

New Toyota Avalons Built for SEMA Take Divergent Paths Toward Similar Goals

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TORRANCE, Calif., Oct. 25, 2012 — Toyota's recently introduced 2013 Avalon is set to enter the market this fall with a radically new design that moves the styling needle distinctly toward passion and excitement. To demonstrate the possibilities of the new premium mid-size sedan, the company created two new concepts that are scheduled to bow on Oct. 30 at the SEMA Show in Las Vegas.

"The new Avalon is an attractive target for performance enhancement," said Toyota Engagement Marketing and Motorsports National Manager Keith Dahl. "Tuners always want to get their hands on a great new design with strong enthusiast appeal."

2013 Avalon TRD Edition

With performance firmly in their wheelhouse, Toyota Racing Development (TRD) created a concept that builds on the strength of the new car's inherently sporty styling and dynamics by taking each a couple of steps further without losing the "sweet spot."

Using the 3.5-liter V6 gasoline-powered Avalon, TRD added one of its signature supercharger systems to bump engine power and torque substantially while maintaining smooth driveability. The cleanly integrated design also fits neatly in the Avalon engine bay.

Handling is enhanced with a spring/shock package that lowers the car about one inch to improve body control and steering response. Stiffer rear subframe bushings and modified steering characteristics also enhance control while increasing road feel. Sticky Michelin Pilot Super Sport tires on custom 19-inch wheels complete the handling picture. Braking power is substantially upgraded with a TRD Big Brake kit sporting six-piston front and four-piston rear calipers on large cross-drilled spiral-vane rotors.

Exterior changes build on the Avalon's already sporty nature with two-tone custom paint, a color-keyed grille and tinted taillights with clear lenses. Dual exhaust with polished mufflers and custom tips finish the look.

The TRD Edition Avalon also gets a major interior upgrade with gradient-design perforated leather seating plus red accent piping and stitching. Custom instrument and door panels are also leather covered, again with red stitching. And to make sure the music is as memorable as the driving, TRD installed a thumping JBL GreenEdge™ surround-sound audio system with 15 speakers and two trunk-mounted 500W amplifiers.

TRD EDITION SPECIFICATIONS

Engine

- TRD supercharger incorporating Eaton Gen 6 TVS rotor assembly

Drivetrain

- Six-speed automatic transmission

Suspension and Brakes

- Cold-rolled steel coil springs that lower vehicle approximately one inch front and rear
- KYB gas-pressured mono-tube shocks with custom valving
- Stiffer rear subframe bushings
- Modified steering assist, damping and hysteresis characteristics
- Brake calipers: Front six-piston; rear four-piston with patented bolt-in bridges
- Brake rotors: Front 380 X 32 mm; rear 345 X 28 mm cross-drilled with patented spiral-vane design

Exterior

- 19-inch custom wheel design with three-stage paint
- 225/40R19 Michelin Pilot Super Sport tires
- Two-tone custom paint scheme
- Tinted taillights with clear inner and outer lenses
- Custom color-keyed grille
- Dual exhaust with high-polished mufflers and custom tips

Interior

- Graduated perforated leather with red piping and stitching
- Black technical knit headliner
- Custom door panels and instrument panel with black leather and red accent stitching
- JBL GreenEdge™ surround sound system with 15 speakers
- Two trunk-mounted JBL 500W GTI D-class amplifiers

2013 SEMA Avalon HV Edition

The Avalon HV Edition is based on the all-new Avalon Hybrid which shares the same essential body and chassis design with its V6-powered sibling. And like the TRD Edition, the HV highlights the potential of the new car, but with a noticeable nod to hybrid efficiency in its presentation.

Bright white primary and electric blue accent colors outside speak to ambitions for a cleaner environment. The theme extends to exterior details such as hybrid-blue headlights, tail-lights and turn signals, plus a color-keyed custom grille.

The bright white and blue theme also enhances the Avalon's already contemporary interior design with blue-silver metallic leather and white perforated leather seat inserts, as well as crisp blue stitching and dashboard accents. Multi-color hybrid instrument panel and rear console interior lights are also featured. And a 15-speaker JBL GreenEdge™ surround-sound audio system cranks up the music volume and quality.

Not to be outdone by its SEMA sibling, the HV gets a similar suspension, brake and tire package to ensure responsive handling and firmer body control. Wheels are also the 19-inch variety but with a unique design.

Starting Oct. 30, both of these new and unique Avalons can be seen along with seven other custom-built Toyota vehicles in the Toyota display booth (#24801) located in Central Hall at the 2012 SEMA Show.

HV EDITION SPECIFICATIONS

Engine and Drivetrain

- Toyota Hybrid Synergy Drive

Suspension and Brakes

- Cold-rolled steel coil springs that lower vehicle approximately one inch front and rear
- KYB gas-pressured mono-tube shocks with custom valving
- Stiffer rear subframe bushings
- Modified steering assist, damping and hysteresis characteristics
- Brake calipers: Front six-piston; rear four-piston with patented bolt-in bridges
- Brake rotors: Front 380 X 32 mm; rear 345 X 28 mm cross-drilled with patented spiral-vane design

Exterior

- 19-inch custom wheel design with three-stage paint
- 225/40R19 Michelin Pilot Super Sport tires
- Hybrid blue taillights with clear inner and outer lenses
- Hybrid blue front turn signal and headlight assemblies
- Custom color-keyed grille
- Dark chrome ring badge with custom blue hybrid accent

Interior

- Blue silver metallic leather with white perforated leather seat inserts
- White technical knit headliner
- Custom door panels and instrument panel with embossed white leather and blue accent stitching
- JBL GreenEdge™ surround sound system with 15 speakers
- Hybrid instrument panel and rear console interior lights (multi-color)

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