

DUB Magazine Builds an Avalon with Attitude for the SEMA Show

October 25, 2012

TORRANCE, Calif., Oct. 25, 2012 — DUB Magazine, a name synonymous with incredible wheels on cool custom cars with inner-city influence, has rendered its urban touch to the newest car in the Toyota lineup: the 2013 Avalon. In creating its latest ride, DUB has taken the new Avalon where few, if any, have gone before. The magazine's unique take on the Avalon makes its debut on Oct. 30 at the Toyota booth in the 2012 SEMA Show.

"DUB has proven here that the new Avalon makes a sharp urban ride," noted Toyota Engagement Marketing and Motorsports National Manager Keith Dahl. "Their modifications give it an aggressive, yet classy look that might have been unexpected in the previous generation."

DUB's signature look begins with big 22-inch TIS wheels with a matte black finish wrapped in ultra-low-profile Pirelli tires. The wheel/tire combo uses every millimeter of space in the wheel wells and combined with a lowered suspension, give the Avalon an audacious stance.

Taking the look a few steps further, DUB deployed a well-integrated custom lower body kit, re-sprayed the exterior in Brilliant Black and de-chromed the body. Tinted windows and taillights continue the theme and a custom mesh grille notably changes the front view.

The interior gets plenty of attention, too, with liberally applied suede accents on the console, door panels and headliner. The seats receive plush diamond-pattern suede inserts, with DUB logos sewn into the seatbacks. And like the exterior, everything is black inside.

No urban ride would be complete without a pulsing sound system and the DUB Avalon delivers. JBL provides the hardware and DUB's designers used virtually all of the Avalon's generous trunk space to house three massive subwoofers and an impressive array of amplifiers. The clean installation belies the bone-shaking sound that surely awaits.

Starting Oct. 30, the DUB Avalon can be seen along with eight other new and unique custom-built Toyota vehicles at the 2012 SEMA Show. They will be in Central Hall at the Toyota display booth #24801.

SPECIFICATIONS

Engine

- 3.5-liter DOHC V6

Drivetrain

- Six-speed automatic

Suspension

- Custom lowered

Interior

- Black leather seats with black ultra-suede inserts with diamond pattern
- Black suede headliner
- JBL sound system
- Custom fiberglass audio installation in trunk with suede and paint accents

Exterior

- 22-inch TIS wheels in matte black
- 245/30 22 Pirelli tires
- Paint – Custom Brilliant Black
- Exterior plastics color matched
- Custom body kit
- Mesh grille
- Tinted taillights
- Tinted windows
- De-chromed body/trim

###