Toyota Brings Grand Touring and Off-Grid Adventure to SEMA 2026

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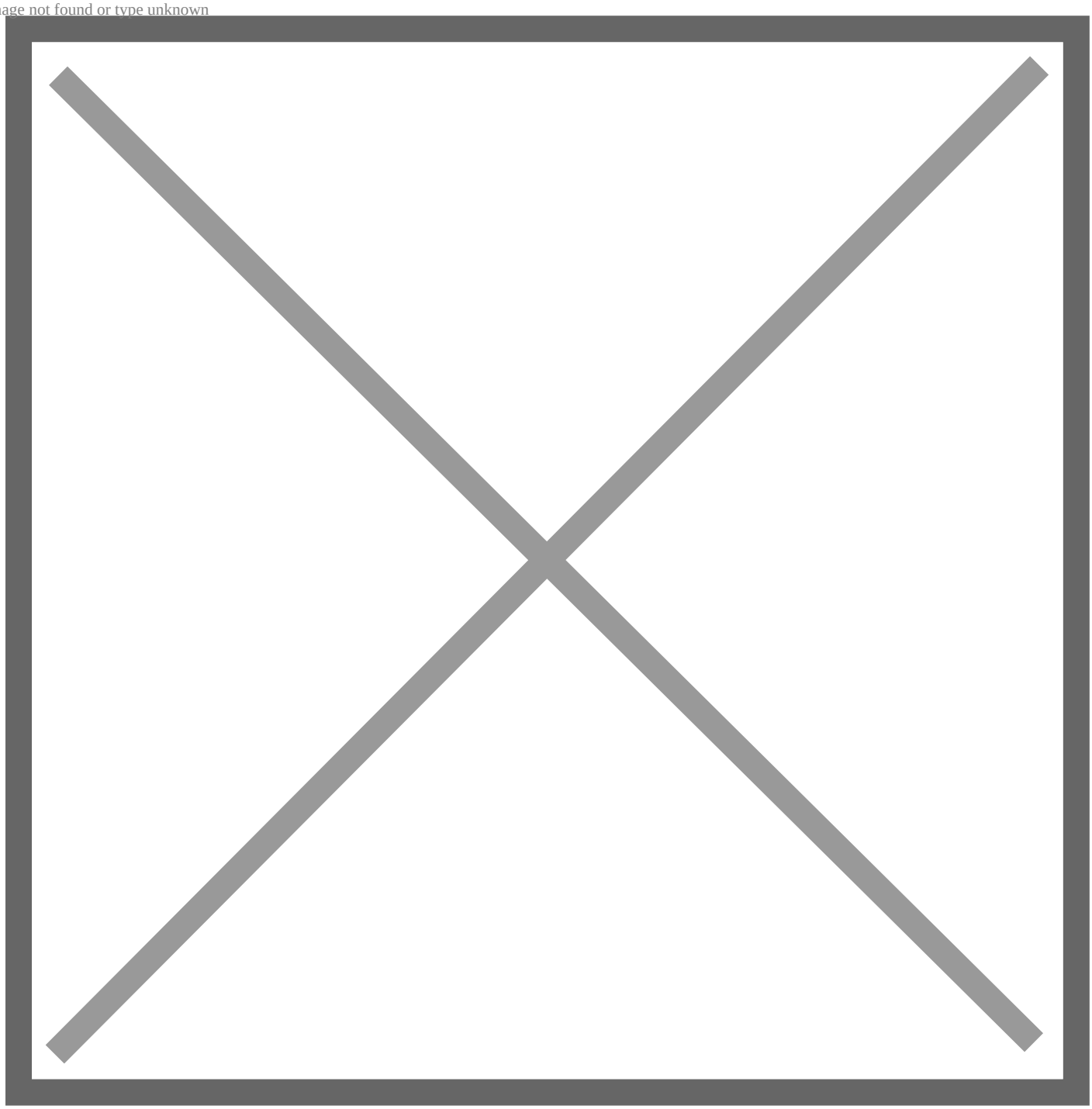

LAS VEGAS (Nov. 3, 2026) – At the 2026 Specialty Equipment Market Association (SEMA) Show, Toyota is giving enthusiasts plenty of reasons to ask, “What if?”

From a premium crossover reimagined as a grand tourer, to a campsite companion with a nod to a classic Toyota paint color, to a truck that takes the idea of a snow day to another level, Toyota’s lineup spans Urban Life, Off-Road, Snowy Terrain, and Race Day themes for another amazing showcase of automotive creativity.

Taking place Nov. 3–6 at the Las Vegas Convention Center, the displays connect Toyota’s multi-pathway approach with all the spirit of rich innovation in car culture – bringing gasoline, hybrid, plug-in hybrid, battery-electric, and even hydrogen power together for a rich conversation.

“Car culture is all about personal expression, and this week is the ultimate celebration of that spirit,” says Owen Peacock, general manager, Toyota Marketing. “This showcase builds on the capability of Toyota vehicles to imagine new possibilities for every kind of lifestyle. SEMA gives us a chance to show how diverse powertrains, purpose-built accessories, and a little imagination can transform a vehicle’s character.”

Capturing this spirit of creativity are a Toyota Crown Signia GT-S Concept, the Woodland and Snowhunter vehicle family concepts, an array of GR performance vehicles, and modified C-HR and Highlander models.

Urban Life: Dialing Up the Crown Signia’s Grand Touring DNA
Assembled by the Toyota Motorsports Garage and anchoring the Urban Life display, the Crown Signia GT-S Concept starts with a familiar proposition: room for family, friends, and gear. Then it adds the kind of presence that invites a second look.

Its long roofline meets fully integrated widebody fenders, reshaped headlight surrounds with red accents, and a sporty aero package. Custom coilovers lower the concept nearly five inches from stock, while specially built 21-inch HRE® wheels and 295-mm-wide tires fill out its assertive stance. Brake hardware adapted from the Lexus RX 500h F SPORT PERFORMANCE adds to the performance-inspired build.

Custom-mixed dark gray metallic paint, enhanced with added flake and five clear coats, preserves the Crown Signia’s refined character. Trapezoidal exhaust tips integrated into the rear aero treatment and highly bolstered, red-accented front seats carry the grand touring theme through the exterior and cabin.

The result is a fresh expression of Crown Signia versatility, with a bold look that wouldn’t look out of place at a neighborhood Cars and Coffee gathering.

The Urban Life area places the Crown Signia GT-S Concept alongside the Urban Highlander and Urban C-HR battery-electric vehicles, both positioned with a lower ride height, atop 22” wheels, and adorned in a satin-white and black two-toned exterior. Sung Kang’s AE86, “Lola,” the hero of DRIFTER, brings a personal expression of enthusiast culture to the display that explores how vehicles fit into daily life and become part of an owner’s story.

Off-Road: Woodland Concepts Make Room for the Weekend
For drivers whose favorite escape starts where the city ends, Toyota’s Woodland concept family imagines new ways to pack up and head out. The five-vehicle lineup includes the RAV4 Woodland Plug-in Hybrid Concept, Sienna Woodland Concept, bZ Woodland Concept, Grand Highlander Woodland Concept, and Toyota Crown Signia Woodland Concept.

CALTY Design Research in Ann Arbor, Michigan, contributed to the overall design of the family that brings hybrid, plug-in hybrid, and battery-electric possibilities to the same campsite.

Shared design themes include lifted stances, black over-fenders, satin-black wheels, all-terrain tires, and roof-mounted cargo solutions. The Horizon Blue paint nods to 60 years of history, drawing inspiration from Toyota's 1966 color palette to give the concepts a connection to the Stout, Crown, and Corona as they explore a new take on outdoor adventure.

From a family outing to a weekend near the trailhead, the Woodland concepts show how vehicles of different sizes and personalities can share a spirit of exploration. Tundra and Sequoia Trailhunter builds also join the Off-Road area, expanding the display's range of adventure inspiration.

Snowy Terrain: Snowhunter Concepts Imagine Life Beyond the Plowed Roads
Toyota's Snowhunter concepts embrace the adventurous spirit of winter with five body-on-frame interpretations of the Tundra, Tacoma, 4Runner, Land Cruiser, and Sequoia.

CALTY Design Research led the design of this family, giving it an unmistakable look. Bespoke Snowhunter camouflage, black accents, and white powder-coated snow tracks create a bold aesthetic, while lighting, lift components, and expedition gear imagine travel beyond plowed roads.

The Tundra Snowhunter Concept serves as a mobile basecamp, featuring the CALTY-designed Toyota TrailLift Pro Concept rack system mounted on an innovative modular bed cap system. This truly flexible bed cap unit adapts to all types of outdoor lifestyles, featuring a roll-up enclosure that enables the bed to be either open or securely closed and locked.

It also includes modular side panels that can be outfitted with handy, accessible storage bins that can be opened, closed, or simply removed, along with a separate side MOLLE storage panel option. Above it, the articulating top rack lowers to make loading larger gear easier, while configurable storage and organization help put the truck bed to work for the adventure ahead.

The remaining concepts bring their own approach to winter exploration, from the Tacoma's trail-focused equipment to the passenger and cargo space of Toyota's SUVs. Together, they turn a familiar winter wish into a creative challenge: What would it take to go a little farther into the snow?

Race Day: Car Culture from the Circuit to the City
In the Race Day area, Toyota's GR lineup connects decades of motorsport heritage with the enthusiasm it inspires on the street. Rooted in Gazoo Racing's belief that the harshest track conditions build the best vehicles, the display is a showcase of how racing pushes everyday design and performance forward.

The space highlights the extremes of this racing legacy, starting with the precision-engineered 2026 GRMN Corolla, built to showcase the ultimate track-ready potential of the hot hatch. The display also looks to the future of performance with the GR Corolla H2, which uses a hydrogen-fueled combustion engine to prove that racing with no tailpipe emissions can still deliver high-octane excitement. Rounding out the trio is a rugged, dirt-slinging GR Corolla ARA rally car.

Celebrating the personalization side of car culture, the booth also includes a 2027 GR86 and a GR Corolla equipped with Genuine GR Performance Parts, plus a striking GR Supra wrapped in the fan-favorite Instagram 7-Eleven collab livery.

Adding a historic milestone to the high-octane gathering, the very last GR Supra MkV produced honors the legacy of the legendary sports car.

Turning Big Ideas into Reality
Toyota's SEMA showcase gives enthusiasts a hands-on look at the parts and equipment that help shape a custom

build. Featuring an extensive lineup of Genuine GR Performance Parts, TRD lift kits, and Toyota Genuine accessories, the display highlights the tools available to take any vehicle to the next level.

Concepts like the Crown Signia GT-S, the Woodland family, and the TrailLift Pro Rack System serve as the ultimate inspiration for what these components can achieve. From a grand touring crossover to an imaginative winter rig, each build offers a different starting point for exploring unique design possibilities.

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.