

# Media Alert: Toyota Extreme Builds to Wow at SEMA 2016

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**TORRANCE, Calif., Oct. 28, 2016** — Toyota’s suite of 30 vehicles on display at the **2016 Specialty Equipment Market Association (SEMA) Show** will explore the past, represent the present and surprise with extreme custom builds.

“The Toyota call to action is ‘Let’s Go Places,’ said Steve Appelbaum, Toyota Motor Sales National Engagement Marketing Manager. “This phrase encompasses who we are, what we do and what we create. It’s our guiding principle and at the core of our promise to customers. Our SEMA display demonstrates the breadth of that promise across generations of Toyota vehicles.”

### **The Extremes**

Without giving too much away before the reveal, it is safe to say that one of each of the six builds stems from a Land Cruiser, Corolla, Sienna, Tacoma, 86 and a Prius.

Unlike many builds at SEMA, all six of these vehicles can be driven. Luxury, speed, performance, handling, detail, nostalgia and the unexpected are aspects explored in these builds.

### **The Past**

Several iconic vehicles will be making special appearances at SEMA, including the Toyota 2000GT—“Japan’s first super car.”

### **The Present**

What better way to offset each extreme vehicle than to display it alongside the past and current stock models! Six production models will share the spotlight in the booth.

### **BOTB**

A few of the custom extreme builds have also been entered into the Battle of the Builders competition.

### **Corolla 50<sup>th</sup> Anniversary Display**

Among the 30 Toyota vehicles will be a special display honoring Corolla’s 50 years. It will showcase all 11 generations of the Corolla—a first-time opportunity to view them together in one place, just outside the Toyota booth, in the Patio Annex of the Las Vegas Convention Center.

**Rutledge Wood**, *Top Gear USA* host and NBC Sports NASCAR analyst, will be MCing his fifth Toyota SEMA Press Conference with Ed Laukes. Rutledge will be signing autographs following the press conference.

The Toyota Wholesale Parts station at the booth will be broadcasting interviews with celebrities.

All will be revealed at the Toyota SEMA Show press conference, scheduled to be conducted from 10:00 to 10:20 a.m. PT on Tuesday, November 1.

The entire collection of project vehicles can be seen in the Toyota display booth (#24800) in Central Hall and the adjoining Patio Annex at the Las Vegas Convention Center, November 1-4, 2016.