

Toyota Expands Its Associated Accessory Products Presence at SEMA Show

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LAS VEGAS (Oct. 31, 2023) – Last year at SEMA, Toyota announced a unique expansion to its accessory portfolio, by bringing well-respected aftermarket brands into the fold. This year, Toyota’s accessory presence will be boosted with an even larger display to feature the expansion that has taken place over the past year.

Rooted in a passion for performance on-road, on-track and off-road, Toyota’s expanded program allows Toyota to offer an array of respected aftermarket accessory brand products to Toyota customers. With a selection of additions from leading brands such as ARB®, Go Rhino®, Yakima®, and Rigid Industries®, the initiative provides never before offered accessory solutions. This is good news for Toyota dealers who will sell and install them, and even better news for customers who get the flexibility to finance the parts with their vehicle purchase. See [third party site](#) for warranty details.

“We introduced this program last year to streamline the customization process for our owners while expanding on our already extensive assortment of genuine Toyota and Lexus accessories,” said Mike Tripp, group vice president, Toyota Marketing. “The space showcases some of Toyota’s great product and accessory offerings and allows for greater collaboration with our portfolio of accessory suppliers.”

Located at the center of the Toyota booth, this year Toyota’s accessory offerings will feature a digital parts catalog that includes all families of available parts including AAP, Toyota Genuine and TRD. A refined interior design with video display combine to enhance the visual impact of the booth.

Toyota’s extensive product and accessory lineup takes center stage across various sections of this year’s SEMA exhibit. Expect to find rooftop tents and coolers by Dometic®, Go Rhino® XRS Overland Xtreme Racks, ski and bike racks from Yakima®, and awnings and hammocks by Kammok®. Overlanders will discover an arsenal of essential gear, from high-performance fog lights manufactured by Rigid Industries® to ARB® air compressor kits and more.

Toyota is displaying 19 featured vehicles that include several build concepts and a variety of production cars, SUVs, and trucks in its SEMA Show exhibit (Central Hall, Booth No. 22200) at the Las Vegas Convention Center Oct. 31-Nov. 3, 2023. This new and expanded space further demonstrates Toyota’s devotion to on-and off-road performance, excitement, and adventure.