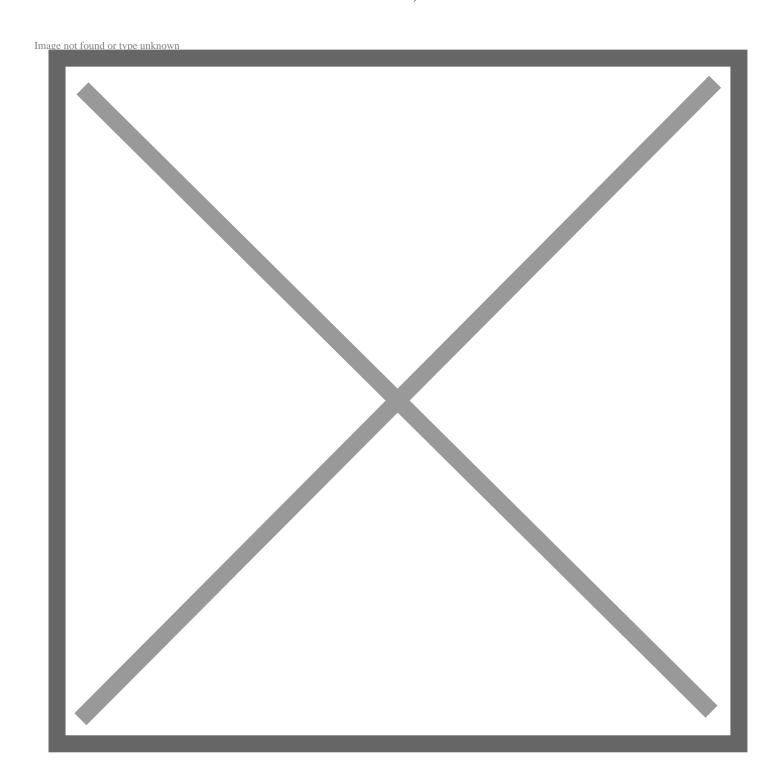
Toyota's SEMA Show Presence Blends Technology, Design and Industry Partnerships to Deliver Performance and Adventure on the Track and Trail

October 27, 2023



WHAT:

Toyota will host a walkaround with TV personality, Rutledge Wood, at the **2023 Specialty Equipment Market Association (SEMA) Show** on Tuesday, October 31, 2023 at 10:00 a.m. PT. Highlights include new build concepts with a focus on the all-new 2024 Tacoma; the return of Land Cruiser; GR Sportscar Performance and Toyota's expanding Associated Accessory Products (AAP) Program.

Toyota SEMA Show builds include:

- "F.J Bruiser"
- "Retro Cruiser"
- Tacoma X-Runner Concept
- "Blue Beetle" Tacoma

Other Toyota showcase vehicles and build concepts at SEMA:

- Several AAP-equipped show builds including Tundra SR5, 4Runner, Tacoma, Grand Highlander and Sequoia
- GR Cup Series GR86 racer
- 45th Anniversary Special Edition GR Supra
- Circuit Edition GR Corolla
- Trueno Special Edition GR86
- The arcade-inspired, "Tacoma TRD Pro Time Attack" IsoDynamic Performance Seat Simulator

WHAT ELSE:

- Toyota TRD Performance Package for Tundra
- Celebrity Appearances and autograph session at 10:30 a.m. PST, Tuesday 10/31
- Expanded AAP space to showcase Toyota product accessory offerings
- A variety of other current and upcoming TRD Pro and Trailhunter trucks
- Toyota Wireless Trailer Camera System (available on Tundra and Sequoia)

WHO:

- Rutledge Wood, auto racing analyst and personality
- Faye Hadley, television and social channel personality

WHERE:

• Toyota's 2023 SEMA Show Exhibit, Central Hall, Booth No. 22200, Las Vegas Convention Center

WHEN:

• SEMA Show dates/times – 10/31 thru 11/3 9AM -5PM