# Toyota Expands Its Woodland Vision with New Adventure-Ready Concepts at SEMA

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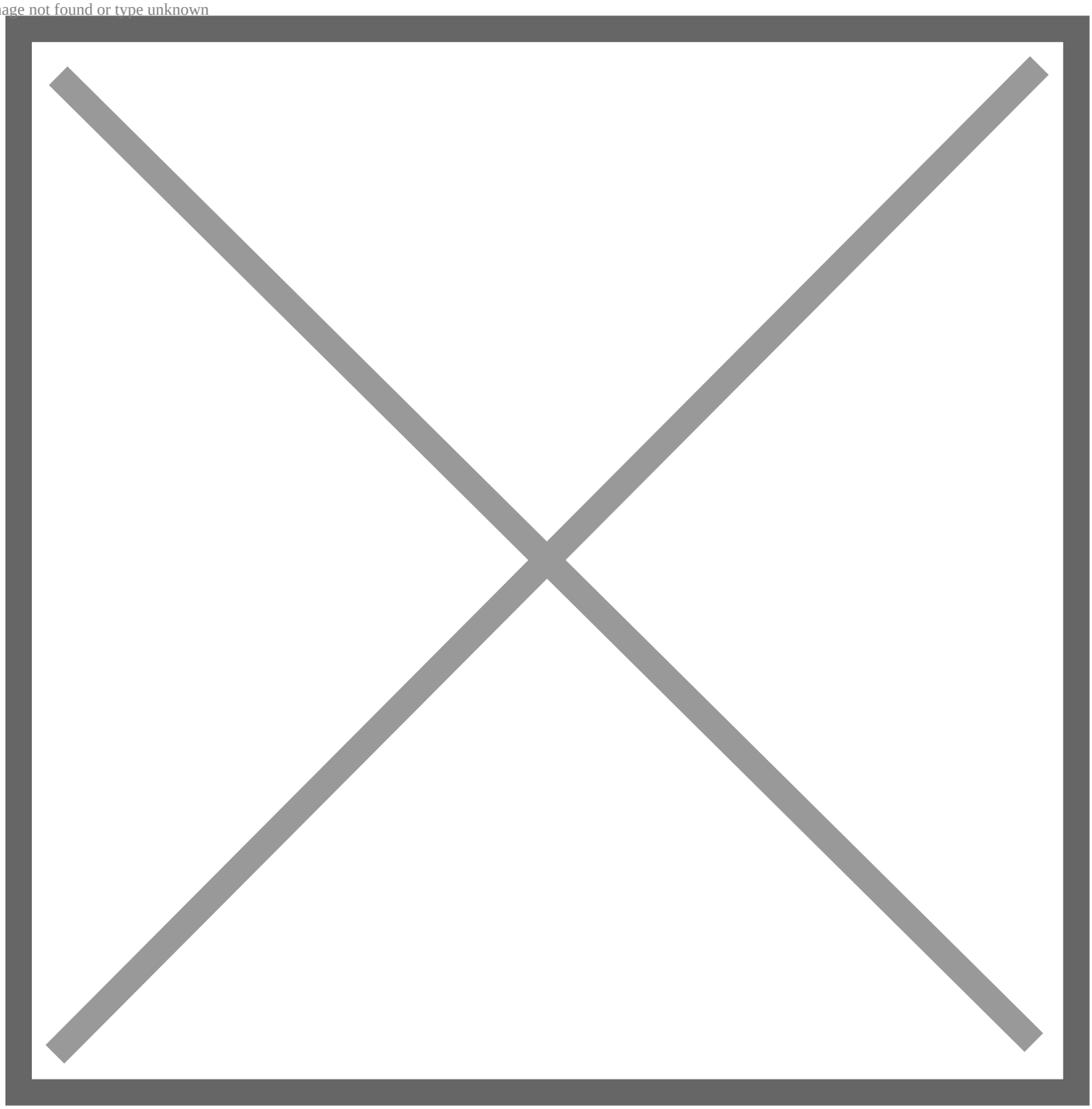

**PLANO, Texas (Oct. 30, 2026) –** At the 2026 SEMA Show, Toyota is exploring a broader vision of everyday adventure with a new family of Woodland concepts that reimagine how a variety of electrified and family-focused vehicles can be equipped for life beyond the pavement.

With versions of the RAV4, Grand Highlander, Sienna, bZ, and Crown Signia in the showcase, the Woodland concept lineup is designed for drivers who see adventure not as a destination, but as a way of life. From city streets to trailheads and campsites, each concept reflects Toyota's approach to blending utility, efficiency, comfort, and capability in ways that support getting out, staying longer, and carrying more of what matters.

Across the lineup, CALTY Design Research established a cohesive visual and functional identity for the Woodland concepts, built around exploration with everyday usability. Common design and equipment themes include lift kits, large over-fenders, rugged satin-black wheels, All-Terrain tires, two-tone paint on the roofs and hoods, roof racks, and cross bars.

Each model is adorned with Horizon Blue paint, inspired by Toyota's color palette used in the 1960's on models like the Stout, Crown, and Corona. Together, these elements create a consistent Woodland expression that emphasizes confidence, versatility, and a readiness to follow the route that looks a little more interesting.

The RAV4 Woodland Plug-in Hybrid Concept and Sienna Woodland Concept show how Toyota's electrified and family-focused vehicles can take on a more adventurous role.

The Woodland bZ Concept extends the Woodland theme into Toyota's battery-electric future. The Grand Highlander Woodland Concept and Toyota Crown Signia Woodland Concept bring two distinct interpretations of refinement and versatility to the lineup.

Together, the Woodland concept family broadens Toyota's vision for modern adventure by showing how capability can take many forms—plug-in hybrid, hybrid, and battery electric; compact, spacious, and premium. United by a shared design language and a common spirit of exploration, the Woodland concepts imagine a future where more vehicles are ready to leave the pavement behind and make the journey itself part of the story.

*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.*