

Toyota's Prius G Cracks the Top 10 in SEMA's Battle of the Builders®

November 02, 2016

TORRANCE, Calif., Nov. 2, 2016— Gordon Ting of Beyond Marketing, builder of the Prius G, has been selected to join the elite company of the top 10 builders in the third annual SEMA Battle of the Builders® competition at the **2016 Specialty Equipment Market Association (SEMA) Show**. The Prius G is one of six “Extreme” vehicles that Toyota is featuring at SEMA.

In building the Prius G, Ting sought to challenge the notion that a hybrid vehicle can also be a performance car. During testing at Willow Springs International Raceway in Southern California, the small but mighty Prius G pulled 0.99 g on the skid pad, placing the Prius G in the company of high performance sport cars.

Over 200 vehicles were entered into this year’s Battle of the Builders® competition. “Having the Prius G crack the top 10 is a tremendous honor for Gordon,” said Claudia A. Rodriguez, Prius Product and Marketing Manager at Toyota Motor Sales. “He is an incredibly talented builder and what he has accomplished with this Prius is mind-blowing.”

The top 10 finalists now advance to the next round where they become the judges and evaluate one another’s vehicles. Judging will take place on Friday, November 4 at 11:00 a.m., followed by the announcement of the Top 3 finalists at 3:30 p.m., both are to happen at SEMA’s Velocity Stage at the Las Vegas Convention Center. The ultimate winner of the 2016 SEMA Battle of the Builders® will be revealed on Friday, November 4 at 7:00 p.m. at SEMA Ignited.

The Prius G — along with 29 other Toyota vehicles highlighting the “Past, Present and Extreme”— is currently featured at Toyota’s display booth (#24800) in Central Hall of the Las Vegas Convention Center. On Friday, all of the Top 10 vehicles, including the Prius G, will be found at SEMA’s Velocity Stage.