

Watch West Coast Customs and SiriusXM Rock out the Toyota Sienna

December 12, 2014

TORRANCE, Calif. (Dec. 12, 2014) – Rock and roll wasn't born in a day, but viewers can watch the Sienna "raise the roof" in 60 minutes of TV fun. West Coast Customs and SiriusXM transformed the family-friendly 2015 Sienna into a DJ-ready [Sienna:Remix](#) to rock the neighborhood. The episode will air Dec. 14 at 7 p.m. PST on FOX Sports 2.

The West Coast Customs show follows founder and CEO Ryan Friedlinghaus and his crew as they build the ultimate personalized vehicles. Designed with SiriusXM and West Coast Customs, the Sienna:Remix aims to amplify the shared language of music in young families' lives and the unexpected ways drivers are inspired – and energized – by music every day.

View the teaser for the episode: <http://youtu.be/GIxtsO-FUYg>

The Sienna:Remix features a fully functional DJ booth inside the vehicle and a 360-degree A/V column that can rise out of the roof with two 40-inch LCD monitors, four subwoofers, 16 speakers and two LED bars. Parents can plug into the audio system to take advantage of five amplifiers and two 32-band equalizers for sound that should earn high fives around the cul-de-sac.

Creating this rowdy ride challenged the West Coast Customs crew to combine parenting and music in a modern way, Friedlinghaus said.

"Our team seized onto Toyota's Swagger Wagon concept to build a DJ minivan that is completely unexpected and sounds like a party ready to start," he said. "As a parent myself, I love the idea of combining fun and music with family life. Modifying this Toyota Sienna really let our team get super creative with sound, light and look."

The result is a West Coast Customs and SiriusXM spin on the "Swagger Wagon."

"Tune in to watch the West Coast Customs team take the irreverent spirit of the 'Swagger Wagon' to new heights," said Kibo Kitahama, national manager, vehicle marketing and communications. "SiriusXM and West Coast Customs helped us demonstrate parenting is an adventure, and this Sienna:Remix now can provide the soundtrack."

The upcoming TV episode isn't the only way to see the Sienna:Remix. The vehicle will tour across the U.S., with stops at cultural and music festivals, auto shows and sports events. For more information about the Sienna:Remix, visit pressroom.toyota.com.