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

November 01, 2016

TORRANCE, Calif., (November 1, 2016) — Four of Toyota's 2016 "Extreme" builds are among the vehicles taking center stage in the third annual SEMA Battle of the Builders® competition at the **2016 Specialty Equipment Market Association (SEMA) Show.**

Toyota has selected four builders to take Toyota stock vehicles to where they've never gone before: the 2017 Battle of the Builders competition at SEMA.

- Chuck Wade, Toyota Motorsports Technical Center Manager, transformed the Land Cruiser into the Land Speed Cruiser, a build capable of 220 mph and warranting the title "World's Fastest SUV."
- Jeremy Lookofsky, Cartel Customs, built the sporty XTREME Corolla by custom modifying a 4-door sedan into a one-of-a-kind 2-door sports coupe.
- Rick Leos, Real Time Automotive, cross-bred a minivan with a Learjet, fully controlled by an iPad and capped off with top-notch finishes that include wood floors. The result? Extreme Sienna.
- Gordon Ting, Beyond Marketing, modified a Prius and took it to the extreme by turning it into the Prius G, a hybrid that can pull 1g on the skidpad and challenge performance cars on the racetrack.

"The builders we work with are the best at what they do. Bringing these builds to SEMA is enough. But we wanted to take them even further. We're in good company in the Battle of the Builders and it's very much in the spirit of SEMA," said Steve Appelbaum, National Engagement Marketing Manager for Toyota Motor Sales. "Our builders had their work cut out for them. And they showed true vision and craftsmanship."

Featuring the world's greatest automotive customizers, the SEMA Battle of the Builders® is considered to be the ultimate builder competition, designed to recognize and celebrate proven vehicle builders in all market segments.

Industry experts serve as judges, going through hundreds of entries until only the Top 10 remain. Friday, November 4, judges will announce the winner of the 2016 SEMA Battle of the Builders® at SEMA Ignited.

These four Extreme 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,
November 1-4, 2016.