

Toyota GR Supra, Tacoma Win 2021 SEMA Awards

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LAS VEGAS (November 1, 2021) – This year’s Specialty Equipment Market Association (SEMA) Show marked another milestone, as the GR Supra and Tacoma received 2021 SEMA Awards, the first time Toyota models have won such a distinction. The Toyota GR Supra is the 2021 SEMA Sport Compact of the Year, and

the Tacoma took home top honors, winning the 2021 SEMA Mid-Size Truck of the Year award.

“We congratulate Toyota on having two vehicles selected by SEMA Show exhibitors to win the Sport Compact of the Year with the Toyota Supra, and Mid-sized Truck of the Year with the Toyota Tacoma,” said Chris Kersting, president and CEO, SEMA. “These two awards are a result of Toyota’s dedication to the specialty market, and proof that the collaboration between Toyota and the aftermarket has resulted in greater options for consumers.”

Toyota is displaying a collection of on- and off-road performance vehicles in its exhibit (Central Hall, Booth No. 24800) Nov. 2-5, 2021, at the Las Vegas Convention Center.

“The SEMA Awards honor the most customizable vehicles in the industry,” said Lisa Materazzo, group vice president – Toyota Division Marketing. “With only five categories this year, we are thrilled to take home not one but two awards. Both Tacoma and GR Supra have loyal fan bases who like to push the limits with unique customizations, making SEMA the perfect laboratory to explore what is possible.”

New truck builds on display include: Tacozilla, a completely custom camper based on a Tacoma TRD Sport; the Tacoma Overlanding Concept Vehicle, an off-road capable weekend warrior based on a Tacoma SR5; the TRD Desert Chase Tundra, an off-road racing chase support vehicle based on the all-new 2022 Tundra TRD Pro pickup; and more.

On the on-road performance side, the [GR Supra Heritage Edition](#) makes a SEMA encore appearance alongside the equally cool [GR Supra Sport Top](#), which makes its SEMA Show display debut following its unveiling last year as part of Toyota’s SEMA360 virtual presentation. And attendees will have even more to take in when they stop by Toyota’s booth starting tomorrow.