

GR Supra Heritage Edition Makes Encore Appearance

December 21, 2020



PLANO, Texas, December 21, 2020 – Toyota built and unveiled the GR Supra Heritage Edition at the 2019 Specialty Equipment Market Association (SEMA) Show to celebrate the triumphant return of the Supra nameplate to the model lineup. This year the popular concept car returns as a companion to an exciting new project, the GR Supra Sport Top.

The GR Supra Sport Top breaks cover in Toyota’s second wave of 2020 SEMA special one-off build projects. Toyota opted to use a two-wave reveal strategy to celebrate pure performance, both on and off road, and previously unveiled four builds in its first wave presentation on Nov. 2, 2020. SEMA360 is SEMA’s online program connecting the automotive aftermarket industry in a year that makes the traditional SEMA Show impossible.

“It was exciting to see the reaction to our Heritage Edition last year, and I think as a modern tribute to the iconic MKIV Supra from the late ‘90s we hit it out of the park,” said Ed Laukes, Group Vice President – Toyota Marketing. “We decided to bring it back this year paired with the Sport Top to give Supra fans an idea of what our Supra would look like taking in the open air with a removable roof.”

In order to conceive the Heritage Edition Supra, the Toyota Motorsports Garage worked with Beree Cox Design to render a prototype design based on the new 2020 GR Supra that paid homage to the MKIV Supra's visual cues. From there it was off to the races to blend the "old" with the new.

LG Motorsports crafted an integrated front splitter and a MKIV Supra wing modified to match the new GR Supra's proportions. To optimize the aerodynamic balance and efficiency Toyota and Cripworks designed a custom rear diffuser and slotted the GR Supra's stock front fender vent covers to help relieve pressure built up behind the tires. LA Prep then painted the creation in a vibrant custom color dubbed "Re-Entry Red".

Lead builder, Marty Schwerter searched for headlights and taillights that would work with the GR Supra's modern body lines yet resemble those on the MKIV Supra. He ultimately chose to go with custom light buckets with lenses CNC machined from blocks of acrylic.

Precision Turbo & Engine modified a stock turbocharger to produce 18-percent more airflow to the B58 inline-six engine. Mission Performance calibrated the engine management system, and a custom intake and three-inch center exit exhaust helps the engine breathe more freely. These modifications increased overall output to more than 500 horsepower.

Toyota worked with Scarbo Performance to design an extremely unique custom inboard rocker arm system to replace the factory rear suspension. This allowed the team to maintain the factory body lines while creating room for a wider wheel and tire combination capable of managing the increased horsepower. The GR Supra Heritage Edition wears custom 19×11-inch HRE P107SC five-spoke wheels shod with 305/30R19 Toyo Proxes R888R competition tires at the rear. A matching set of 19×10.5-inch HRE P107SC wheels with 295/30R19 Toyo Proxes tires fill the front wheel wells.

To close the gap between the tires and arches, the team used TEIN adjustable coil-overs, and fitted massive Brembo six-piston monobloc calipers with 380mm two-piece rotors up front and four-piston monobloc calipers with 380mm rotors at the rear.

Sometimes one of anything is enough, but in this case two GR Supras inspired by the MKIV are truly better than one. Fixed roof rigidity and simplicity or a removeable roof to take in the sun or the stars? This year SEMA concept car fans don't have to choose.