

# **Toyota's 2020 SEMA360 Showcase Presentation Celebrates Street and Motorsports Performance Along with Overlanding Adventures**

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## **WHAT:**

Toyota will hold a virtual press conference as part of the **2020 Specialty Equipment Market Association (SEMA) SEMA360 Builder Showcase** on Monday, November 2, 2020 beginning at 9:30 am, PT. Toyota is using a two-wave reveal plan with four SEMA360 debuts starting today, and others breaking cover during wave two in the coming weeks. Today's four reveals tap into pure performance, both on and off the pavement:

- The **Ornamental Conifer GR Supra**
- The **GReddy Performance Formula D GR Supra**
- The **Papadakis Racing Formula D GR Supra**
- The **4WD Toyota Owner Magazine Overland Tacoma**

## **WHO:**

- Ed Laukes, Group Vice President of Toyota Motor North America, to introduce the program

## **WHERE and HOW:**

- Toyota's **SEMA360 Showcase**, part of SEMA's 2020 online program
- Access Toyota's presentation and materials via <http://www.sema360.com/>
- Toyota Newsroom – <https://toyotacmsstg.demosjr.com/>

## **WHEN:**

- Monday, November 2, 2020 at 9:30 am, PT.

## **WHAT ELSE:**

• **Reminder:** Toyota is using a two-wave reveal plan for 2020. Following today's four SEMA360 debuts, other builds celebrating on- and off-pavement performance will break cover during wave two in the coming weeks. For now, Toyota's SEMA360 Showcase will tease the GR Supra Sport Top and the TRD Sport Trailer with Episode 1 of their respective video series. Be sure to follow along as the builds progress.