

Toyota Goes to the Extreme with SEMA 2016 Builds

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2016 SEMA – Toyota Media Guide

TORRANCE, Calif., (November 1, 2016)—Today Toyota revealed an unprecedented suite of **30 vehicles** on display at the **2016 Specialty Equipment Market Association (SEMA) Show**. Toyota selected each vehicle to either honor the past, explore the present or reveal the extreme—and in some extreme cases, all three of these elements come into play. There is even a special display honoring Corolla’s 50 years.

“The Toyota call to action is ‘Let’s Go Places,’ ” said Steve Appelbaum, Toyota Motor Sales National Engagement Marketing Manager. “This phrase encompasses what 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 all generations of Toyota vehicles.”

The six Toyota extreme builds, four of which are entered into the Battle of the Builders® competition, embody the SEMA spirit of imagination and innovation—taking stock builds and transforming them into something inspired.

Appelbaum commented, “We have a lot to celebrate. This historical collection demonstrates the unique and constant innovation of Toyota. There’s never been an exhibit quite like this one at SEMA.”

Here is a recap of what is on display through Nov 4th.

Toyota Rocks SEMA with 220 MPH Twin Turbo Land Speed Cruiser

Land Speed Cruiser—It’s pretty and sleek on the outside but it’s what’s on the inside that counts here. Twin Garrett turbos under the hood make for astounding news. They’re breathing in to a fully built 5.7-liter Toyota V8 getting power to the earth via a custom ATI transmission. This is the “World’s Fastest SUV,” capable of a blazing 220 miles per hour. Every single thing inside this build has been touched.

Toyota Unveils XTREME Corolla at SEMA 2016

XTREME Corolla—Toyota took the main street Corolla and drove it into the SEMA fast lane with this build. This was a four-door and now it’s a sexy coupe. The wheels, the two-color paint, clean lines, custom interior, turbo engine, a six-speed manual, Sparco seats and a JBL sound system all come together to put this Corolla in a class of its own.

Toyota Takes Swagger Wagon to the Max for SEMA with Extreme Sienna

Extreme Sienna—This is the most over-the-top Swagger Wagon ever. The exterior is super wide with big TRD brakes, performance wheels and tires, a splitter, rear diffuser, spoiler and dual exhaust. High-end sport luxury is how it strikes you. Its lap-of-luxury Learjet interior is something to behold. The whole vehicle is controlled by an iPad™, including the air ride system. This is NOT just a show car, but one that you can drive on the street with zero issues.

The Toyota Prius G Proves Hybrids Can Handle

Prius G—Building on the natural handling prowess of the stock Prius comes the Prius G, which grips the road better than hot bubblegum on asphalt. The Prius is not just an eco-car anymore. This Prius pulled .99 g on the skid pad at Willow Springs International Raceway, putting it in the ballpark of cars like the Corvette and Viper.

Toyota Motorsport GmbH GT86 CS-Cup Imported to US for SEMA

Toyota Motorsport GmbH GT86 CS-Cup—This Toyota Motorsport Germany 86 Cup Series is the first cup spec built off of a stock 2017 86. Toyota is pleased to show the car for the first time in the U.S. at SEMA. It's designed for a one-make overseas series, and was brought here to inspire, to innovate and to excite. It's built solely for the track. Its livery pays homage to Toyota's racing heritage with a cool retro red and white design. The aero package looks awesome, but it also helps the car stick with functional downforce.

Toyota's Tacoma TRD Pro Race Truck Revealed at SEMA

Tacoma TRD Pro Race Truck—The all-new Tacoma TRD Pro Race Truck lets you go places most other trucks would ordinarily see only on a map. Toyota plans to showcase this special truck as an entry in "The Great American Off-Road Race"—the MINT 400. However, the driver names are not yet released. Though modified for desert racing, this vehicle is still mostly a stock Tacoma.

Toyota Corolla Commemorates 50 Years with Historical Display at SEMA 2016

Corolla 50th Anniversary Display—Just outside the Toyota booth, in the Patio Annex of the Las Vegas Convention Center, visitors are invited to see a display Celebrating 50 Years of Corolla with representative models from each of the 11 generations.

Other key specimens of Toyota's heritage can be seen, such as the **2000GT**, also known as the "Japan's first super car." **The Great Race Corolla** will also be positioned in the booth.

The Wholesale Parts section of the exhibit is hosting live interviews with a bevy of celebrities.

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