Toyota Unleashes Snowhunter Concept Family for 2026 SEMA Show

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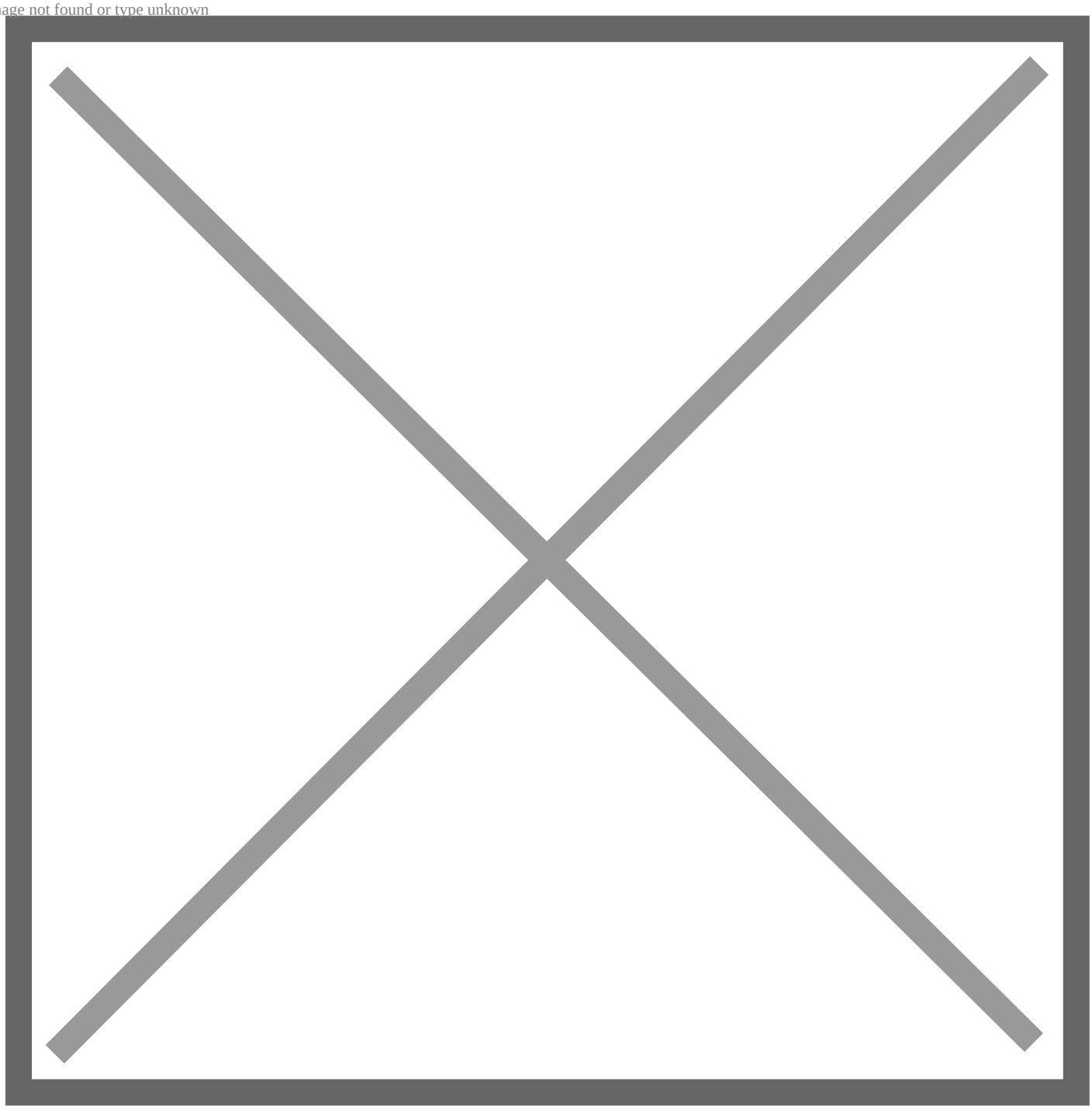

PLANO, Texas (Oct. 27, 2026) – The magic of a snow day comes to life with Toyota's Snowhunter concepts. Introduced at the 2026 SEMA Show, the Tundra, Tacoma, 4Runner, Land Cruiser, and Sequoia make up a five-vehicle concept lineup that imagines how each model could be equipped for winter exploration.

Reimagining Toyota's body-on-frame trucks and SUVs for deep-snow travel, the Snowhunter family combines the idea of off-road capability, purpose-built winter components, and bold styling designed to go beyond plowed roads.

Across the lineup, the Snowhunter concepts share a common formula built around winter-ready performance and expedition-focused design, with CALTY Design Research in Ann Arbor, Michigan, leading the design.

Each concept features bespoke Snowhunter camouflage and badging, gloss-black accents, white powder-coated snow tracks, Rigid lighting, and lift components from Toyota Genuine Parts and TRD. Together, the five builds reflect a unified vision of what Toyota capability can look like when snow becomes part of the route instead of a reason to turn back.

The Tundra Snowhunter Concept brings full-size strength to the farthest reaches of winter. Built to serve as a mobile basecamp, the concept pairs its imposing stance with a CALTY-designed Toyota TrailLift Pro Rack System Concept, TRD rear billet control arms, Predator Step, and added lighting for remote adventures.

The TrailLift Pro system helps transform the bed into a flexible platform tailored to the way owners explore, with a rugged frame designed to support configurable storage, organization, and gear management. Its articulating top rack lowers to make loading larger equipment such as bikes, kayaks, canoes, and other heavy gear easier and more accessible, making it a concept built to imagine getting into the wild and supporting the adventure once it gets there.

The Tacoma Snowhunter Concept applies a nimbler and trail-focused approach to the same mission. Equipped with snow tracks and a collection of adventure gear including a roof rack, full-length bed rack with MOLLE panels, awning, cargo storage, recovery equipment, and bed lighting. This Tacoma concept is configured for tight trails, changing conditions, and self-supported exploration on winter routes that demand agility as much as capability.

The 4Runner Snowhunter Concept extends Toyota's SUV adventure legacy into deeper winter terrain with a build designed for confidence well beyond the plowed route. With added protection, cargo capability, and equipment suited for extended backcountry travel, it includes Toyota Genuine rock rails, a Prinsu roof rack with accessory panels, and a Thule Pulse 2 cargo box.

The Land Cruiser Snowhunter Concept builds on Land Cruiser's global reputation for exploration with a winter-focused interpretation of its legendary capability. Outfitted with Toyota Genuine rock rails and skid plates, a Prinsu roof rack with accessory panels, and a Thule SnowPack ski rack, it is designed to as an expression of its long-standing mission: to keep going when the environment becomes part of the challenge.

The Sequoia Snowhunter Concept brings full-size space and winter capability together to envision a vehicle designed to carry people, gear, and possibility farther into the wild. It's outfitted with a TRD front skid plate, Toyota Genuine cast aluminum running boards, a Prinsu roof rack with accessory panels, and a Thule Pulse 2 cargo box to showcase how it could be equipped to support everything from family escapes to remote basecamp adventures.

Altogether, Toyota's Snowhunter concepts express a shared vision for winter exploration—one where capability meets creativity, and the season opens new paths among snow-covered pines and crystalline snow-covered

fields.

Vehicles shown are special project prototype vehicles, modified with parts and/or accessories not available from Toyota that may void the vehicle's warranty, may negatively impact vehicle performance and safety, and may not be street legal.