

SEMA Edition TRD Toyotas May be More Than Dream Machines

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TORRANCE, Calif., Nov. 3, 2015—The five Toyota Racing Development (TRD) vehicles on display at Toyota’s **2015 Specialty Equipment Market Association (SEMA) Show** booth are designed to inspire the imagination of industry professionals and consumers alike. Toyota is looking for actual feedback on these sporty machines.

The five **SEMA Edition TRD** vehicles—representing a cross-section of five of Toyota’s most popular sedans, SUVs and crossovers—have been modified for sportier good looks and more responsive handling. The quintet is comprised of a SEMA Edition TRD **Avalon, Camry, Corolla, Highlander** and **Land Cruiser**.

“We think our SEMA Edition TRD vehicles will surprise many,” said Steve Appelbaum, National Engagement Marketing Manager, Toyota Motor Sales, U.S.A. “These concepts are hot—dare we say sexy—vehicles that are equal parts show and go.”

All of the SEMA Edition TRD concepts feature special edition Silver Pearl paint on the exterior and custom TRD embroidery inside. In addition, all but the Land Cruiser sport a front chin spoiler, aero-inspired rocker panels and rear-end diffuser treatment.

Just as each model plays a different role in the Toyota lineup, each of the SEMA Edition TRD vehicles boasts unique modifications designed to enhance its sporty looks and driving dynamics.

SEMA Edition TRD Avalon

For 20 years, the Toyota Avalon has set the benchmark for the premium midsize sedan category. Toyota’s flagship sedan features an elegant yet athletic exterior design, dynamic performance, and a high level of refinement and technology. The Avalon has proven popular with drivers and passengers alike, allowing them to go places in style and comfort.

Based on the production 2015 Avalon XLE Touring, the SEMA Edition TRD Avalon builds on this winning formula with TRD lowering springs that reduce the vehicle’s ride height by 1.5 inches both front and rear, TRD performance-tuned struts all around, TRD custom free-flow cat-back performance dual exhaust with quad tips, and TRD decklid badging.

The SEMA Edition TRD Avalon rides on 255/35/19 tires wrapped around bronze 19×9-inch TRD performance wheels.

SEMA Edition TRD Camry

The best-selling car in America for the last 13 years was redesigned for 2015 with a bold new look, stiffer body structure, enhanced aerodynamics and its quietest ride ever.

Using the 2015 Camry XSE V6 as a canvas, the artists at TRD used TRD lowering springs to lower the vehicle by 1 inch up front and 1.5 inches in back, for better aerodynamics, improved traction and handling, and a more aggressive stance. Both the look and the handling are enhanced by 21×9.5-inch bronze TRD performance wheels surrounded by 255/35/21 tires.

TRD performance-tuned struts, brake pads, and custom free-flow cat-back performance dual exhaust complete

the package.

SEMA Edition TRD Corolla

America's best-selling compact car—and, in fact, the best-selling automotive nameplate in history—the Toyota Corolla is justifiably popular for its sporty styling, outstanding fuel economy and “class above” interior room.

The 2016 Corolla LE Eco is the MPG champ of the line, but it's also a strong performer with the highest-powered engine of any Corolla, delivering eight more horsepower than the other models. That made it the ideal candidate for a SEMA Edition TRD makeover.

The production Corolla LE Eco puts that power to the pavement through a continuously variable transmission. In the SEMA Edition TRD Corolla, the CVT is replaced by a TRD six-speed manual, for a sportier driving experience. Performance is further enhanced by a TRD custom free-flow cat-back single exhaust system.

Adding to the driving fun are 255/30/19 tires and bronze 19×9-inch TRD performance wheels. The SEMA Edition TRD Corolla hugs the road with a ride height that's 1 inch lower in front and 1.5 inches lower in the rear than the production Corolla.

SEMA Edition TRD Highlander

The Toyota Highlander started the midsize crossover SUV category 15 years ago, so it had a head start on becoming a benchmark. The SEMA Edition TRD Highlander raises the bar even higher, with the most significant interior upgrades of any of the SEMA Edition TRD concepts. In addition to TRD seats, the cabin of the concept Highlander has been completely redone in dramatic full black with red accents, from dash panel to door panels.

The Highlander's stock tires and wheels were replaced by 285/35/20 tires and 20×10-inch bronze TRD performance wheels front and rear.

With a ride height that's 1 inch lower up front and 1.5 inches in back, the SEMA Edition TRD Highland is the crossover that crosses the line from popular people-hauler to stealth SUV.

SEMA Edition TRD Land Cruiser

Toyota has sold Land Cruiser models in the United States continually since 1957. Over the last nearly 60 years, the Land Cruiser has evolved from a utilitarian go-anywhere vehicle to one of the most luxurious full-capability SUVs on the market. The SEMA Edition TRD Land Cruiser, based on the redesigned 2016 model, takes this iconic Toyota to new heights—literally.

While the rear of the SEMA Edition TRD Land Cruiser is at stock ride height, the front end has been raised a full two inches, for even more impressive ground clearance and angle of approach. A TRD skid plate protects the underbody of the vehicle.

Up front, the production suspension has been enhanced by TRD adjustable remote-reservoir coilover shock absorbers, while TRD adjustable remote-reservoir shocks and springs augment the rear suspension.

Exterior details of the concept vehicle serve both style and substance. They include a TRD brush guard with LED driving lights; a TRD performance off-road air snorkel; bronze-colored TRD tubular running boards; and a roof-mounted cargo pod. In back, the TRD performance cat-back dual-tip exhaust features an innovative offset design that's as smart as it is functional.

The finishing touches for the ultimate Toyota SUV? 285/55/20 tires and TRD 20×10-inch performance wheels front and rear.

Toyota Wants Your Opinion

TRD staff will be on hand at the Toyota display—and at the nearby TRD trailer, adjacent to the Toyota booth on the Patio Annex—throughout the run of the 2015 SEMA Show, asking journalists and visitors their opinions of the concept vehicles.

“The Toyota Avalon, Camry, Corolla, Highlander and Land Cruiser already do everything that vehicles in their respective segments need to do, and do them exceedingly well,” said Appelbaum. “We believe the SEMA Edition TRD versions of these vehicles will appeal to a crowd that needs a great all-around vehicle plus even more sportiness. We’re anxious to gauge public response to these concepts.”

The SEMA Edition TRD vehicles—along with numerous other Toyota specialty vehicles—will be found in the Toyota display booth (#24700) in Central Hall and on the Patio Annex of the Las Vegas Convention Center, November 3-6, 2015.