

Toyota Brings Off-Road Adventure And On-Road Hotness To SEMA 2021

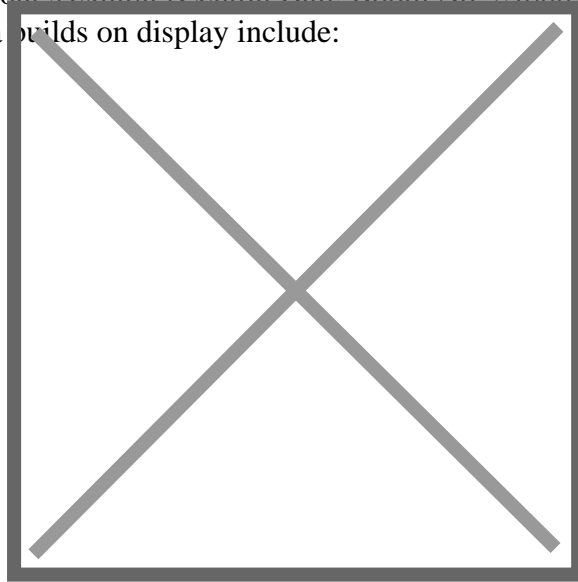
November 02, 2021

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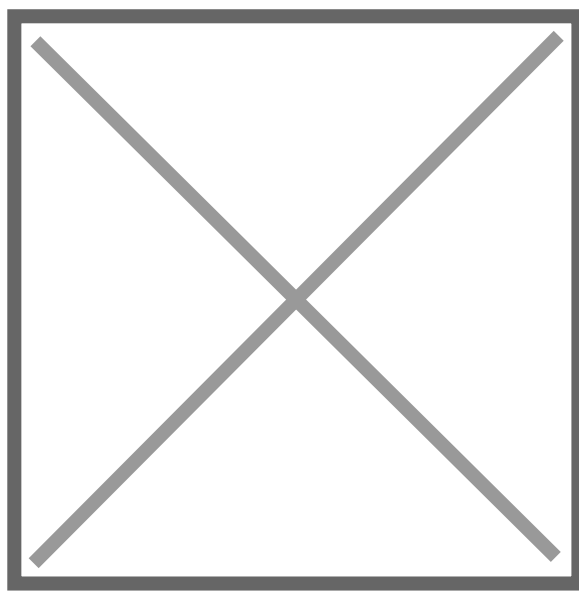
LAS VEGAS (November 2, 2021) – Toyota returns in style to the 2021 Specialty Equipment Market Association (SEMA) Show, bringing a hot seven-card hand of cool off- and on-pavement concepts¹, four all-new and others returning to SEMA or making their show floor debuts following their virtual unveilings last year.

Concepts are on display in Toyota’s exhibit (Central Hall, Booth No. 24800) at the Las Vegas Convention Center, Nov. 2-5, 2021. Toyota builds on display include:



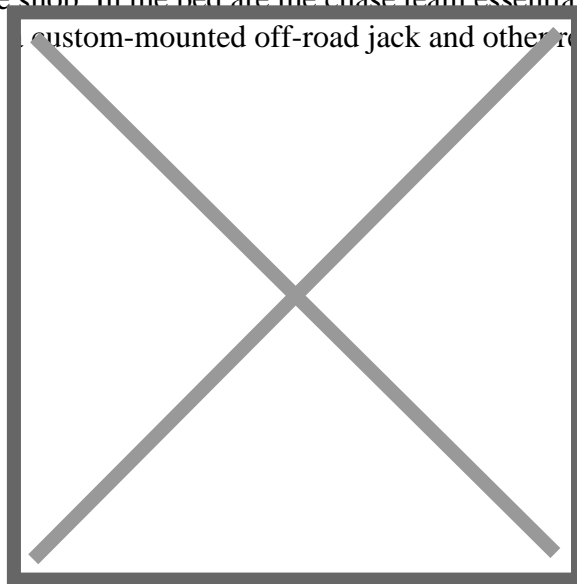
[“Tacozilla” Tacoma Camper](#)

Tacozilla is a backwoods overlanding-ready “micro-house” rig that pays tribute to Toyota campers from the ’70s and ’80s. Tacozilla, built by the Toyota Motorsports Garage team, has a custom-fabricated frame and an aluminum exterior with smooth, rounded surfaces, and it features a unique pass-through opening between the Tacoma’s cabin and the camper structure. Inside, it has a fully insulated interior, teak sauna-style flooring, a full bathroom with hot-water shower, a kitchen with a stove and sink and a 3D-printed dining table that converts to a backlit piece of wall art.



[TRD Desert Chase Tundra](#)

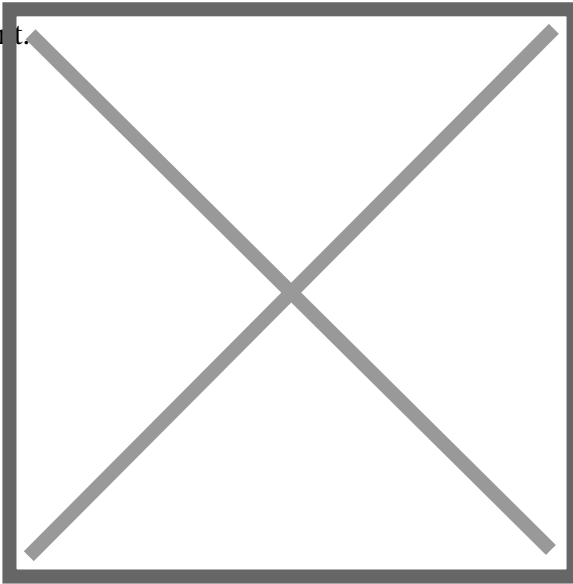
Intended as an off-road racing chase support vehicle, the TRD Desert Chase Tundra is all about off-pavement readiness. The Toyota Motorsports Garage team transformed the all-new 2022 Tundra TRD Pro and fitted it with a TRD-designed, long-travel suspension that uses the OEM mounting points, and a wide-body kit created at TRD's North Carolina composite shop. In the bed are the chase team essentials like a custom-made roll bar with two roll bar-mounted spare tires, a custom-mounted off-road jack and other recovery equipment to the hilt.



[Tacoma Overlanding Concept](#)

Toyota collaborated with Cruiser Outfitters to build Toyota's vision of the perfect overlanding rig based on the versatile Tacoma SR5 pickup as the foundation. The team fitted the Tacoma Overlanding Concept with an Old Man Emu BP-51 adjustable suspension system with Old Man Emu upper control arms and Dakar leaf springs added to the rear suspension. For protection, it has an ARB Summit Combo Bar with fog lights, an Expedition One dual swing rear bumper system and Ultra HD skid plate system and rocker protection/rock sliders. Up top is

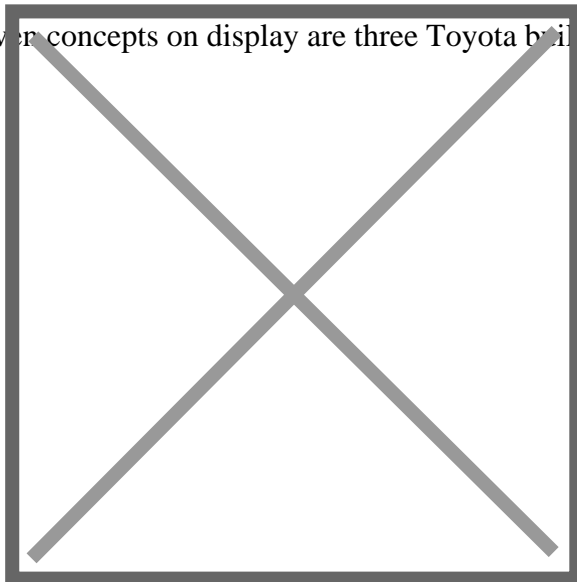
the penthouse suite: a Yakima rooftop tent.



[2022 Lifted and Accessorized Tundra](#)

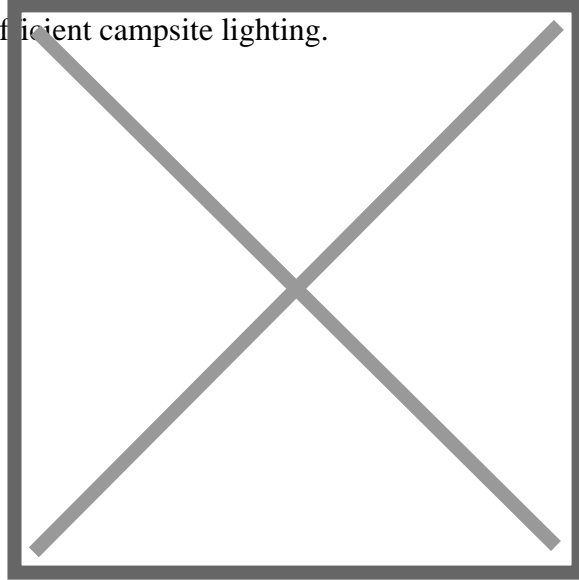
With the all-new 2022 Toyota Tundra full-size pickup going on sale shortly, the 2021 SEMA Show is the perfect place to show off the third-generation Tundra. Accessorizing and personalization is a big part of truck culture, and Toyota will offer an assortment of genuine Toyota and TRD parts showcased on this new truck, including a new 3-inch lift kit, which is just one of over 100 accessories that will be available for the new truck. The Tundra is on display at the Las Vegas Convention Center's West Hall entrance. Show-goers won't miss its lifted stance and Supersonic Red paint.

Rounding out the seven concepts on display are three Toyota builds making a return to SEMA.



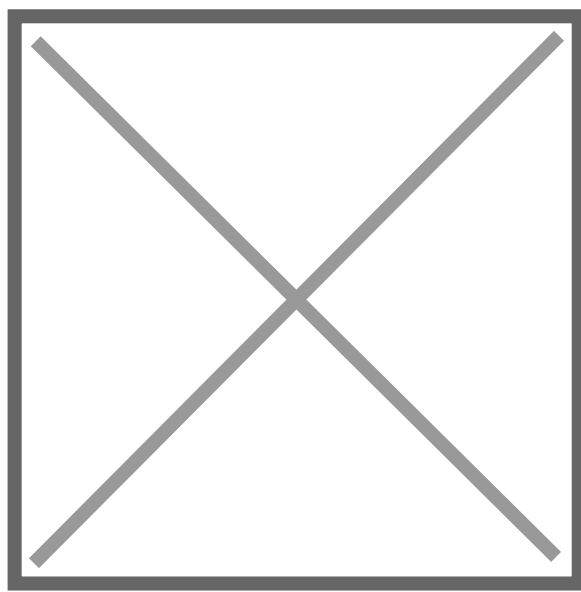
[TRD Sport Trailer](#)

Overlanding's growing popularity inspired the Toyota team to think outside the box, as they sought to make a true overland trailer out of a Tacoma pickup bed. The adventure-ready, over-the-top TRD Sport Trailer concept serves as a base camp to extend adventurers' off-highway fun while being towed by a Toyota truck or SUV. It features a remote-operated scissor-lift that raises an innovative platform several feet out of the bed. There's a Yakima four-person tent with an awning, a refrigerator, a hot water heater, fresh and gray water holding tanks, a slide-out sink and stove and efficient campsite lighting.



[GR Supra Heritage Edition](#)

The GR Supra Heritage Edition is a 500-plus horsepower sports car that wowed Toyota Supra fans when it debuted in 2019, and this year it makes an encore appearance side by side with the GR Supra Sport Top. Returning to the spotlight, this one-off creation painted in Re-Entry Red continues to excite fans with its retro-inspired custom headlights, taillights and the iconic MKIV-style rear wing. Additional performance upgrades include bigger brakes, tuned engine, turbocharger and ECU and custom pushrod-style rear suspension to fit even beefier wheels and tires.



[GR Supra Sport Top](#)

Inspired by the overwhelming response to the GR Supra Heritage Edition that debuted in 2019, Toyota set out to dream up a fitting companion. Conceptualizing an open-air tribute to removable-top Supra models of the past, the team put much thought into the unprecedented task of removing the roof and a significant part of the GR Supra's structure. The crew ensured structural rigidity by reinforcing large sections of the vehicle's frame. The now iconic removeable roof includes two composite panels that can be stored in the car's trunk. Unlike a "T-Top" car, there is no center bar down the middle, just open air as far as the eye can see. As a sibling to the GR Supra Heritage Edition, the Sport Top delivers similar retro styling cues like the MKIV-inspired basket handle wing and round taillights.

¹Vehicle is a special prototype project vehicle modified with non-genuine parts and accessories that may make the vehicle illegal to operate, void the warranty, and impact the safety and performance of the vehicle.