

The GR Supra Racing Concept Roars Back To Las Vegas

November 05, 2019



PLANO, Texas (November 5, 2019) – The GR Supra Racing Concept is back at SEMA for an encore appearance in Toyota’s display at the **2019 Specialty Equipment Market Association (SEMA) Show**.

“At the 2018 SEMA Show, the GR Supra Racing Concept offered a good hint of what we had in the pipeline. Now we can appreciate its competition body lines alongside the production 2020 GR Supras,” said Steve Appelbaum, national engagement marketing manager for Toyota Motor North America.



The Racing Concept's pure front-engine/rear-wheel drive configuration makes use of advanced lightweight materials in its construction. Created by TOYOTA GAZOO Racing, the concept exudes high-performance qualities intrinsic to Toyota's flagship sportscar. The large "90" number plate on its doors refers to the GR Supra's chassis code, A90, and was a visual clue that this concept heralds the return of the fifth generation Supra.

The Racing Concept features the aerodynamic traits expected in a race car. Optimized to generate downforce, the aero package includes a carbon-fiber splitter, canards, vented wide fenders, side skirts, a carbon-fiber diffuser, and a carbon-fiber wing with swan-neck stays.



The aerodynamics package keeps the pressure on the Michelin racing slicks mounted to lightweight BBS center-lock wheels to provide glue-like adhesion with the tarmac. Brembo forged-monobloc calipers with slotted rotors reign in the speed.

Inside the cabin, a race-focused cockpit forms around the OMP racing seat. A fortified latticework of chromoly steel adds strength and rigidity to the chassis. A carbon-fiber steering wheel includes a digital display along with vehicle controls.

Its development and intended purpose embodies the beliefs of Kiichiro Toyoda, the founder of the Toyota Motor Corporation. He felt that participation in motorsports presents challenges that can directly contribute to the development of better cars, while at the same time generating interest and excitement among motoring fans.



Toyota Motor Corporation president Akio Toyoda and Toyota GAZOO Racing fully embrace this ethos, with focus on the pursuit of success at the highest levels of international motorsport, including the World Rally Championship, World Endurance Championship and the 24 Hours of Le Mans. Participation in various racing series around the world furthers the technical learning that can be transferred from the race track or rally stage to the development of new Toyota vehicles.

The GR Supra Racing Concept—along with other Toyota specialty vehicles—can be found in the Toyota display booth (#24800) in Central Hall and on the Patio Annex of the Las Vegas Convention Center, November 5 – November 8, 2019.