

Snow-Ready DC Shoes Tacoma Plows Over Its Competition

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TORRANCE, Calif. (October 31, 2013) – Bring on the snow. [DC Shoes](#) and Toyota asked the footwear company's fans to select a snow, motocross or skateboarding design for the ultimate sports Tacoma. The winning, wintry Tacoma concept was voted into reality and now will show off its frosty features at the SEMA Show Nov. 5-8.

[Camburg Engineering](#) brought to life the ideas from professional snowboarding athletes, including a powerful front snowplow to push through drifts and a telescoping ramp to drive a snowmobile onto the truck bed. Secure storage can hold multiple snowboards, shovels and gear. Even more extreme: a pop-up tent that sits on the roof with access via ladder. Sleeping on the truck would provide maximum time on the slopes, and a 40-inch LED light bar could light up a mountainside for late-night snowboarding.

“Our fans loved the concept of the snowboard-ready Tacoma, and the real-life version will blow them away,” said Dan Hartloff, events and partnerships manager for DC Shoes. “This Tacoma would add a new level of intensity to any practice session or impromptu ride with friends.”

Technology inside the Tacoma includes a mounted iPad® mini connected via Bluetooth® for navigation, videos and other content. All-weather Scoshe® boomBOTTLE wireless speakers can operate in the snow, bringing music to the mountain. Additional portable communication charging ports and performance batteries will keep the team powered up without draining the Tacoma's battery.

“DC Shoes brought their creativity and passion for the sport to elevate this Tacoma into a snowboarder's dream,” said Jim Baudino, engagement marketing manager for Toyota. “Our partnership shows fans the possibilities of customization, which ultimately makes the SEMA Show one of the most engaging for enthusiasts of any kind.”

After the SEMA Show, the Tacoma can be seen at upcoming Dew Tour events.