

Battle of the Builders® Top 21 Includes Two Toyota Extreme Builds

November 01, 2016

TORRANCE, Calif., Nov. 1, 2016— Out of over 200 entries, two of Toyota's 2016 "Extreme" builds were honored among the Top 21 overall entries in the third annual SEMA Battle of the Builders® competition at the 2016 Specialty Equipment Market Association (SEMA) Show.

The XTREME Corolla, built by Jeremy Lookofsky of Cartel Customs, and the Prius G, built by Gordon Ting of Beyond Marketing, were each selected to join the top seven builds in the "Sport Compact category." The XTREME Corolla started life as a 4-door sedan that Lookofsky transformed into a one-of-a-kind 2-door sports coupe. Ting's Prius G can pull 1g on the skid pad and challenge high-performance cars on the racetrack.

"The Battle of the Builders is the best of the best and we are thrilled that the XTREME Corolla and the Prius G were selected among the Top 21 builds," said Steve Appelbaum, National Engagement Marketing Manager for Toyota Motor Sales. "Jeremy and Gordon have worked night and day on these cars and they truly deserve the recognition they have received today."

The Top10 finalists will be announced tomorrow, Wednesday November 2 at 11:00 a.m. PDT at SEMA Central in the Grand Lobby of the Las Vegas Convention Center.

Revealed to the public this morning, the XTREME Corolla and the Prius G— along with 28 other Toyota vehicles highlighting the "Past, Present and Extreme"— are featured at Toyota's display booth (#24800) in Central Hall of the Las Vegas Convention Center.