Toyota Brings the Ultimate Film Chase Car to SEMA 2018

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Toyota 2018 SEMA Hoonigan Corolla Hatchback Fact Sheet

PLANO, Texas, Oct. 30, 2018 — Appearing at Toyota's **2018 Specialty Equipment Market Association (SEMA) Show** display, the custom 2019 Corolla Hatchback built by Hoonigan is built as a production pursuit vehicle with a high-tech camera arm to capture stunning, movie-quality driving footage. Hoonigan, best known for their "Gymkhana" series of videos featuring stunt driver and rally racer Ken Block, also added a rally racing flair.

"Like all Toyota vehicles, the all-new 2019 Corolla Hatchback is designed to accommodate a wide range of customer lifestyles and requirements," said Ed Laukes, group vice president – Toyota Division Marketing. "It excels in any situation, from everyday commuting to more specialized purposes—a high-end film production chase car, for example."

"When I saw the new 2019 Corolla, the first thing I thought of was a rally car," said Hoonigan project manager Larry Chen. "It also makes an ideal pursuit vehicle. It's more maneuverable than traditional chase cars, which are usually bigger SUVs, and it has a smaller footprint in general."

The boom and camera setup incorporates cutting-edge tech that makes use of a Motocrane Ultra crane, Freefly Movi XL gimbal, Red Dragon camera, Canon 17-120mm lens, and Tilta Nucleus focusing system. It is controlled from inside the vehicle with a remote joystick setup and an LCD monitor array.

Unlike a traditional pursuit vehicle's boom, which is permanently affixed, this one may be disassembled, packed in cases, and stored inside the Corolla itself. And unlike a traditional pursuit vehicle, with its boom removed the chase Corolla can be driven on-road between assignments.

The Corolla's rally-inspired modifications include RSR performance springs and ST Suspension spacers, 17-inch Fifteen52 Integrale wheels, and Yokohama Advan Neova tires. HPS Performance supplied an engine air intake with an AEM filter, and Ark Performance supplied an exhaust system.

The Corolla's interior has been outfitted with equipment to securely brace the chase crew members while they work. The seats were replaced with NRG FRP bucket seats, and the occupants are held in place by NRG six-point harnesses fixed to a Street Faction harness bar.

The exterior features an APR Performance bumper lip, Hella spotlights, and a vinyl body wrap paying tribute to the livery from the classic Rally Corollas of the 1990s, rendered in grayscale.

The Hoonigan 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.