

Toyota and Race Service Partner to Create the Ornamental Conifer GR Supra

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PLANO, Texas (November 2, 2020) – Toyota today unveiled the Ornamental Conifer GR Supra, one of four reveals in the company’s **2020 SEMA360 Showcase** presentation. Unlike most performance and customization debuts, the Ornamental Conifer GR Supra is a hand-painted work of art created by Ornamental Conifer, the moniker for British artist Nicolai Sclater.

The SEMA360 Builder Showcase, Nov, 2-6, 2020, is SEMA’s online program connecting the automotive aftermarket industry in a year that makes the traditional in-person SEMA Show impossible. Toyota is using a two-wave reveal plan with four SEMA360 debuts starting today, and others breaking cover during wave two in the coming weeks.

To create the Ornamental Conifer GR Supra, Sclater started with a beautiful canvas, a 2021 GR Supra 3.0 Premium in Turbulence Gray. Finding inspiration by imagining what motivates and drives enthusiasts to customize their GR Supra sports cars, he conceptualized a design featuring bold graphics and expressions like ‘True to Form’ and ‘Lightning Response’ as nods to past and present Supra attributes.

Working exclusively with enamel paint and brushes, Sclater meticulously hand painted every letterform and graphic, resulting in an eye-catching creation that pays tribute to the lost art of sign painting and automobile graphics while remaining fresh and contemporary.

“Nico’s creativity and skills are over the top, and simply amazing,” said Ed Laukes, group vice president – Toyota Division Marketing. “What he created in the Ornamental Conifer GR Supra is pure art. To think he did this and all the accompanying artwork by hand blows me away, especially in an era where digitally printed vinyl wraps are the rage. I’m looking forward to hearing what automotive enthusiasts and Supra fans think of this project.”

Sclater and Race Service also plan to roll out limited-edition artwork and complimentary items such as shirts, key chains, air fresheners, water bottles, tote bags, and more sometime soon.