

Toyota Rocks SEMA with 220 MPH Twin Turbo Land Speed Cruiser

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TORRANCE, Calif., (November 1, 2016)—Broad shouldered and confident, the vaunted Toyota Land Cruiser authored the rulebook for Sport Utility Vehicles. This year, the Land Speed Cruiser will write a new chapter in the SUV’s history book.

Debuting at Toyota’s **2016 Specialty Equipment Market Association (SEMA) Show** display, the Land Speed Cruiser is a low-slung, purpose-built sled of a vehicle capable of generating more than 2,000 hp and a top speed of 220 mph that leaves most sports cars in the dust.

“From the outside, the Land Speed Cruiser appears quite normal, quite subtle,” said motorsports technical center manager Chuck Wade, who built this vehicle with his team of engineers. “This is what makes it so special. Every single system and component has been touched. The trick is getting the body back onto the heavily modified frame.”

The build team surgically extracted the outer shell of a 2016 Land Cruiser. Beneath the surface of the Land Speed Cruiser lies the rugged durability of Toyota’s 3UR-FE 5.7-liter V8. A volleyball-sized Garrett turbocharger flanks each bank of cylinders and breathes directly through front inlets in the specially designed

aerodynamic hood. The engine is linked to an ATI transmission.

“I love the challenge of taking a vehicle and making it stronger, faster,” Wade added. “Making something beyond outrageous keeps me coming back for more.”

“With the Land Speed Cruiser, we are breaking all of the normal conventions of what an SUV should be,” said Steve Appelbaum, Toyota Motor Sales national engagement marketing manager. “This is a vehicle is truly a feat of engineering.”

The Land Speed Cruiser is Toyota’s answer to the extreme. The 2017 Land Cruiser represents the present, and the first generation 1961 Land Cruiser harkens back to the past. These three distinctly different Land Cruisers—along with numerous other Toyota

specialty vehicles—can be seen in the Toyota display booth (#24800) in Central Hall and on the Patio Annex of the Las Vegas Convention Center, November 1-4, 2016.