

Toyota and Kevin Costner Build the Ultimate Adventure Truck

October 30, 2018

Toyota SEMA 2018 Kevin Costner Tundra Fact Sheet

PLANO, Texas, Oct. 30, 2018 — Appearing at Toyota’s 2018 Specialty Equipment Market Association (SEMA) Show display, Kevin Costner’s custom Tundra Platinum is a truck that was built to conquer the great outdoors.

“I was delighted to get a call from Kevin asking if we were interested in collaborating with some video content featuring the Tundra,” said Ed Laukes, group vice president – Toyota Division Marketing. “Kevin is an avid outdoorsman and is very particular about the equipment he uses. The fact that he identified the Tundra as being the best truck to fit his needs says a lot about our products.”

The Tundra has been outfitted with an array of custom equipment to tailor its use to Mr. Costner’s passion for nature and active outdoor lifestyle. The project fabrication and assembly were performed by Complete Customs of McKinney, Texas.

“Kevin was involved with the project from start to finish,” said Complete Customs owner and chief builder Shaun Freilich. “He had some drawings that he drew personally to convey his concept. I made some renderings based on his ideas, and then we flew out to his home to meet him and work out the final details.”

To enhance the Tundra’s utility and off-road capability, rugged new front and rear bumpers were fabricated from heavy-gauge steel. Both units integrate heavy-duty Warn winches and LED lighting bars and accents from Rigid Industries.

A new two-piece roof rack was designed, fabricated and affixed to the ARE V Series Truck Cap that encloses the bed. The rack extends over the Tundra’s cab and provides plenty of storage for all the necessities for outdoor adventuring, from jerry cans to camping supplies.

Additional upgrades include a TRD exhaust, 4.5-inch BDS suspension lift with Fox coilovers and shocks, 18-inch Method Race wheels with burly 35-inch Nitto Ridge Grappler tires, and N-Fab side steps that run the length of the cab. The interior was outfitted with a pair of Lock’er Down security safes, one under the rear seats and one at the center console, and the bed has been furnished with a Dometic dual-zone cooler for cold storage.

Along with supporting the actor’s personal adventures, the Tundra was also built to suit his family and includes TV monitors in the front-seat headrests and a padded sleeping area for the kids.

“He knew exactly what he wanted,” Freilich said. “He made it challenging, but it was also a blessing. Some guys will just throw crazy ideas at you and expect you to make it happen, but he was willing to work closely with us to make his vision a reality.”

Even prior to its showing at SEMA the Tundra has been put through its paces, towing Mr. Costner’s boat on fishing excursions at his Colorado ranch and accompanying him to on-location filming for Season Two of “Yellowstone” in Montana.

Kevin Costner's custom Toyota Tundra—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.