

FT-1 Concept Car to Make SEMA Show Appearance

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[2014 SEMA: Toyota FT-1 Concept Car Fact Sheet](#)

TORRANCE, Calif., Oct. 27, 2014 — Sports car enthusiasts attending the **Specialty Equipment Market Association (SEMA) Show** this year will have a chance to see the concept vehicle that has taken the automotive world by storm since its January debut. Toyota's **FT-1** has captured the imagination of car enthusiasts since debuting at the North American International Auto Show. In August, Toyota wowed the world again with a second upscale interpretation of the FT-1. Featuring graphite exterior paint and light saddle-colored leather, the concept vehicle went on display for the first time at the Gordon McCall's Motorworks Revival gala held on California's Monterey Peninsula.

"Showing the FT-1 at SEMA makes perfect sense," said Steve Appelbaum, Toyota's engagement marketing and motorsports national manager. "SEMA attracts enthusiasts who live, eat and breathe performance." Labeled the spiritual pace car for the new direction of Toyota Global Design, the FT-1's muscular exterior builds on Toyota's rich sports coupe heritage dating back to the 2000GT, Celica, Supra, MR2 and, most recently, the Scion FR-S.

SOPHISTICATION AND VERSATILITY

This second concept car raises the bar by infusing an aura of refinement to accompany the FT-1's unbridled performance intent. Whereas the first FT-1 concept stunned in bold red and black, this second FT-1 concept vehicle impresses in an opulent graphite and saddle color palette. The intention was to showcase the versatility of the FT-1 concept by using color choice to create a more sophisticated feeling.

"In the color studio we help create the atmosphere of the vehicle," said Sellene Lee, creative designer at **Calty Design**, who was responsible for the color concepts on both FT-1 iterations. Details such as using an all-natural-grain saddle leather on the seats, painted brown edges on the interior and the use of raised metal mesh and accents work together to maintain the same "in the zone" driving intention of the first FT-1 vehicle, "while bringing in a more premium feeling."

Starting November 4th, the FT-1 can be seen along with fourteen other custom-built Toyota project vehicles in the Toyota display booth (#24700) located in the Central Hall at the 2014 SEMA Show.

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