

SoCal Kustomz's Hot Rod Inspired Corolla Hatchback Debuts at Toyota's SEMA Display

October 30, 2018

PLANO, Texas, Oct. 30, 2018 — Appearing at Toyota's **2018 Specialty Equipment Market Association (SEMA) Show** display, the custom 2019 Corolla Hatchback built by SoCal Kustomz is one of two specialty vehicles modified by noted Latino builders.

"The all-new 2019 Corolla is the most dynamic and technically advanced Corolla to date," said Ed Laukes, Group Vice President – Toyota Division Marketing. "More than ever, this is a car that will appeal to the sport compact enthusiast and the performance aftermarket."

Selected as one of the builders for this year's Battle of the Shops, Southern California builder Julio Ixta founded SoCal Kustomz to turn his enthusiasm for car building into a profession, specializing in American muscle cars and classic 4x4s.

"We have been building cars since we were teenagers, but this is our first SEMA build," Ixta said. "A lot of our experience is with restoring classic cars, so the brand-new Corolla Hatchback was a different kind of challenge that we were excited to undertake."

Given the team's experience with vintage metal, the all-new Corolla Hatchback platform required Ixta's team to scan the modern sport compact scene for inspiration. Having performed custom fabrication work from lifted off-road suspensions to hot-rod-inspired engine builds, Ixta and company felt they were well positioned to produce a custom car for SEMA.

Drawing on extensive fabrication experience, the team fashioned a custom air intake to augment airflow into the engine, and a custom exhaust fitted with a Borla muffler. The Hatchback's four-cylinder engine has been further boosted with a Nitrous Express nitrous oxide system.

The new hot hatch features a custom coilover suspension, lightweight Motegi Racing MR138 wheels in satin black, and Nexen N'Fera SUR4G high-performance tires.

The Corolla's interior has custom black leather upholstery with contrasting stitching. In true SEMA spirit, the build was finished off with a wild, race-inspired vinyl wrap inspired by a fourth-generation 1995 Toyota Supra Turbo featured in the first "The Fast and the Furious" film.

The SoCal Kustomz Corolla Hatchback—along with other Toyota specialty vehicles—can be found in the Toyota display booth (#24800) in Central Hall and on the Patio Annex of the Las Vegas Convention Center, October 30 – November 2, 2018.