

Toyota Gives SEMA Show Attendees a Look at its New GR86 Cup Car

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LAS VEGAS (Nov. 1, 2022) – As expected, Toyota once again powers into Las Vegas to host another grand display at the annual Specialty Equipment Market Association® (SEMA) Show, and it never fails to bring something that showcases its focus on sports cars, performance and motorsports. Filling that role this year is the Toyota GR86 Cup car, the dedicated steed for the all-new single make Toyota GR Cup racing series that debuts in 2023.

Reinforcing and validating the track-inspired engineering in every Toyota GR sports car, all GR Cup race cars will start as stock vehicles that then go to TGRNA's brand new, state-of-the-art facility in Mooresville, North Carolina, to be modified for GR Cup competition.

“The GR Cup series will no doubt dial up the excitement around our already exhilarating, great handling and now more powerful GR86,” said Lisa Materazzo, Group Vice President – Toyota Division Marketing. “This series gives our GR fans yet another way to challenge their skills in a safe and sanctioned performance driving environment and gives racing fans a new series to follow.”

Upon arrival at TGRNA's North Carolina facility, each GR86 will be fitted with Bosch® engine management, custom Borla® exhaust, SADEV® 6-speed sequential transmission, Alcon® brakes, adjustable JRI Shocks®, OMP® safety equipment, roll cage, carbon fiber rear wing, 22-gallon fuel cell, TGRNA designed MacPherson struts, Stratasys® custom bodywork, a TGRNA designed splitter and more.

Sanctioned by SRO America, an established leader in GT racing for the past 30 years, the GR Cup series will include 14 events at seven top-notch American racetracks. The series kicks off in April at Sonoma Raceway®, then continues with races at the Circuit of the Americas®, Virginia Motorsports Park, the Music City Grand Prix® street circuit, Road America®, Sebring International Raceway® and Indianapolis Motor Speedway®. Those interested in learning more about the series can find GR Cup information [here](#).

The GR Cup will help build GR sports car awareness, and the valuable on-track knowledge will give Toyota engineers data to support the design of future vehicles for the road. The series presents a possible next step on the performance-driving ladder for GR owners who take advantage of the complimentary one-year National Auto Sport Association® (NASA) membership that comes with the purchase of any GR sports car. The program also includes one complimentary track day at a NASA High Performance Driving Event, giving GR owners performance driving experiences under the tutelage of expert instructors.

The GR86 Cup car is featured in the Toyota 2022 SEMA Show exhibit (Central Hall, Booth No. 22200) at the Las Vegas Convention Center, a new and expanded space befitting growing commitment of Toyota to on- and off-road performance, excitement and adventure.

Also on display are additional featured vehicles along with a variety of production Toyota cars, SUVs and trucks at the Las Vegas Convention Center Nov. 1-4, 2022.