

Pump Up the Playlist: Toyota Sienna Transformed into Mobile DJ Booth

August 24, 2023

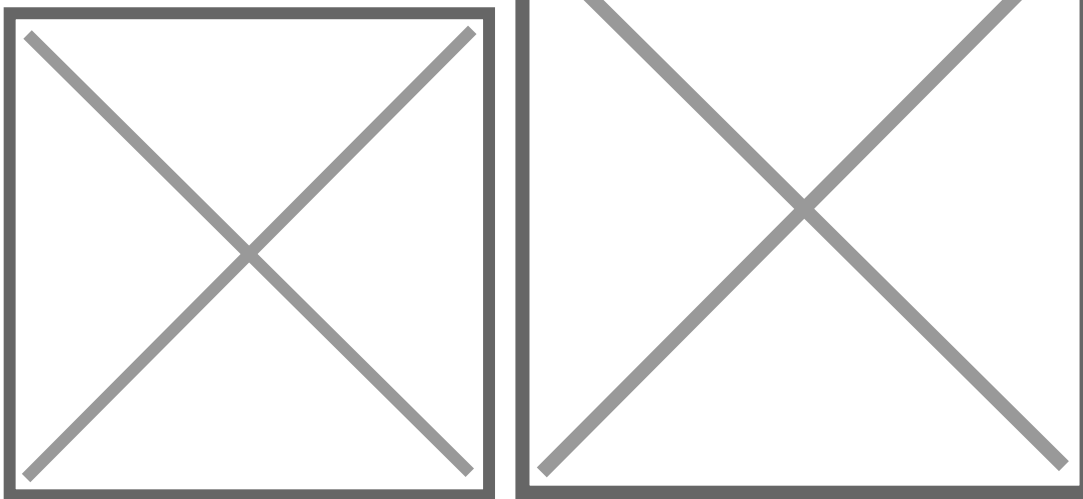
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PLANO, Texas (August 24, 2023) – The Toyota Sienna is bringing the beats with a one-of-a-kind 2023 Sienna special build called “Sienna:Remix”¹. Featuring a professional grade 60-speaker sound system, high-resolution video screen, and LED lighting, this Toyota Sienna is the ultimate party machine. It’s a surprising concept that turns the van swagger all the way up, showing off a wild reimagination of Sienna as a DJ booth on wheels.

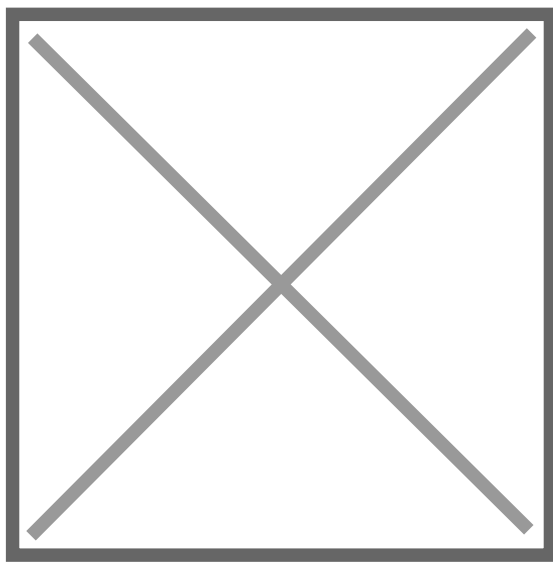
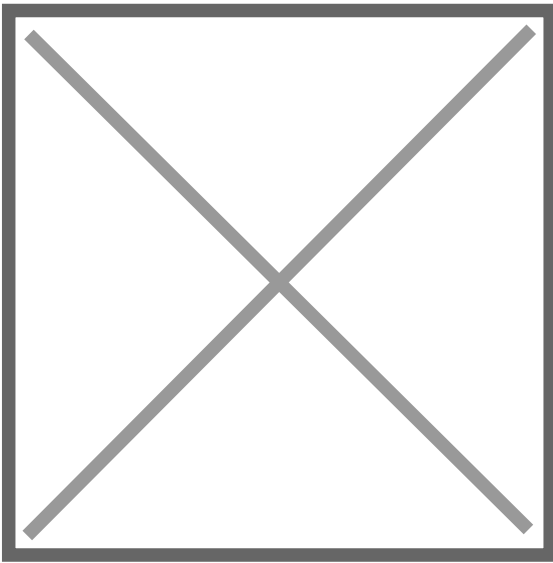
The “Sienna:Remix” is a concept vehicle that goes all-out in paying tribute to the shared language of music. “With this custom Sienna build, we wanted to amplify the moments we all share with friends and family through music,” said Toyota Marketing and Communications General Manager, Joe Moses. “By putting a creative twist on the style and function of Sienna, this unique concept celebrates those times when we’re all inspired and energized by music.”

From the outside, the vehicle has Sienna’s sporty and spacious styling, but on the inside it’s anything but ordinary. Key changes to this Sienna used for the build were removal of the rear liftgate door, which was replaced with swingout doors, removal of the roof panel in the center of the vehicle, addition of a 2-inch lift with heavier springs and 22-inch wheels, and extensive use of noise dampening materials.



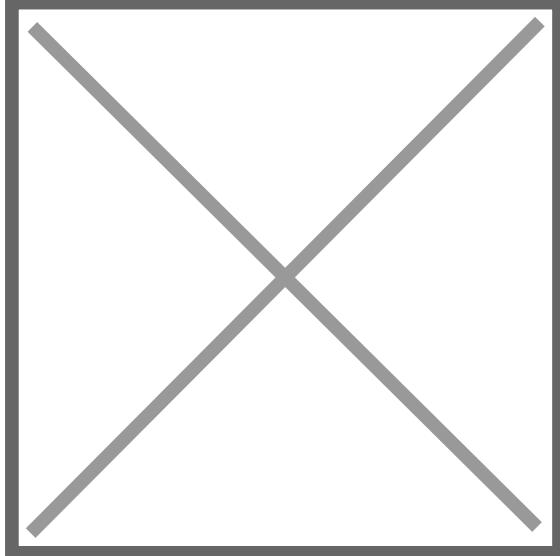
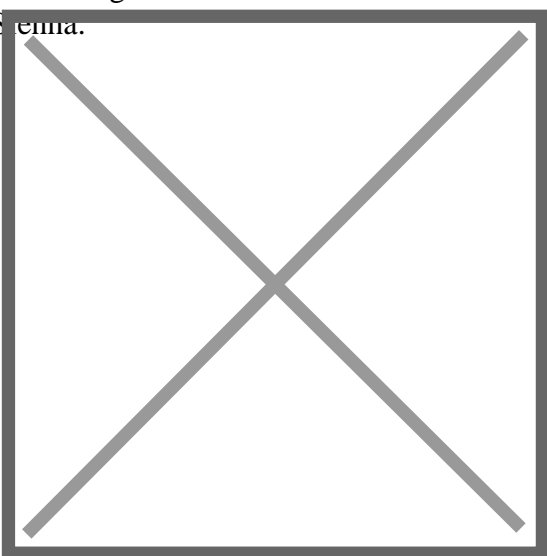
The “Sienna:Remix” concept vehicle reimagines the idea of taking music on the road and on the outside the idea starts with the roof rack. Instead of a convenient place to load up extra gear for the next big adventure, the roof has a hidden surprise. In the center is a fully retractable panel, with an elevated platform below, creating a mobile, fully functional DJ booth for a mix-master to move the crowd.

On the inside, a concert quality sound system makes this concept vehicle sing. Sound is pumped out through 60 speakers, consisting of four 12-inch subwoofers, 36 midrange speakers, 14 tweeters, and six percussion horns. The system uses 16 amplifiers to produce a whopping 25,000 watts of power. A 12-channel Digital Sound Processor provides professional grade audio, and an eight-channel mixer allows multiple audio connections to the system so it can pump out SiriusXM or a favorite playlist from wired or wirelessly connected sources. For the full club experience, dual-digital turntables give the DJ scratching, mixing, and sound effect capabilities. Six 56-Volt 4Ah Li-Ion batteries push power to the 16 amplifiers and two standard 110V plugs charge the batteries and run the television.



The high-powered audio is accompanied by dynamic LED lighting with tunable colors that bounce to the beat. It also has under glow LED lighting with tunable colors. At the rear of the vehicle is a 43-inch, high definition, Wi-Fi enabled television, adding yet another dimension to the “Sienna:Remix”. The monitor adds the capability of playing streaming content or connecting to a video game system for the ultimate mobile gaming experience.

The extraordinary project was built by Texas-based Complete Customs auto shop, which specializes in a variety of custom builds for on-and-off road vehicles, including special audio systems like those found in “Sienna:Remix”. SiriusXM, who also collaborated with Toyota on the build, has a history of celebrating music and entertainment with Sienna. From appearing in the viral “Swagger Wagon” follow-up music video to embracing the #vanlife movement at music festivals, SiriusXM has been a longtime fixture in the evolution of Sienna.



¹ Vehicle shown is a special project concept vehicle and will not be available for sale. It has, modified with parts and/or accessories not available from Toyota. Such modifications may void the vehicle's warranty, may negatively impact vehicle performance and safety, and may not be street legal.

The 2023 Toyota Sienna

The Toyota Sienna is built around an all-new minivan structure based on Toyota's versatile TNGA-K Platform architecture. Assembled in the U.S., the fourth-generation Sienna was designed by Toyota's Newport Beach, California and Ann Arbor, Michigan based CALTY design studios with an evocative style influenced by the bold and robust character of today's SUVs. The Sienna delivers confident, agile driving experience with exemplary ride comfort, thanks in large part to the TNGA-K Platform combined with a trailing-arm multi-link rear suspension.

The [2023 Sienna](#) line includes LE, XLE, sporty XSE, outdoors-oriented Woodland Edition, limited run 25th Anniversary Edition, luxurious Limited and ultra-plush Platinum trims. The Woodland Edition introduced for 2022 combines adventure-inspired rugged styling, a standard Electronic On-Demand All-Wheel Drive System and increased ground clearance to take family fun further afield.

The 2023 Sienna offers many available premium features across the model line (depending on model grade), such as kick-open and closed sliding side doors and rear gate, four-zone climate control system, heated second-row Super-Long Slide captain's chairs with ottomans, power tilt and telescoping steering column with heated steering wheel, 10-in. color head-up display and 12-speaker JBL® Premium Audio system.



The 2023 Sienna offers a mixture of connectivity and entertainment, with versatile Toyota Audio systems providing something for everyone. The base Toyota Audio system in the LE grade is jam-packed with features, including a 9-in. touchscreen, six speakers, Android Auto™, Apple CarPlay® and Amazon Alexa compatibility, seven USB media ports, hands-free phone capability and music streaming via Bluetooth® wireless technology, SiriusXM® with 3-month Platinum Plan trial subscription and Safety Connect® with 1-year trial and Wi-Fi Connect with up to 3 GB within a one-month trial.

Offered exclusively with a Toyota Hybrid System (THS) powertrain, the Toyota Sienna is part of Toyota's diverse approach to its carbon neutrality goals and its efforts to reach a "Beyond Zero" future. Beyond Zero is Toyota's vision to reach carbon neutrality with products, services, and operations; and find new ways to make a positive impact on the planet and society. Toyota is demonstrating its commitment to reducing carbon emissions by providing 15 electrified vehicles for customers to choose from, including 13 hybrid models, two plug-in hybrid models, the bZ4X battery electric vehicle, and the zero-emission hydrogen fuel cell electric Mirai (currently available in California). Toyota currently offers more low-and-zero emissions vehicles than any other automaker to give customers the most choice to reduce their carbon footprint.