

4WD Toyota Owner Magazine Overland-Ready Tacoma Chases Adventure

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PLANO, Texas (November 2, 2020) – Toyota, a brand known for its deep off-roading roots and rugged durability, and its Tacoma mid-size pickup formed the perfect foundation for the *4WD Toyota Owner Magazine* Overland-Ready Tacoma. Introduced today as part of Toyota’s **2020 SEMA360 Showcase**, this Tacoma is ready to find places otherwise inaccessible to average vehicles.

SEMA360 is the organization’s online program connecting the automotive aftermarket industry in a year that makes the traditional in-person SEMA Show impossible. Toyota is using a two-wave reveal plan, starting with four SEMA360 debuts with more builds breaking cover in the weeks following its SEMA360 presentation.

The Overland-Ready Tacoma, created by *4WD Toyota Owner Magazine*, is the ultimate outdoor lifestyle rig featuring a slew of off-road performance upgrades that align with the Tacoma’s “go anywhere now” personality and the rising popularity of overlanding adventure. Overlanders leverage their vehicle as the key to their adventure to help push their journey forward. It is their basecamp and provides them the self-sufficiency and capability they need to get them to their destination and back. They are passionate about exploring the outdoors and are at the forefront of nature and getting to experience it all.

“The word Overlanding may be a new word to some, but it’s become increasingly popular this year as more and more people are exploring roads off the beaten path with friends and family,” said Ed Laukes, group vice president – Toyota Division Marketing. “We were excited when the *4WD Toyota Owner Magazine* editors shared their idea for this project, and we naturally thought it would be cool to include the build in our SEMA360 presentation.”

The editors started with a Tacoma TRD Pro, teaming up with Ryan O’Connell and ShmellFab to create this build. Off-road upgrades include: ToyTec BOSS Aluma 2.5 Series coilovers, shocks and add-a-leaf package; Toyota E-locker locking differential; CBI Offroad Fabrication lower control arms, front to rear aluminum and steel skid plates, and DOM steel tube rock sliders with top plates and CBI’s ‘kickout’ design; Camburg Engineering upper control arms, and MaxTrax MKII traction boards.

On the power side, the team added a Magnuson Superchargers Roots-type TVS1900 blower, increasing output to 370 horsepower and 330 lbs-ft of torque.

Other components include: BFGoodrich Mud-Terrain T/A KM3 255/85R16 tires mounted on 16×8-inch matte black 704 Trail Series from Method Race Wheels, CBI Offroad Fabrication T3 aluminum front bumper and T3 Swing Arm Series steel rear bumper with dual swingouts, a ComeUp SEAL Gen2 9.5rs winch, aluminum CBI Offroad Fabrication Prinsu Cab Rack fitted with a 40-inch SR Pro LED series light bar and four LED Scene Lights from Rigid Industries, a 20-inch Rigid Industries SR Pro light bar in the front bumper, a Truck Covers USA locking cargo bed cover and rack system, and a Yakima SkyLine bed rack.

Finally, to ensure overlanding explorers have what they need for days off the grid, the editors fitted the Overland Tacoma with a PowerTank PT10 on-board air, a four-gallon Rotopax fuel storage container, a two-gallon Rotopax water storage container, a Hi-Lift jack, and a Yakima SkyRise cargo bed tent.

While featuring an extensive list of upgrades, the *4WD Toyota Owner Magazine* team is proud of the final outcome’s seamless design that perfectly melds all exterior components to ensure nothing looks out of place. All additions are premium upgrades that align with Toyota’s quality reputation, creating an outdoors lifestyle rig capable of carrying adventurers and all their gear and toys. Toyota also partnered with social media influencers chef Adam Glick and “Last Line of Defense” on YouTube to bring you some great content as they take the 4WD Overland-Ready Tacoma out on the road for an adventure. More coming soon.

Toyota’s SEMA360 Builder Showcase materials are available at <http://www.sema360.com/>.

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