

Toyota Taps Top Builders to Build Custom Vehicles for SEMA Battle of the Builders®

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PLANO, Texas, Oct. 31, 2017 — Two custom builds centered on the newest additions to Toyota's model lineup are among the vehicles taking center stage in the fourth annual SEMA Battle of the Builders[®] competition at the 2017 Specialty Equipment Market Association (SEMA) Show.

Toyota has selected two experienced builders to take the all-new 2018 Camry and the first-ever Toyota C-HR to where they've never gone before: the 2017 Battle of the Builders competition at SEMA.

- Real Time Automotive and Rick Leos paired up with Toyota SEMA emcee and NASCAR racing analyst Rutledge Wood to build a futuristic take on the all-new 2018 Camry, featuring one-off body panels created using 3D printing technology.
- DG-Spec and Dan Gardner took the all-new Toyota C-HR, added a full turbocharged engine and transmission swap, along with a custom racing suspension and aero package, to create the C-HR R-Tuned – the world's quickest CUV.

“The Camry and C-HR are two all-new vehicles that we've introduced this past year, and we wanted to see just how far we could take them” said Steve Curtis, vice president of media and engagement marketing for Toyota Motor North America. “Battle of the Builders is a great platform on which to do it, and it's very much in the spirit of SEMA.”

Featuring the world's greatest automotive customizers, SEMA Battle of the Builders is considered the ultimate builder competition, designed to recognize and celebrate proven vehicle builders in all market segments. Industry experts serve as judges, who pare down hundreds of entries until only the Top 10 remain. On November 3, a single champion will be crowned for the 2017 SEMA Battle of the Builders at SEMA Ignited.

These two custom builds—along with numerous other Toyota specialty vehicles—can be seen in the Toyota display booth (#24800) in Central Hall of the Las Vegas Convention Center, October 31 to November 3, 2017.