

Supra is Back with Starting MSRP of \$49,990

January 14, 2019

Image not found or type unknown



DETROIT (Jan. 14, 2019) – Sports car enthusiasts have been waiting more than 20 years for the return of Supra and will soon be able to purchase the 2020 Toyota GR Supra for a Manufacturer's Suggested Retail Price

of \$49,990.

For those fans and collectors anxious to be among the first owners of this iconic sports car, the initial 1,500 production Supras for the U.S. will be Launch Edition models starting at \$55,250. Each will be uniquely numbered and have distinctive features signifying the exclusivity and excitement of Supra's return. Toyota dealers will be handling all orders and the Launch Edition models go on sale in Summer 2019 starting at \$55,250.

The Supra Launch Edition will be available in exterior colors of Absolute Zero White, Nocturnal Black or Renaissance Red 2.0, each featuring high-contrast red mirror caps and 19-inch forged matte black alloy wheels.

The Absolute Zero White and Nocturnal Black Supra Launch Editions will have a red interior. Each of the racing-inspired seats will be wrapped in red leather, with red leather steering wheel grips, and a red center console with carbon-fiber accents.

The Renaissance Red 2.0 Supra Launch Edition will feature a black leather-trimmed interior, with black seats, a black steering wheel, and black center console. The black interior will also feature carbon-fiber accents.

The first 1,500 Supras will feature an individually numbered carbon-fiber badge on the passenger-side dashboard complete with a graphic of Toyota Motor Corporation President and Master Driver Akio Toyoda's signature.

Different Grades, Same Power

The 2020 Supra will be available in two grades: 3.0 and 3.0 Premium. Both will be powered by a 3.0-liter turbocharged inline six-cylinder engine that produces 335 hp and 365 lb-ft of torque and is mated to an 8-speed automatic transmission with racing-style paddle shifters. Both grades will also come standard with serious performance features including adaptive suspension, an active rear differential and launch control.

The 3.0 grade has a 6.5-inch display with Bluetooth and iPod capability, as well as Alcantara seats. Navigation and JBL Audio will be an available option for an additional \$2,460.

The 3.0 Premium grade will feature an upgraded 8.8-inch wide-format touchscreen display with Navigation, Supra Connect telematics services, wireless Apple CarPlay, a premium 12-speaker JBL audio system, wireless phone charging and a color Head-Up Display. The 3.0 Premium grade will also feature heated, leather-trimmed seats.

The Supra Launch Edition will be based on the 3.0 Premium grade.

Standard safety features on both grades, as well as the Launch Edition, include forward collision warning, automatic emergency braking with pedestrian detection, lane departure warning, road sign assist and automatic high beams.

The Driver Assist Package is an additional suite of safety features that will be optional on both grades for an additional \$1,195. It includes full speed adaptive cruise control, blind spot monitor, rear cross traffic alert, parking sonar and rear collision warning.

Model #	Grade	MSRP* 20MY
2372	3.0	\$49,990
2374	3.0 Premium	\$53,990
2375	Launch Edition	\$55,250

*Does not include the delivery, processing, and handling (DPH) fee of \$930

Option	Grade	3.0	3.0 Premium	Launch Edition
	Model #	2372	2374	2375
Driver Assist Package		\$1,195	\$1,195	\$1,195
Navigation and JBL Audio		\$2,460	—	—

Get the Very First One

The first 2020 Supra off the production line will go to the highest bidder at the Barrett-Jackson Auction in Scottsdale, Arizona, Saturday, January 19.

This one-of-a-kind Supra will be the very first new Supra available in the U.S. in more than 20 years. It will feature a Phantom Matte Gray exterior with the red mirror caps, red leather-trimmed interior, matte black wheels, and will carry VIN number 20201. The carbon-fiber badge on the passenger dash will be numbered 1 of 1,500 with a graphic of Akio Toyoda's signature. The top bidder also will receive an engine cover with Akio Toyoda's personal signature that can be framed or installed on the car.

All proceeds of the sale will be shared by the [American Heart Association](#) and the [Bob Woodruff Foundation](#). The Supra prototype on display at Barrett-Jackson will be representative of the actual production vehicle that will be delivered in the first half of 2019.