

Toyota's Expanded 2022 SEMA Show Exhibit with More Vehicles than Ever Before Reflects Growing Commitment to On- and Off-Road Performance

October 31, 2022

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WHAT:

Toyota will hold a press conference at its 2022 Specialty Equipment Market Association (SEMA) display on Tuesday, November 1, 2022, at 9:30 a.m. PST. Highlights include new build concept unveilings celebrating pure performance, both on and off pavement.

Toyota SEMA Show builds include:

- The GR Corolla Rally Concept
- The Supra 10-Second Twins
- The GR86 Daily Drifter
- The X Overland Simba Sequoia and Orion Tundra
- The Sequoia TRD Pro Adventurer by Wescott Designs
- And the Ultimate Overlanding Sequoia TRD Off-Road

Other Toyota showcase vehicles and build concepts at SEMA:

- The GR86 Cup Car
- The GR Corolla Official NASA Pace Car

WHAT ELSE:

- A major news announcement supporting Toyota's expanding commitment and devotion to off-the-beaten-path adventure.
- A variety of current GR sports cars and TRD Pro trucks

WHO:

- Lisa Materazzo, group vice president – Toyota Division Marketing, to introduce the program
- Rutledge Wood, auto racing analyst and personality

WHERE:

- Toyota's 2022 SEMA Show Exhibit, Central Hall, Booth No. 22200, Las Vegas Convention Center

WHEN:

- Tuesday, November 1, 2022, at 9:30 am PST