

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

October 27, 2023

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## 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:

- **“FJ 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**
- **45<sup>th</sup> 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