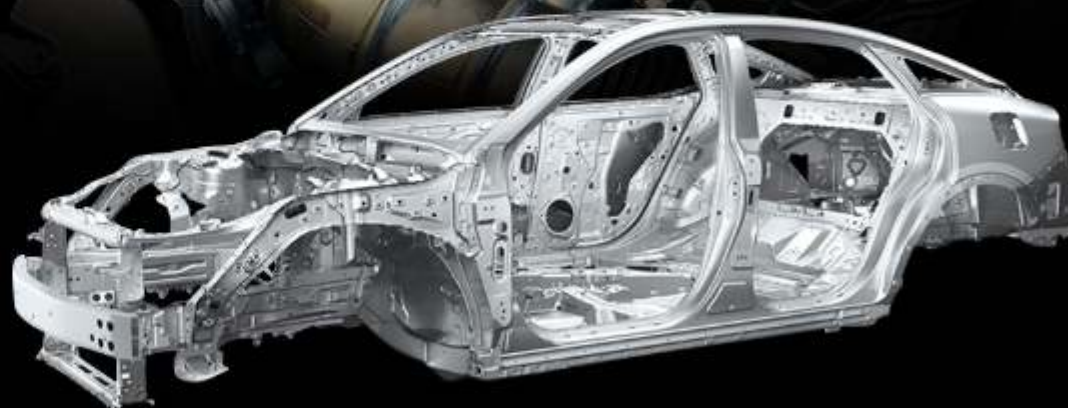
CAM TYPE

STANDARD

DUAL FUEL INJECTION

e-CVT

CONTINUOUSLY
VARIABLE
TRANSMISSION



HIGH-RIGIDITY BODY

Each platform is based on a standardized seat height that allows for sharing of key interior components such as steering systems, shifters, pedals, seat frames and airbags. These components are often less visible, allowing for cars that share platforms to have unique interiors. Compared to Toyota's older platforms, TNGA costs 20 percent less to produce while offering increased chassis stiffness, lower centers of gravity for better handling and lower hood cowl for better forward visibility.

Standard All-Wheel -Drive

All Crown models are equipped with an innovative Electronic on-demand AWD system for added confidence no matter that the conditions. On the XLE and Limited the standard AWD uses a separate rear-mounted electric motor to power the rear wheels when needed.



PLATINUM REAR eAXLE

On the Platinum grade the Full-time Electronic AWD adds a rear wheel eAxle, with a high-output water cooled motor. It directly transmits engine torque, creating a sense of linear acceleration that grows rapidly with every press on the throttle.



SUSPENSION SYSTEMS

Crown boasts exceptional ride comfort and straight-line stability that to a MacPherson-type strut in the front and newly developed multilink rear suspension in the rear



TNGA-K PLATFORM WITH ACTIVE NOISE REDUCTION

The high-strength TNGA-K platform is your first defense against noise reduction. A lifted stance and large tires are combined with strategic insulation and suspension tuning to reduce road surface disturbances and tire noise even when driving at high speeds. So you can enjoy a conversation as well as your ride

TECHNOLOGY

Tech that feels like second nature.

Toyota Crown's advanced interior offers one incredibly connected driver experience. With an expansive touchscreen display, this intuitive cabin is the definition of driver-centric.

Toyota Audio Multimedia system

Toyota Crown features Toyota's innovative Human Machine Interface (HMI). This advanced system utilizes Toyota Crown's 12.3-in. Toyota Audio Multimedia touchscreen to heighten your interaction through sight, touch and voice activation. Using this intelligent interface, you can see where you're going with turn-by-turn directions, access multimedia functions, and connect your smartphone to enjoy your favorite apps, playlists and podcasts.

INTERIOR

Crafted to the highest standard.

Engineered for excitement, Toyota Crown is most alive going full force. Whether you're merging onto the freeway or driving down city streets, the second you feel Toyota Crown's electrified power, you're ready to take on the day.

First class cabin

Exemplary comfort comes standard on the Crown with an attention to detail inside that pairs perfectly with stylish exterior. The island architecture appeals to the eye with rich, ample space while putting everything within easy reach for high functionality without distracting sight lines.



Heated steering wheel and heated and ventilated seats

With the press of a button, Toyota Crown's available heated steering wheel quickly warms up for elevated driving on cold commutes. This refined cabin also features standard heated front seats and available heated rear seats for added comfort in the winter, while its available ventilated seats help you keep your cool on hot summer days.

Sunroof and memory seats

Enjoy individuality & premium comfort features in the Toyota Crown with multiple seating positions which can be saved for each driver. Along with its electrically adjustable seats and steering wheel, the Toyota Crown also features easy entry & exit.



TECHNOLOGY

CROWNED WITH CONNECTIVITY

With the 12.3" Toyota Multimedia system, standard 12.3" Multi-Information Display, plus available advance technologies like Panoramic View Monitor, Crown lets you do more, see more, and stay connected like never before.

Toyota Multimedia System

12.3" Toyota Multimedia features to help you stay safe and informed while simplifying your everyday life.



INTELLIGENT ASSISTANT

Featuring powerful language processing, you can talk to the virtual assistant in a conversational tone, starting with a simple wake-up phrase like "Hey, Toyota".



WIRELESS CONNECTIVITY

With wireless Apple CarPlay™ and AndroidAuto™ you can use smartphone features in your vehicle. Use your voice or steering wheel controls. Smart. Simple. Wire-free!



BACKUP CAMERA AND AVAILABLE PANORAMIC VIEW MONITOR

For a clear view when reversing, all Crowns come equipped with a standard backup camera. Combine it with available Panoramic View Monitor for 360° views.

TECHNOLOGY

More Features



RAIN-SENSING WIPERS



MULTI-BEAM LED HEADLAMPS



INTERIOR

ELEVATED CABIN WITH MEMORY SEATS

Toyota Crown's driver-focused cockpit creates an instinctual connection between driver and machine. Inside its elevated cabin, Toyota Crown features sophisticated soft-touch materials, elegant bronze-colored details and available leather-trimmed seats. The standard power-adjustable driver's seat dynamically adjusts in 8 different ways—remembering your ideal driving position for enhanced comfort and additional lumbar support. Meticulously crafted to the highest standard, Toyota Crown's premium cabin heightens your senses the moment you get behind the wheel.



MEMORY SEATS

The interior is focused on luxury and comfort, as well as driver- and passenger-friendly functionality. A horizontally integrated display and wrap-around instrument panel and operating equipment creates a functional layout that can be operated intuitively from any seat.



SPACIOUS SITTING

Offering comfort and style, Toyota Crown comes with standard heated front seats with lumbar support for the driver as well as 8-way power adjustments for both driver and front passenger. Standard ventilated front seats and heated rear seats, with mixed leather covering.



DUAL ZONE CLIMATE CONTROL

Dual zone climate control is also standard for all grades. A thin, attractive illuminated control panel runs along the dashboard, just below the multimedia screen, with frequently used functions placed on the lower row keyboard switches.

SAFETY AND CONNECTED SERVICES

Innovation for the unexpected.

Take advantage of smarter and convenient technologies designed to simplify your drive. Toyota Crown gives you peace of mind for wherever your journey leads you.



BLIND SPOT MONITOR WITH REAR CROSS-TRAFFIC ALERT AND SAFE EXIT ASSIST

Standard Blind Spot Monitor (BSM)* with Rear Cross-Traffic Alert (RCTA)* is designed to help look out for you. Blind Spot Monitor warns you when a vehicle in the next lane enters Toyota Crown's blind spot on either side of the vehicle. Safe Exit Assist* uses BSM sensors to detect approaching vehicles. And when you're in reverse, Rear Cross-Traffic Alert helps detect vehicles approaching from either side.



FRONT AND REAR PARKING ASSIST WITH AUTOMATIC BRAKING

When there is a possibility of contact with a stationary object or vehicle, Toyota Crown's available Front and Rear Parking Assist with Automatic Braking (PA w/AB)* sends audible and visual warnings, and in certain conditions, may automatically apply the brakes.



PANORAMIC VIEW MIRROR

When you're parallel-parking downtown or backing out of a spot in a busy garage, Toyota Crown's available Panoramic View Monitor* uses cameras on the front, sides and rear to display a panoramic overhead view of what's going on around you.

*subject to features and local specifications

Non-contrattual images. Cinescopio di autoriproduzione vietata senza permesso.



Non-contrast images. Click to view local dealer brochure for features and specifications.



WI-FI CONNECT

Turn Toyota Crown into a hotspot. With an active Wi-Fi Connect trial or subscription,* you can easily connect up to five devices. And depending on your existing mobile provider, you can add the Wi-Fi Connect subscription to your current mobile plan. We'll even include a three-month trial to get you started.

*subject to features and local specifications

Check Parking Space



Check Surroundings for safety

AVAILABLE INTUITIVE PARKING ASSIST WITH AUTO BRAKING

Take the guesswork out of the parking. Standard on Platinum models, Intuitive Parking Assist helps you steer, accelerate, brake and shift into and out of the perfect parking position every time.



P 3D



AUDIO MULTIMEDIA

AMPLIFY YOUR DRIVE

Start your workday on a high note. Toyota Crown's Premium Audio system includes a newly designed technology, delivering an exceptional listening experience for everyone inside the cabin.



WIRELESS APPLE CARPLAY®

Apple CarPlay® is a smarter, safer way to use your iPhone® while driving. Just sit inside Toyota Crown, and your compatible iPhone® wirelessly brings your favorite apps, maps and music onto the multimedia display. You can get directions, make calls, send and receive messages, and listen to music, all while staying focused on the road.



APPLE MUSIC®

Built-in Integrated Streaming with Apple Music® lets you stream over 100 million songs and 30,000 playlists ad-free — right from your touchscreen display. Just have Apple Music® and Toyota Wi-Fi Connect subscriptions, and you're good to go.



WIRELESS ANDROID AUTO™

Connect your Android™ phone, then hit the road. Get all your favorite maps, media and messaging apps on your Toyota Crown's screen display. Talk to Google on Android Auto™ to easily get directions, send messages, control media and more. Just say, "Hey Google" to get started.

*subject to features and local specifications

TOYOTA CROWN TRIMS



Leather shown in Black



Leather shown in Macadamia

TOYOTA CROWN WHEELS

19-in.

Multi-spoke machined-finish
two-tone alloy wheels



COLORS

SINGLE TONE



MAGNETIC GRAY METALLIC



HEAVY METAL



OXYGEN WHITE



BLACK



SUPERSONIC RED



BRONZE AGE

COLORS

BLACK BI-TONE



Oxygen White with Black bi-tone, Supersonic Red with Black bi-tone, Heavy Metal with Black bi-tone, Bronze Age with Black bi-tone.



CROWN

GRADE	Body Type	Engine	ccm	System output (HP/kW)	Torque (Nm)	Transmission
CROWN 2.5L HEV	Crossover	2.5L Dual-injection with VVT-iE	2487	236/176	221@3600-5200	CVT

INTERIOR:

12.3" Infotainment screen
 Apple Car Play Android Auto
 6 Speakers
 Bluetooth Wireless Phone Connectivity
 Wireless voice assistant
 Leather Steering Wheel
 Heated Steering Wheel
 Dual Zone Automatic Climate Control with Eco Mode
 Wifi Receiver
 5 USB Charging Ports (4 Type & 1 USB)
 Power socket 12V
 Leather Shift Knob
 Bucket Front Seats
 Leather Seats
 Heated & Ventilated Seats
 Folding rear seats 40/60
 Rear air vents
 8-Way Power Driver Seat power adjustment
 Leather center consol, armrest and storage
 Front & Rear Cupholders
 Sunroof with power sunshade
 Driver Foot Rest
 Vanity Mirror with light (Driver & Passenger)
 Reading lights front & rear
 Day-Night Auto-Dimming Rearview Mirror
 Illuminated Footwell
 Illuminate glove box
 Sunvisor with extension

EXTERIOR:

LED Daytime Running Lights
 LED Rear Combination Lights
 Power Adjustable & Auto closing door
 Mirrors with puddle lights
 Remote boot open switch
 LED Automatic High Beam Headlamp

SAFETY:

7 Airbags (SRS)
 (Curtain, Side & Knee (Driver)
 Front & Rear Parking Sensors
 Reverse Camera
 Rear Window Defogger
 Door mirror Defogger
 Rain Sensing variable intermittent wipers
 Vehicle Stability Control (VSC)
 Traction Control System (TRAC)
 Electronic On-Demand AWD Rear Differential
 Electronic Parking Brake with Brake Hold
 Power window with auto up/down with jam protection
 Tire Pressure Monitor System (TPMS)
 ISOFIX
 Hands-free Power Trunk Door (with jam protection function and stop)

TECHNICAL:

Power Steering (Electric)
 Tilt & Telescopic steering wheel with driver easy exit

TECHNICAL:

Steering Wheel Controls (Audio, MID, Cruise)
 Cruise control
 Push start system
 Smart entry and start system (Keyless)
 Power Door Locks w/Autolock Feature
 e-Four AWD
 3-mode switch (ECO, Normal, Sport)
 EV Mode
 TRC-off switch
 Alloy rim 225/55R19
 Luggage Capacity: 450L (with seats up)

DIMENSIONS:

Overall Width: 1840 mm
 Overall Length: 4980 mm
 Overall Height: 1540 mm
 Min.ground clearance: 139 mm
 Min.turning radius (tyre): 5.4 mm
 Fuel tank capacity: 55L

ELECTRIC MOTOR:

Power output - rear 54HP (40KW)
 Torque - rear 89 LB.-FT.(121 N.M)
 Torque - front 149LB.-FT.(202 N.M)
 Power output - front 118 HP (88KW)



SCAN TO DOWNLOAD
TOYOTA APP

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