

Toyota Brings the Quickest Utility Vehicle in the World to SEMA with the C-HR R-Tuned

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2017 SEMA C-HR R-Tuned Fact Sheet

PLANO, Texas, Oct. 31, 2017— Compact Utility Vehicles (CUVs) are popular for their versatility, but are not generally known for high performance—until now. Making its world debut at Toyota’s 2017 Specialty Equipment Market Association (SEMA) Show display, the C-HR R-Tuned is the world’s quickest CUV.

With a 1:25.22 lap time at Willow Springs International Raceway’s (California) 2.5-mile “Big Track,” the C-HR R-Tuned turned a quicker lap time than all but five production cars according to fastestlaps.com. Some of those exotic sports cars it bested include the McLaren 650 S Spyder, Porsche 911 GT3, and Nissan GT-R NISMO.

“The Sienna R-Tuned we showed two years ago at SEMA redefined the perception of what a family minivan could become with a bit of racing inspiration,” said Steve Curtis, vice president of Media and Engagement Marketing of Toyota Division Marketing, Toyota Motor North America. “With the C-HR R-Tuned, we took it to another level entirely.”

Dan Gardner Spec (DG-Spec), which built the Sienna R-Tuned track-ready minivan shown at SEMA in 2015, applied even more extreme racing chops to a production C-HR.

The C-HR R-Tuned features a 2.4-liter Toyota 2AZ-FE with Dezod-supplied forged internals, a titanium and Inconel valve-train, and a custom DG-Spec Garrett turbo system that pushes power output beyond 600 horsepower at approximately 23 psi of boost.

This is mounted to a five-speed Toyota E-Series manual transmission that replaces the stock CVT. The C-HR R-Tuned remains front-wheel drive, but now has an OS Giken limited-slip differential that mediates between the drive wheels.

Not built to just go fast in a straight line, the C-HR R-Tuned features a phenomenal combination of acceleration, braking and handling. This is accomplished via Brembo racing brakes with 14-inch rotors and 4-piston billet aluminum monobloc calipers up front, and remote-reservoir, triple-adjustable DG-Spec Motion Control Suspension (MCS) motorsports dampers, among a host of other custom, go-fast goodies.

To help augment the mechanical grip made by the massive 275/35R18 Toyo Proxes RR tires, an air-dam, side dams, adjustable front splitter and imposing rear wing with gurney flap were grafted into the body to endow this C-HR with an honest 300 pounds of downforce at triple-digit speeds.

The C-HR R-Tuned leaves little doubt of its racetrack-oriented focus. The factory interior was removed aft of the front seats, along with a number of other weight-saving measures, including a Kaminari carbon fiber vented hood, shaving hundreds of pounds off the C-HR’s curb weight. It was thoroughly shaken-down at Willow Springs International Raceway during every step of the build, and performance data was extensively logged. In fact, the car was track tested no less than ten times.

“The C-HR R-Tuned has been to the track every month since we started the project late last year,” said DG-Spec

owner Dan Gardner. “It’s probably been subjected to more real-world tests than just about any car built for SEMA. It’s not just a show concept but a track-worthy performance vehicle, and I can’t wait to see what people at SEMA and beyond think!”

Stylish, athletic and filled with technology like Toyota Safety Sense P™ (TSS-P), the all-new 2018 Toyota C-HR – or, Coupe High-Rider – represents a leap forward in design, manufacturing and engineering for Toyota. When it arrived at dealerships in April, the C-HR became a springboard of excitement and wanderlust for its trendsetting drivers.

The C-HR R-Tuned—along with numerous other Toyota specialty vehicles—can be found in the Toyota display booth (#24800) in Central Hall and on the Patio Annex of the Las Vegas Convention Center, October 31-November 3, 2017.