

# Toyota Land Cruiser Concept Shoots for Stars with Open Air Build

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**LAS VEGAS (Nov. 1, 2024)** – Toyota Motor North America (TMNA) captivated the automotive world with the debut of the innovative Land Cruiser “ROX,” or “Recreation Open eXperience” concept at the 2024 SEMA Show in Las Vegas. This ambitious concept, spearheaded by Toyota’s North American design studio, Caltly Design Research in Ann Arbor, Michigan, reimagined the iconic open-top Land Cruisers of the past for a new era of outdoor adventure. Caltly was a part of the global design team that created the 2024 Toyota Land Cruiser 250.

Kevin Hunter, president at Caltly Design Research, shared the purpose of the concept: “We asked ourselves how we could make an even more exciting experience for our Land Cruiser enthusiast but from a real product perspective,” Hunter said. “Using Land Cruiser 250 as a base, we modified the body to open it up, expanding the usability, functionality and overall fun outdoor experience.”

The Land Cruiser ROX is deeply rooted in Land Cruiser’s heritage of open-air, open-top models.

“Open air concepts have been a part of Land Cruiser’s heritage, particularly the “topless” version,” says Exterior Chief Designer, Adam Rabinowitz. “As our design team was sketching this open-top derivative, there was definitely an emotional connection to the Land Cruisers of the past.”

Whether it’s a safari, an unpaved expedition, or quality time at your favorite campsite, the Land Cruiser’s reason for being is to immerse its occupants in the natural world. This concept seamlessly merges the Land Cruiser experience with the outdoors; a design and engineering feat more easily imagined than done. To achieve this goal, exposing passengers to the environment with minimal barriers became the guideline for the exterior design.

Beginning as an all-new, reimagined 2024 Land Cruiser, over 50 percent of the vehicle had to be reinvented and fabricated. The creative vision of this concept challenged the team to create functional bodywork that embodied the bold spirit and heritage of the Land Cruiser. Working closely with Toyota Technical Center, the team created the stamping tools needed to produce the body panels and components. The result is a fully functional, one-off “factory” vehicle—something only an OEM could do.

The open-air cabin is accessed via custom-fabricated “skeleton” doors with open upper and lower sections positioned atop aggressive-looking, high-clearance rocker panels and rock rails. The custom front-to-rear sliding soft top can be opened for passengers to thoroughly enjoy the outdoors. Further blurring the line between cabin and environment, a functional mid-gate allows pass-through from the cabin to the truck bed for access to the integrated tailgate seating and extra storage space behind the cabin.

To ensure the Land Cruiser ROX was ready for the elements, the interior features custom SLS Nylon 3D printed bits including front and rear doorsills. The interior has been updated to express a fun vibe using Heritage Orange leather, and door panels have integrated safety kits and catch-all webbing for sunglasses and other adventure gear. The exterior body color is inspired by “Spring Green,” a vintage Land Cruiser paint color that pays homage to the model’s iconic legacy.

Outside, this build is loaded with utility. Up top, a custom integrated triple-bar roof rack and sports bar with molle panels provide a means to secure anything that doesn’t fit in the bed or attach to the molle panels. In the back, a custom jerry can next to the rear spare carrier provides secure storage and transportation of liquids. Custom fabricated, high-lift front and rear steel bumpers with D-rings and brush guards provide fore and aft protection. At each corner, specially designed, widened fenders are filled with massive tires mounted to custom Caltly-designed, 18-inch 1-piece machined billet wheels.

In addition to its radical form and aesthetic change, the team enhanced the “go anywhere” aspect of this Land Cruiser by adding a customized independent suspension by TRD. After adding a 4-inch lift, the team increased the track width 8 inches by way of forged aluminum control arms at both the front and back, which widens the

fender flares and provides a greater stroke range and a broad, menacing stance.

The end result is a seamless blend of rugged durability and open-air freedom, offering an exhilarating new take on the classic Toyota Land Cruiser that can easily be envisioned as a future production model.

“This ambitious, one-of-a-kind build, is a testament to Toyota’s commitment to pushing boundaries while staying true to the spirit of adventure that the Land Cruiser embodies,” said Mike Tripp, group vice president, Toyota Division Marketing, Toyota Motor North America. “The Land Cruiser ROX is a reminder of what Land Cruiser has always been, and an invitation to Land Cruiser fans who will appreciate experiencing the great outdoors in an entirely new way. We can’t wait to see how they react.”

Blending tradition with modernity in a vehicle designed for the ultimate off-road experience, the Land Cruiser ROX will be on display 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 visit Toyota’s booth to experience this innovative concept up close and discover how Toyota continues to honor its heritage while embracing the future of automotive adventure.

*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.*