

Toyota's Ultimate Tailgate Tundra Scores with Fans at the 2024 SEMA Show

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LAS VEGAS (Nov. 5, 2024) –Toyota made waves at the 2024 SEMA Show with its latest creation, the Ultimate Tailgate Tundra. Drawing inspiration from Toyota’s sponsorship of the National Football League as its Official Automotive Partner, this custom build redefines the tailgating experience. Toyota has created a Toyota Tundra that is an audio-visual powerhouse for sports enthusiasts and adventure event attendees alike.

Tailgating is the tradition that provided inspiration for this experiential build, and the Ultimate Tailgate Tundra was designed to elevate the typical pre-game gathering by allowing fans to immerse themselves in the excitement of live game network broadcasts. “This build is more of an audio-visual experience than a typical tailgate setup,” said Tyler Litchenberger, Toyota Vehicle Marketing and Communication manager. “We wanted to create something that not only draws attention to the truck, but is also an activation that invites people to experience the Toyota Tundra as the ultimate sporting and adventure machine.”

At game time, this Tundra is prepared to transform into the quintessential tailgate watch party. With the push of a button, a custom-built staging shell rises from the bed of the truck on four electric actuators, revealing five 55-inch weatherproof outdoor screens. These screens are seamlessly integrated and positioned to provide a clear view of the action from any angle. To keep the glare of the sun at bay, a rack-mounted 180 Dual + R-Filler canopy provides 185 square feet of shaded space and game-time ambiance.

A bespoke audio system based on the JBL® Club Marine Series and engineered to endure the elements complements the visual experience. A Club Marine A5055 amplifier provides a signal to four Club Marine tower speakers while a Club Marine 600 amplifier drives a pair of 10-inch subwoofers, providing rich, dynamic, and immersive audio.

In a world of cordless connectivity, this Tundra scores the winning play. An on-board satellite wifi system provides the connection to the channels broadcasting the games while a generator quietly delivers the power for this mobile entertainment vehicle, making the Ultimate Tailgate Tundra entirely self-sufficient.

“Being the Official Automotive Partner of the NFL provides a great creative opportunity to take our customer and brand experience to the next level,” said Mike Tripp, group vice president, Toyota Division Marketing, Toyota Motor North America. “The Ultimate Tailgate Tundra allows us to celebrate our NFL partnership and showcase Tundra in just one of its many lifestyle applications with tailgating fans across the country—coming soon to a stadium near you!” Tripp said.

Experience the Ultimate Tailgate Tundra in person at the 2024 SEMA Show in Las Vegas. Discover how Toyota takes tailgating to new heights, and witness how Tundra provides the perfect blend of power, innovation and entertainment.

Vehicle referenced is a special project prototype vehicle, modified with parts and/or accessories not available from Toyota that may void the vehicle’s warranty, may negatively impact vehicle performance and safety, and may not be street legal.