

Tonka 4Runner is the Big Toy Story at Toyota's SEMA Display

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TORRANCE, Calif., Nov. 3, 2015—Putting the “Toy” in Toyota—with a capital T—is the purpose of the Tonka 4Runner concept vehicle, which will be on display at Toyota’s **2015 Specialty Equipment Market Association (SEMA) Show** booth.

Toyota teamed with Funrise Toy Corporation, manufacturer of Tonka toys for Hasbro, to build a life-size Tonka SUV whose theme is “the ultimate off-road adventure.” The Tonka 4Runner joins the Tonka Tundra fire truck as the latest collaboration between the two iconic brands.

The Tonka 4Runner is powered by the same 4.0-liter V6 as the production 4Runner—but that’s about the only similarity between the two. The concept vehicle’s body—elevated to new heights by a ten-inch Bulletproof Suspension lift kit—sports bold matte black and yellow Tonka graphics. Twenty-inch Ultra Motorsports Type 250 Colossus wheels are enveloped by Mickey Thompson Baja MTZ 38×15.50R20LT off-road tires. Over each tire are Rigid Industries LED lights, so that the vehicle is as impossible to miss at night as it is in broad daylight.

The custom suspension includes King 8×2.5-inch and 10×2.5-inch coilovers, as well as an assortment of Bulletproof Suspension components. Bulletproof also designed the vehicle’s welded bumpers, roof rack, side steps and ladders.

The crowning touch, literally, is the pop-up tent on the Tonka 4Runner’s roof, which makes the SUV the ultimate dream machine for outdoor enthusiasts.

The Tonka 4Runner 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.