

Toyota Displays Epic Sequoia TRD Pro Adventurer Westcott Designs Concept at 2022 SEMA Show

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LAS VEGAS (Nov. 1, 2022) – Jeff and Jessica Westcott, founders of Westcott Designs® in Phoenix, Arizona, have a straightforward philosophy when it comes to upfitting Toyota trucks and SUVs: They must be in harmony with the vehicle and enhance the owner’s experience without compromising the vehicle’s engineering benchmarks.

Westcott knows Toyota trucks from his years upfitting vehicles on the point-of-sale frontline at Toyota dealerships. Those years opened his eyes to the wide range of products available. He tapped this experience when he and his wife founded Westcott Designs. The goal was to make a commitment to engineer, manufacture and install only the best components and to approach every project with a clear goal to enhance the owner experience.

Today, Toyota displays one of the Westcott’s creations in its Specialty Equipment Market Association (SEMA) Show exhibit (Las Vegas Convention Center Central Hall, Booth No. 22200), the bold and highly capable Sequoia TRD Pro Adventurer concept vehicle that showcases the team’s laser-focused attention to detail on the all-new full-size SUV.

“This is an incredible Sequoia build, and seeing it amplifies Toyota’s ‘Let’s Go Places’ credo,” said Lisa Materazzo, group vice president – Toyota Division Marketing. “This build really shows that Jeff, Jessica and the Westcott Designs team know our vehicles and customers well. We’re happy to have this build with us at SEMA this year, and we expect attendees will, too.”

Starting with a 2023 Toyota Sequoia TRD Pro, the Westcott Designs team installed their in-house designed lift kit, providing 3-inches of front and 1.75-inches of rear lift. Then the team added Camburg® Racing Kinetik upper control arms, Camburg Racing rear billet lower and upper trailing arms and a set of 17 x 8.5-inch Innov8 Racing Inc.® G400 wheels with LT 37×12.5R17 Nitto® Recon Grapplers A/T tires to help ensure trail versatility while retaining the Sequoia’s comfortable ride.

The next step was working on the rig’s lighting, with the Westcott team adding a Rigid Industries 20-inch light bar, six-inch fog lights, a six-inch ditch light and six Rigid Industries® six-inch ADAPT lights, all attached using Westcott Designs brackets.

Other components include Westcott Designs rock sliders, CNC billet D-rings, rear hatch ladder, low-profile roof rack and modular hitch-mounted rack to carry provisions or toys, such as Jeff’s vintage Kawasaki® 550 stand up Jet Ski personal watercraft. The Jet Ski sits comfortably on the rack and is dressed up to complement the build’s custom paint and Toyota heritage-inspired graphics.

And because it is all about going farther, staying longer and having fun, the Sequoia TRD Pro Adventurer concept also has a Go Fast® Campers roof top tent and a pair of Trek® bikes. Pack provisions and the base camp necessities, and a fun backwoods journey in this impressive rig are practically guaranteed.

Toyota’s featured vehicles and build concepts and a variety of production cars, SUVs and trucks are on display at the Las Vegas Convention Center Nov. 1-4, 2022, continuing the company’s devotion to performance, excitement and adventure.

Vehicle described is a special project prototype vehicle, modified with parts and/or accessories not available from Toyota may void the vehicle’s warranty, may negatively impact vehicle performance and safety, and may not be street legal.