

Toyota And Lexus Announce Associated Accessory Products at SEMA Show

November 01, 2022

LAS VEGAS (Nov. 1, 2022) – Toyota and Lexus today announced a new Associated Accessory Products (AAP) program at the 2022 SEMA Show. The new program will bring third-party accessory brands into the vehicle purchase process to broaden and streamline the ways customers can accessorize their Toyota and Lexus vehicles at the point of purchase.

AAP is bringing many well-known and respected accessory brands together for Toyota and Lexus customers with dozens of accessories available from brands like ARB, Go Rhino, Yakima and Rigid Industries. The new program will add on- and off-road accessories to the already robust portfolio of genuine Toyota and Lexus accessories available to consumers across both companies' model lineups.

“We’re excited to make it easier than ever for our customers to outfit their vehicles themselves right from the dealer,” said Lisa Materazzo, group vice president – Toyota Division Marketing. “The AAP program will make customization a seamless experience for every owner, and every part will be validated by Toyota.”

For overlanders, accessories include items such as rooftop tents from Yakima and camp refrigerators from ARB. Rock crawlers will find products like high-performance fog lights from Rigid Industries, air compressor kits from ARB and rock sliders from Go Rhino to make their trucks ready for action. And, for outdoor adventure athletes, there are ski racks and bike racks available from Yakima. Additionally, catalytic converter shields are offered from MILLERCAT to protect from theft.

All AAP products will carry Toyota or Lexus part numbers, making it easy for consumers to order directly from dealerships. And they will be able to roll the upgrade costs into their vehicle payment schedules, providing added ordering and purchasing convenience.

Dealerships will handle installation, which is not included in the cost of AAP products. For more information, contact your local Toyota or Lexus dealer or find available parts and the dealer nearest you on Toyota.com and Lexus.com. The companies will share more AAP news and information as more products become available.

Toyota is displaying an array of featured vehicles and build concepts along with a variety of production cars, SUVs and trucks in its SEMA Show exhibit (Central Hall, Booth No. 22200) at the Las Vegas Convention Center Nov. 1-4, 2022. This new and expanded space further demonstrates Toyota’s devotion to on- and off-road performance, excitement and adventure.

*Lexus will not have Associated Accessory Products on display in their booth at SEMA.