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- [ARCTIC TRUCKS TOYOTA LAND CRUISER PRADO - LC250 AT37 HERO \(STILLS\)](#)
- [ARCTIC TRUCKS TOYOTA LAND CRUISER PRADO - LC250 AT37 HERO \(ROLLING\)](#)

THE LEGEND... REDEFINED

With 2025 marking the 40th anniversary of the light duty Prado's introduction into Toyota's global Land Cruiser range, world-renowned extreme mobility vehicle specialists, Arctic Trucks (AT) are poised to redefine 'cool and capable' once again with the reveal of their highly anticipated Land Cruiser 250 / Prado AT37.



Originally founded in 1990 as a special vehicles division of Toyota, the AT37 marks the latest chapter in Arctic Trucks' long-standing association with the leading Japanese automaker's legendary Land Cruiser, which remains an integral part of AT's unparalleled tally of world records and firsts in the harshest environments on earth.

Primarily developed between Arctic Trucks' International (Iceland) and UK divisions, together with Toyota Africa distributor, CFAO, the Land Cruiser 250 / Prado AT37 combines Iceland's deep heritage in off-road vehicle development with world-class expertise from the UK's 'Motorsport Valley', the global centre of motorsport design, development and engineering, and a hub of cutting-edge automotive innovation.

Arctic Trucks International R&D Manager, Freyr Þórsson, said: *“Developing this project in the heart of Motorsport Valley has allowed us to have frequent and direct face-to-face communications with multiple suppliers, and the resulting hands-on development has generated greatly improved performance.”* Arctic Trucks UK Managing Director, Peter Smith, added: *“This collaboration of teams across the Arctic Trucks group has resulted in a vehicle that is truly fit for use in any market. Combining our three decades of off-road expertise with technology and innovation from the UK supply chain has achieved outstanding results and reaffirms our ongoing commitment to delivering complete vehicle solutions for both work and play.”*

Aligned with OEM and government standards of fit, finish and functionality, the visually imposing AT37 blends a finely tuned balance of confidence inspiring on-road handling, with superior clearance, comfort, control and mobility over all terrains. From rocky technical trails to soft snow, sand and everything in between, the AT37 achieves tracked vehicle capability with car-like drivability. #ExploreWithoutLimits and #DriveYOURadventure in the new Land Cruiser 250 / Prado AT37.

THE LAND CRUISER 250 / PRADO AT37

Drawing from over 35 years of unparalleled operational experience in our planet’s harshest environments, the Arctic Trucks Toyota Land Cruiser 250 / Prado AT37 is a completely re-engineered yet perfectly daily drivable high-mobility vehicle that commands attention wherever it goes.

Taking the name from its 37” rubber, the AT37 will be specified in most markets with a choice of either BFGoodrich’s new All-Terrain T/A KO3 or Mud-Terrain T/A KM3 tyres, for more grip, toughness and wear performance across a wide range of conditions. These are wrapped around Arctic Trucks’ new retro-inspired ‘Heritage’ forged alloy wheels, which offer better strength to weight and feature a unique dual-valve design for greater flexibility to monitor and modulate tyre pressures.

Improved ‘suspension effect’ from the AT37’s taller, wider tyres is combined with a bespoke 3-way adjustable performance suspension system, providing increased travel, tremendous versatility and 40mm of lift. Developed from a rigorous on and off-road testing programme between Arctic Trucks and Dakar-winning specialists, R53 Suspension, large diameter monotube dampers feature multiple levels of rebound, high and low-speed compression adjustment, together with high tensile hard chrome steel shafts, enhanced sealing, matched springs and hydraulic bump stops. Low friction, nano-enhanced oil flow from external reservoirs is further enhanced by R53’s OptiFlow technology, maintaining peak performance during the most mundane or exceptional of journeys.

To accommodate this significant increase in tyre size, Arctic Trucks have remained true to form by completely reprofiling the Land Cruiser’s frame, body, bodywork and drivetrain to balance maximum wheel/tyre and ground clearance with low centre of gravity. Combined with a wider track and extended wheelbase, this provides surprisingly comfortable, composed and direct on-road performance, while allowing the AT37 to venture with ease where others can’t.

Sharing unique design language with their extreme expedition vehicles, Arctic Trucks’ signature widebody flares incorporate a tyre pressure guide / central tyre inflation system connection recess in all four corners, while creating coverage, clearance and an unmistakable appearance that is noticed everywhere. Newly developed and contoured AT mud guards seamlessly integrate with the Land Cruiser AT37’s extended bodywork, providing ample protection during off-grid adventures.

Arctic Trucks’ usual attention to detail doesn’t stop there. Their robust extended profile side steps feature an extruded aluminium profile, high-grip rubberised inserts and durable end caps, for ease of

replacement. These are complemented inside and out by distinctive Arctic Trucks black and lava badging and detailing throughout the bodywork, wheels and interior, which features unique gear selector and dash trims, together with premium AT interior mats and sill plates.

Concluding at the rear, the discrete 2" multifunction receiver hitch, common to most Arctic Trucks versions, enables quick, easy fitment of tow balls, winches, steps, seats, gear carriers, barbecues and much more; further maximising the AT37's adaptability for the most leisurely or extreme situations.

As an official Toyota partner in multiple regions, Arctic Trucks will launch the Land Cruiser 250 / Prado AT37 from Q2 2025 as an official dealership-supplied version or direct customer conversion in Europe, North America, the Middle East and Africa. Thomas Copez, TOYOTA Sales and Marketing Director, from CFAO (Africa) said: *"We are excited to announce our collaboration between CFAO TOYOTA and Arctic Trucks on this innovative new Land Cruiser Prado AT37. By combining TOYOTA's world-renowned engineering excellence with Arctic Trucks' expertise in creating extreme off-road vehicles, we aim to deliver a next-level driving experience that will redefine performance and durability in challenging African terrains. Together, we are committed to pushing the boundaries of adventure and reliability, ensuring the Land Cruiser Prado and AT37 edition continues to lead the way in off-road capability."*

SPECIFICATION*

The Land Cruiser 250 / Prado AT37 is compatible with all engine/transmission options and trim levels, including both the passenger and commercial variants, and features:

- Extensive Arctic Trucks re-engineering to frame, body, bodywork and more
- 10-piece Arctic Trucks widebody package, featuring recessed AT tyre pressure detail (body colour & textured black)
- All-new 17x10 Arctic Trucks 'Heritage' dual-valve forged alloy wheels (satin black)
- 37" (37x12.50 R17) BFGoodrich All-Terrain T/A KO3 or Mud-Terrain T/A KM3 tyres
- New optimised and elevated Arctic Trucks & R53 3-way adjustable performance suspension system, featuring longer travel front coilovers, rear dampers and springs (elevation: +40mm)
- Wider track and extended wheelbase (rear axle relocation) for improved clearance, comfort and stability
- Arctic Trucks and Toyota speedometer, TPMS and TSS re-calibration
- Robust extended profile Arctic Trucks aluminium and high-grip rubberised side steps
- Discrete Arctic Trucks 2" rear multifunction receiver hitch**
- Contoured and integrated Arctic Trucks off-road mud guards, front and rear
- Arctic Trucks premium interior carpet mats (black & lava)
- Distinctive Arctic Trucks AT37 black & lava badging and detailing package (fender flares, doors, side steps, tailgate, wheels, mud guards, gear selector, dash binnacle, sill plates, interior mats, receiver cover)
- Arctic Trucks locking wheel nuts
- Arctic Trucks torque wrench
- Unique Arctic Trucks Land Cruiser 250 / Prado AT37 Certificate of Authenticity

**Specification, pricing, weights and dimensions may vary between regions*

*** Standard/optional accessory in selected regions*

ABOUT ARCTIC TRUCKS

Arctic Trucks was founded in 1990 as a specialist division of Toyota in Iceland - long known as the 'Land of Fire and Ice' due to its rugged and beautiful landscape of extremes; from glacial to volcanic and everything in between. Our homeland is truly a world-class proving ground.

Over more than three decades Arctic Trucks have forged an unparalleled level of expertise in the re-engineering and conversion of four-wheel drive vehicles, setting a benchmark for quality, durability and reliability in the most remote and inhospitable environments on earth.

Arctic Trucks vehicles have achieved multiple world records and firsts, including being the first vehicles to reach the Magnetic North Pole (for Top Gear's iconic 2007 'Polar Special'), the fastest overland journey to South Pole, longest distance expedition in Polar history, first expedition to drive through all 7 continents, first Antarctic crossing by passenger vehicle and the first wheeled vehicle in history to travel from the Magnetic North to the South Pole (successfully completed in December 2023).

Setting numerous time and distance benchmarks along the way, Arctic Trucks have also dramatically increased polar travel efficiencies; enabling personnel to remain 'in field' for far longer than previously, without need for resupply.

Drawing from this unrivalled expedition experience and developed to global automotive OEM and government standards, Arctic Trucks versions of some of the most popular 4x4 platforms are also sold officially through automotive dealerships worldwide. With over 20,000 vehicles sold to-date, they are equipped to deliver a finely tuned balance of confidence-inspiring handling and superior comfort, control and mobility, both on-and off-road; resulting in exciting, daily driveable vehicles which are truly 'cool and capable' over all terrains.

Staying true to its heritage of extremes, Arctic Trucks is today active in multiple global markets, from the Polar regions to the deserts of Africa and the Middle East - becoming world-renowned as THE benchmark for extreme off-road vehicles in any environment.

Whether for leisure or professional purposes, Arctic Trucks enable owners and operators to safely, successfully and efficiently 'Explore Without Limits', whatever the challenge.

For more information, please contact...

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