

Toyota Unveils XTREME Corolla at SEMA 2016

November 01, 2016

Image not found or type unknown



TORRANCE, Calif., (November 1, 2016)—Globally, Toyota sells approximately 1.5 million Corollas a year, but the world has never seen anything like the one-of-a-kind XTREME Corolla unveiled during Toyota's press conference this morning at the **2016 Specialty Equipment Market Association (SEMA) Show**.

Toyota teamed up with Jeremy Lookofsky of Cartel Customs to create this Corolla like no other. The build pays tribute to the heritage of the iconic brand while taking aggressive design cues from the sport compact genre. This transformation is most evidenced by the conversion of the car from a 4-door sedan to a 2-door sports coupe. No stone was left unturned in the dynamic design of the XTREME Corolla. Even the interior has been retrofitted with a one-of-a-kind floating center console and an extensive JBL audio system.

“Especially since it is Corolla’s 50th anniversary, we wanted to really push the limits with this XTREME build, and this car certainly does that.” said Dawn Mercer, National Small Car Manager, Toyota Motor Sales.

The first Corolla went on sale in Japan in November 1966, and was brought to the U.S. in 1968. “Corolla continues to focus on providing quality and style in a sporty package,” Mercer added. “With the XTREME Corolla, we’ve built on those key values and taken sporty to an extraordinary new level to celebrate a five decade Corolla legacy.”

“The XTREME Corolla takes Corolla to a hot, unexpected place. People will be blown away by the custom conversions put into this build.” expressed Lookofsky.

The XTREME Corolla—along with representations of each of the 11 generations of Corolla, the Great American Race Corolla and numerous other Toyota specialty vehicles—will be found in the Toyota display booth (#24800) in Central Hall and on the Patio Annex of the Las Vegas Convention Center, November 1-4, 2016.