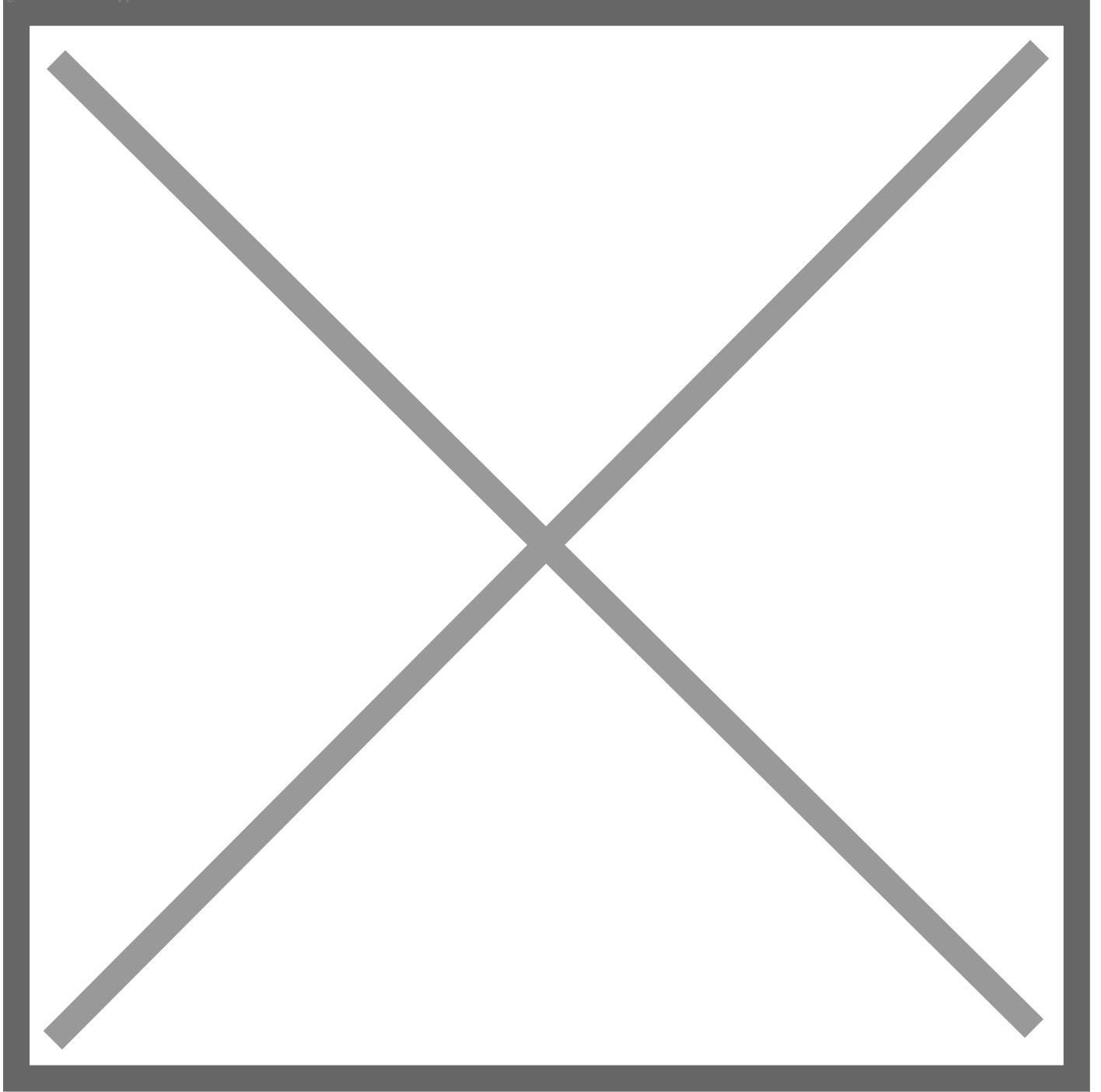


LC 200 to Appear at Toyota's 2015 SEMA Display

November 03, 2015

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TORRANCE, Calif., Nov. 3, 2015—The **Toyota LC 200** that is currently serving as the torch bearer in Toyota’s grueling **Ever-Better Expedition** will be showcased at Toyota’s **2015 Specialty Equipment Market Association (SEMA) Show** booth.

The Ever-Better Expedition is a “global test drive” spanning five continents in which Toyota engineers drive production vehicles through the most demanding terrain on the planet, all in an effort to build “ever better” vehicles.

The expedition began last year in Australia, when 50 Toyota engineers drove 15 Toyota models nearly 12,500 miles. The LC 200 is the Australian version of the mighty Toyota Land Cruiser, Toyota’s longest-running series and a vehicle known around the world for its off-road prowess.

The North American leg of the expedition, which began this summer, is even more demanding than the Australian segment. The 110-day, 16,000-mile leg will stretch from the heat of Death Valley to the icy winter roads of Alaska, and from the congested streets of Manhattan to the soaring heights of Pikes Peak.

The LC 200 on display at SEMA is the global torchbearer for the entire Ever-Better Expedition.

The LC 200 can be seen November 3-6, 2015, in the Toyota display booth (#24700) located in the Central Hall of the Las Vegas Convention Center at the 2015 SEMA Show.