

TOYOTA

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Accessories That Enhance Your Customers' Driving Experience



The Genuine Toyota Tundra Molded-In Color Thermoplastic Tonneau Cover

Tundra Tough, Family Friendly

The beauty of the Tundra is its adaptability. Work or play, on-road or off, you can count on Tundra for its comfort and capability. And the Toyota tonneau cover is the ultimate finishing touch—enhancing appearance, amplifying functionality and increasing security.

Strong and stylish, the Genuine Toyota Tonneau Cover provides Tundra owners with easy truck bed access, keeping cargo sheltered and safe, while optimizing overall vehicle versatility. The Toyota tonneau cover is lightweight, yet extra tough, and features an advanced, honeycomb-layered composite construction ensuring a highly durable tonneau cover. And, when needed, it can be easily removed for a fully accessible open bed.

It's exactly what every Tundra—and its owner—deserves.



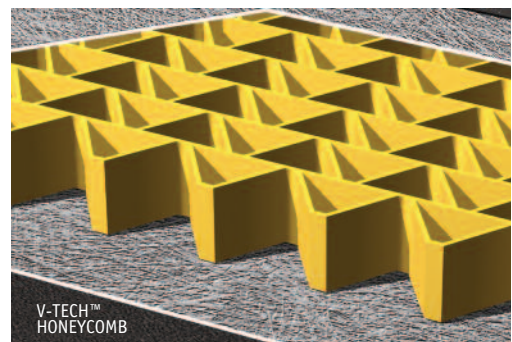
ACCESSORIES

More Than Just a Pretty Face

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Given that the Tundra isn't just any truck, it deserves more than the typical tonneau cover. To that end, the Genuine Toyota Tonneau Cover is the first cover of its kind to combine thermoplastic high-strength, lightweight construction with an interior surface that's free of ribs and braces, plus an ultra-smooth underside surface that actually increases cargo capacity.

Exclusive V-Tech™ honeycomb composite core provides the superior strength and rigidity. In fact, the Toyota tonneau cover is capable of withstanding 1,400 pounds. At the same time, it's more than 15 percent lighter than conventional fiberglass covers. What's more, the Toyota tonneau cover is equipped with a weather-resistant sealing system that helps prevent leakage and other concerns common to conventional covers. And to ensure it would perform with all the strength and endurance Tundra owners expect, the Toyota tonneau cover was subjected to more than a dozen rigorous OEM tests addressing virtually every key feature and function. The testing process ranged from impact testing to affirming that the cover won't crack, deform or leak.



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The Top Ten Reasons to Buy a Toyota Tonneau Cover

As User-Friendly As It Gets

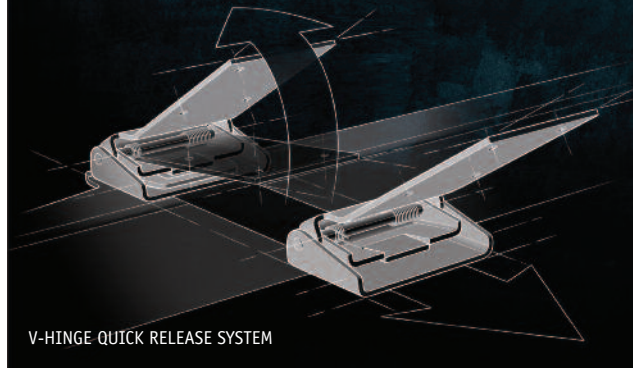
The Toyota tonneau cover is about as user-friendly as you can get. For starters, an advanced (no-drill) installation and attachment system makes it simpler and faster to install than any other rigid cover. And because there's no need for drilling into the truck bed, choosing the Toyota tonneau cover goes a long way toward protecting the Tundra owner's investment—and warranty. Once installed on the Tundra, the Toyota tonneau cover is easy to remove. So, if you have been recruited to help your next-door neighbor pick up his new washer and dryer, you can remove it in less than 30 seconds.

But that's only the beginning. The Toyota tonneau cover includes a variety of premium features designed to make life easier for Tundra owners. For example, a customer-friendly, center-mount lock entry system ensures quick access to the truck bed. Simply turn the key and the tonneau pops open, making it easily accessible even with the use of just one hand. Even better, that ease of access is accompanied by the peace of mind inherent to a center-mount system with a dual latching system to help ensure cargo security. The Toyota tonneau cover's smooth interior surface allows for Tundra owners to enjoy increased space for cargo in their truck bed. By the way, the tonneau is easy to close, too.

Then there's the dual gas struts and patented V-Hinge™ quick-release system that enables the Toyota tonneau cover to be quickly detached and removed with no tools required. Re-installing is accomplished with equal ease—just a single, quick “click” that's as simple as fastening a seatbelt. Instead of the heavy lifting and risk of damage associated with removing and replacing a conventional fiberglass tonneau, two people can remove or re-install the Toyota tonneau cover in less than 30 seconds. So there's never any hassle involved if an impromptu occasion arises when full truck bed access is needed. On or off—it's no problem with the Toyota tonneau cover

As an added customer convenience, a unique LED light (with replaceable batteries) is installed on the underside of the Toyota tonneau cover. Featuring handy push-button removal, it can be used in place to illuminate the cargo area or removed for use as a handheld light, whenever and wherever it's needed.

1. The cover keeps the cargo secure and protected from theft and the elements, yet easily accessible.
2. The exclusive molded-in color thermoplastic technology provides superior finish quality.
3. Its exclusive V-Tech™ technology provides superior strength and rigidity.
4. It is easy to remove—it can be removed in less than 30 seconds.
5. The sophisticated styling lines enhance the overall appearance of the truck.
6. No-drill installation protects vehicle investment and corrosion warranty.
7. It is a premium accessory that adds to vehicle resale value (TFS lease hard-add value of \$250.00).
8. It adds unprecedented versatility to any Tundra.
9. It has superb durability...it's Tundra tough.
10. The tonneau cover is backed by Toyota's 36-month/3,000-mile basic new-vehicle limited warranty



The New Standard in Tonneau Cover Technology and Quality

Manufactured specifically for the Tundra and designed to reflect the vehicle's unique design cues, the Toyota tonneau cover offers stylish contours and a smooth, high-gloss finish that enhance the truck's already impressive appearance. The tonneau cover's colored surface is 10 times thicker than paint and is color-matched to all 11 Tundra exterior paint colors. The surface is also harder than paint which makes it less likely to get knicks and scratches when stored in common locations, such as a garage. And the exclusive V-Hinge™ quick-release system enables the Tundra owner to detach and remove the Toyota tonneau cover in a matter of seconds for unprecedented versatility and ease of use.

Key Advantages At a Glance

Toyota Molded-In Color Thermoplastic Tonneau Cover



Feature	Function	Benefit	Typical Fiberglass Tonneau Cover
Molded-In Color Thermoplastic Technology	Color-matched to each of the 11 Tundra exterior paint colors	Provides OEM color match with a smooth, high-gloss finish	Traditional paint process can contain flaws like "orange peel," "pits" and "specs"
Patented V-Tech™ Composite Core Construction	Provides premium high-strength, lightweight construction	Can withstand up to 1,400 lbs. and is more than 15% lighter than conventional fiberglass covers	Heavier, which requires more effort to install and to remove once installed on truck
Patented V-Hinge™ Quick-Release Hinge System	Allows for removal and re-installation of tonneau cover from frame in seconds	Unprecedented versatility and ease of removal and re-installation, with no tools required	Typically difficult to remove tonneau cover, offering less flexibility
Dual Gas Struts	Assist with open/close functions and keep the tonneau cover in full open position	Provide ease of opening the tonneau cover and hold the tonneau open while placing or removing cargo from the truck bed	
Center-Mount Locking System	Single location for lock	Keeps cargo safe from theft and does not require multiple steps to lock/unlock the tonneau cover	
Weather Resistant Seal	Protects the truck bed from debris and leakage into the cargo area	Keeps cargo sheltered and safe	
Removable LED Light	Illuminates cargo area or can be removed for use as a handheld light	Handy push-button removal for use whenever and wherever	Not standard, usually only available as an option to add
Sophisticated Exterior Styling Lines	Provides a "finished" appearance to the truck	Enhances the overall appearance of the truck and reflects vehicle's unique design cues	Low, flat profile; aftermarket look
Toyota 36-Month/3,000-Mile New Vehicle Limited Warranty	Warranty will cover Toyota accessories for up to 3 years	Valid at any Toyota dealership nationwide	