

Toyota Uncages Suprabird Tribute Honoring NASCAR Legend Richard Petty at 2024 SEMA Show

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LAS VEGAS (Nov. 5, 2024) – Toyota proudly unveiled the Suprabird at the 2024 SEMA Show, celebrating its newest ambassador, Richard Petty. Known to fans as “The King,” Petty is a revered figure in NASCAR history, with seven championships and an astounding 200 career wins spanning 35 years. His “Petty Blue” Superbird remains one of the most legendary NASCAR machines ever.

The Suprabird Tribute was born from the creative vision of Toyota Ambassador, NASCAR Analyst, and self-proclaimed Supra fanatic, Rutledge Wood, who recognized the new NASCAR partnership between Legacy Motor Club (formerly Petty GMS) and Toyota as an opportunity to do something special. Wood’s longtime friendship with Petty’s son, Kyle Petty, sparked several conversations that shaped the idea into reality.

“I wanted to welcome Petty to the Toyota Gazoo Racing Family, celebrate his affiliation with Legacy Motor Club, and pay homage to the 75th Anniversary of the Petty Family in Racing,” said Wood. “The vision was to recreate the aesthetic of the iconic Superbird in the form of a modern-day GR Supra, and thus the Suprabird was born!”

Paul Doleshal, general manager of Motorsports and Assets at Toyota Motor North America, expressed his enthusiasm for the project. “When Rutledge approached us with the idea to reimagine The King’s Superbird as a GR Supra, everything just fell into place—from inspiration to design concept to product integration. With the 2024 SEMA show just around the corner—and this being Toyota’s first year partnering with Legacy Motor Club for the NASCAR Cup Series—the timing was perfect.”

The Suprabird build began as a GR Supra 3.0 Premium from Wood’s collection. Boasting 382 horsepower and 368 lbs. ft. of torque, Wood further modified this GR Supra with a cold air intake and custom cat-back performance exhaust for a deep, aggressive exhaust note. To enhance appearance and handling, coilovers were swapped in to reduce body roll, helping the car to handle like it’s on rails. Inside the wheel wells, a set of custom 19-inch three-piece wheels in a shade of bright blue were mounted with performance tires to make the car stick.

What truly sets this build apart is its bodywork and styling. Transforming the GR Supra into the Suprabird centered on a body kit, evoking the classic look of the original Superbird. Rather than using a contemporary vinyl wrap, the team painted the car in Petty’s signature blue color. The iconic #43 was then hand-painted on the doors and roof—another subtle nod to the original.

“Twenty years ago, there were skeptics who questioned whether a car like this, or even the entire GR lineup, would ever come into being,” stated Mike Tripp, group vice president, Toyota Division Marketing, Toyota Motor North America. “Today, Toyota not only plays a significant role in NASCAR, but is also honored to be associated with the most legendary name in the sport. The Suprabird represents the incredible journey of both Richard Petty and Toyota.”

In a thrilling development for car enthusiasts and collectors alike, the Suprabird concept will also be immortalized as an official Hot Wheels™ die-cast car. This collaboration brings the iconic design to a broader audience, allowing fans of all ages to own a piece of this historic tribute to Richard Petty’s legacy. The Hot Wheels Suprabird promises to capture the spirit and excitement of the original, making it a must-have addition to any collection.

The Suprabird is more than a tribute; it’s a celebration of the past, present, and future of racing. Experience the Suprabird in person at the 2024 SEMA Show November 5-8 at the Las Vegas Convention Center in the Toyota booth (Central Hall, Booth 22200). Attendees are invited to explore Toyota’s dedication to racing, innovation and adventure.