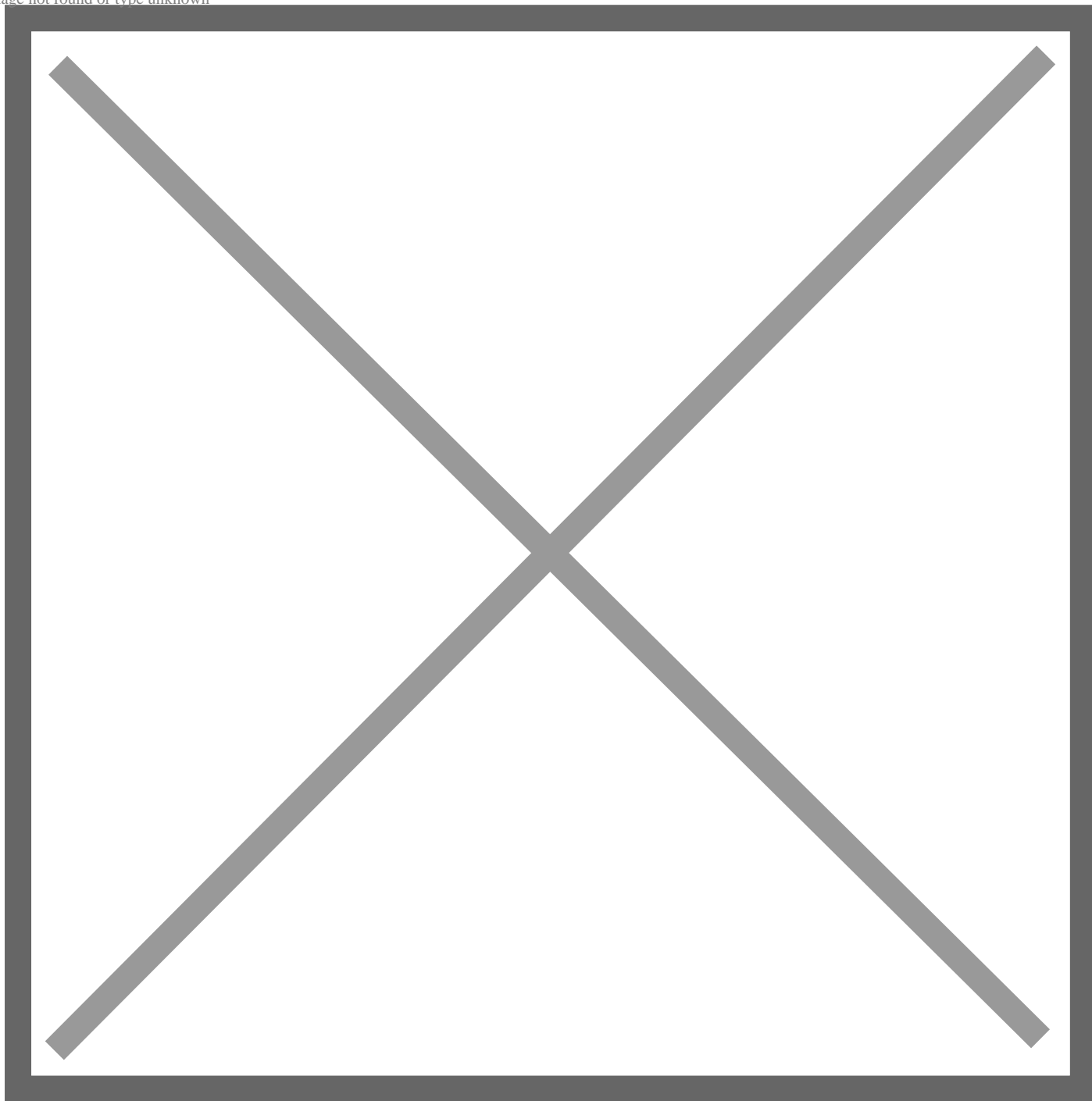


Toyota's Mobile DJ Sienna Set to Rock SEMA

October 27, 2014

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TORRANCE, Calif., Oct. 27, 2014 — The Sienna is famous for being the perfect vehicle for family road trips, hauling the kids to soccer practice and the weekly grocery restocking ritual. And thanks to **West Coast Customs** and **SiriusXM**, the Sienna can add rocking a party to the aforementioned list.

“The **Sienna:Remix** celebrates the large part that music plays in our lives, at all stages,” said Toyota Engagement Marketing and Motorsports National Manager, Steve Appelbaum. “It also reinforces our message in the ‘Swagger Wagon’ campaigns — that the life-changing role of being a parent doesn’t mean the end of fun as we know it. It’s more fun with more family members added to the mix,” he continued, “and that’s when the Sienna’s power sliding doors really come in handy.”

To keep the surprise factor, the exterior of the Sienna:Remix is fairly close to factory. Custom mesh wheels, blacked-out grille and color-matched emblems give a subtle hint to what’s in store. Hit a few switches and the Sienna:Remix shows its true intentions in a series of motorized reveals that leave spectators stunned. A 360-degree A/V column consisting of two 40” LCD monitors, four 12” subwoofers, 16 speakers and two LED bars rises out of the roof like something out of the latest installment of “The Transformers.” The trunk opens revealing not bags full of organic groceries, but a fully functional DJ booth including eight more speakers and plug-in access to the beastly audio system. Hiding inside are five amplifiers and two 32-band equalizers, giving the Sienna:Remix both ample power and sound quality to make this year’s PTA fundraiser the hottest spot in town.

The Sienna:Remix can be seen November 4-7 in the Toyota display booth (#24700) located in the Central Hall at the **Specialty Equipment Market Association (SEMA) Show**.

Sienna:Remix **2015 Toyota Sienna**

Exterior

- Color-matched Toyota emblems
- Blacked-out grille

Wheels:

- Giovanna mesh wheels

Audio/Visual System

- (4) 12” external subwoofers
- (24) 6.5” coaxial external speakers
- (5) high-powered amplifiers
- (2) 32-band equalizers
- (2) 40” LCD televisions
- DJ booth with direct plug-in to system
- Fully motorized pop-out DJ booth and A/V display

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