

Team Toyota Athletes and Partners Create Their Ultimate Rides at 2013 SEMA Show

September 26, 2013

TORRANCE, Calif. (Sept. 26, 2013) – A NASCAR driver, a freestyle skier, a BMX rider and two supercross stars go head-to-head in a competition to create their ultimate dream rides. This year's Toyota Dream Build Challenge invites a diverse group of Team Toyota athletes along with their big-time partners to modify vehicles, letting fans participate in the process and vote for their favorites at <http://www.ToyotaDreamBuild.com>. The fan favorite will earn bragging rights and the Toyota Dream Build Challenge Cup when the winner is revealed at the SEMA show in Las Vegas on Nov. 5.

The teams are:

- NASCAR driver **Parker Kligerman** with partner Kyle Busch Motorsports, who will transform a 2013 Camry into a rally car dubbed the “CamRally.”
- Freestyle skier **Simon Dumont** with partner Oakley, who will bring to life the “Ultimate Dream Ski 4Runner.”
- BMX rider **Drew Bezanson** with partner Skullcandy, who will blend music and BMX themes to create the “Crusher Corolla.”
- Supercross stars **Justin Brayton and Josh Grant** with partner Joe Gibbs Racing Motocross, who will completely outfit a 2014 Tundra and turn it into the “Let’s Go Moto Tundra.”

Each team will work with a custom build shop to bring its vision to life. Videos of the modification process and final competition entries will be available online at www.ToyotaDreamBuild.com beginning Sept. 26. Voting will begin Oct. 31 and continue for five days, with participants earning a chance to win daily prizes from the build partners and athletes. One lucky fan will have a chance at a dream trip to one of the Team Toyota athlete's events. Television racing commentator and *Top Gear USA* host Rutledge Wood will announce the winning design at SEMA, with the results streamed live online for fans to watch.

“For everyone who has ever imagined designing the perfect vehicle for a favorite hobby or sport, the Toyota Dream Build Challenge makes that dream a reality,” said Ed Laukes, vice president of marketing communications and motorsports for Toyota. “What better place than the SEMA show to push the limits of the imagination and inspire creativity.”

Following the competition, all four vehicles will go on tour at events across the country. For more information about the Toyota Dream Build Challenge, visit <http://www.ToyotaDreamBuild.com>.