Toyota Reimagines Crown Signia as GT-S Performance Concept for SEMA

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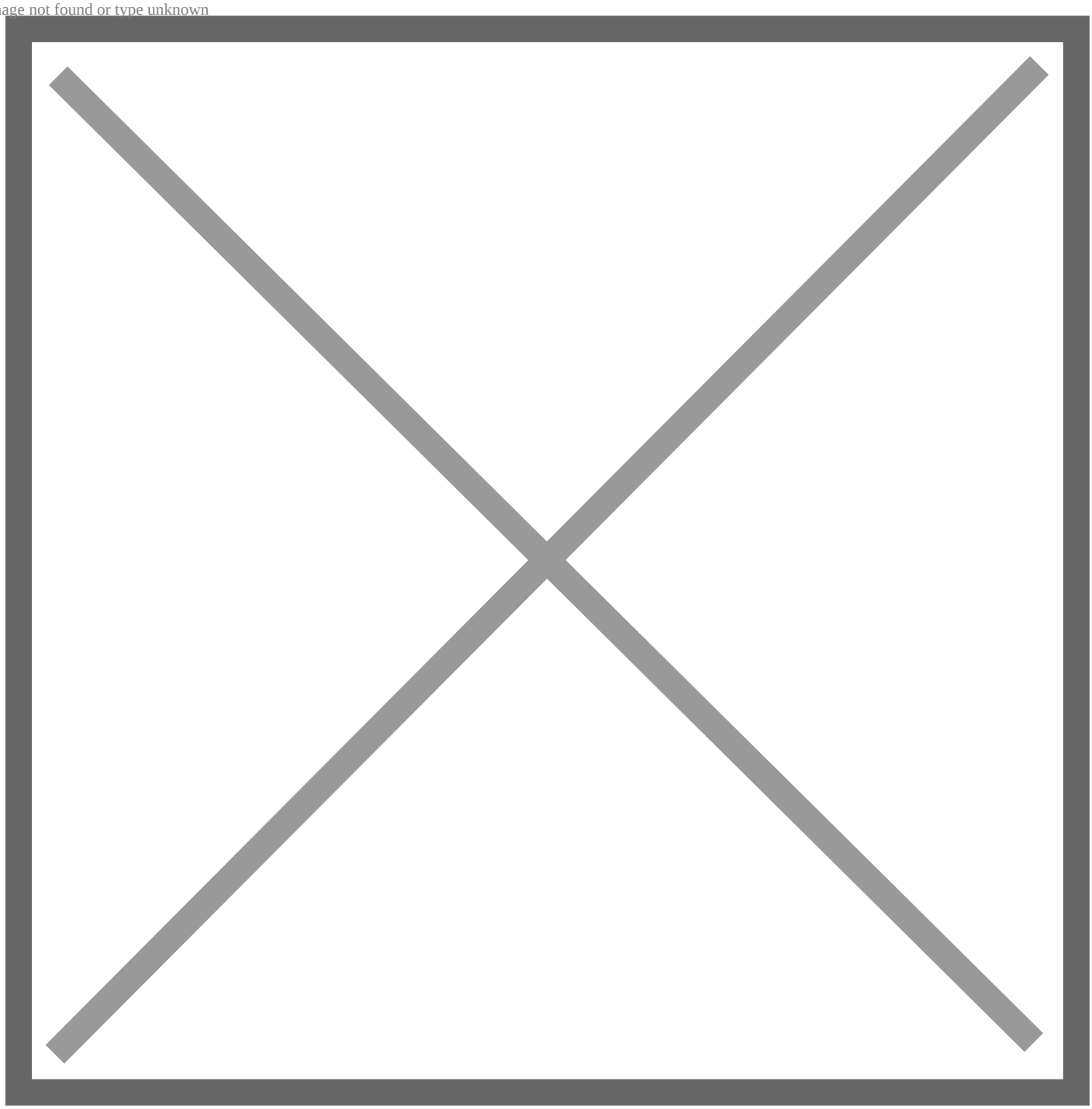

PLANO, Texas (Oct. 28, 2026) – A vehicle with room for family, friends, and gear, which looks right at home carving up canyon roads. That's the idea behind the Toyota Crown Signia GT-S Concept showcased at the 2026 SEMA show.

Built by the Toyota Motorsports Garage, the project reimagines the 2026 Toyota Crown Signia as a sleek grand touring machine that blends everyday space and comfort with the attitude and road feel of a true sports car.

Designed to reimagine the model in a new light, the Toyota Crown Signia GT-S Concept has a look that is subtle at first glance, with clean body lines and low-slung SUV proportions, but then reveals its true intent with an aggressive stance and a purpose-built wheel-and-tire package.

Its long roofline is complemented by fully integrated widebody fenders, reshaped headlight surrounds with red accents, a revised rear treatment, and a sporty aero package. Together, these elements transform the vehicle's proportions while preserving the elegance of Crown Signia's original design.

Finished in a custom-mixed dark gray metallic paint with added flake and coats of clear, the concept balances refinement with a performance-inspired presence. The custom exhaust features trapezoidal tips integrated into the rear aero package, giving the vehicle an expressive, grand touring character. Inside, the cabin carries the performance theme forward with highly bolstered front seats accented in red.

Underneath, the Crown Signia GT-S Concept rides on custom one-off MCS® coilovers, making it nearly five inches lower than the stock version for a road hugging car posture. Giant front and rear brake calipers adapted from the Lexus RX 500h F SPORT reinforce the concept's performance intent, while special-built 21-inch HRE® wheels wrapped in 295-mm wide tires are designed to provide an estimated 20 percent more contact than the stock version.

Altogether, the Toyota Crown Signia GT-S concept envisions a touring version of the model that is built for drivers who know that head-turning style and practicality can go hand in hand.

Vehicle shown is a special project prototype vehicle, 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.