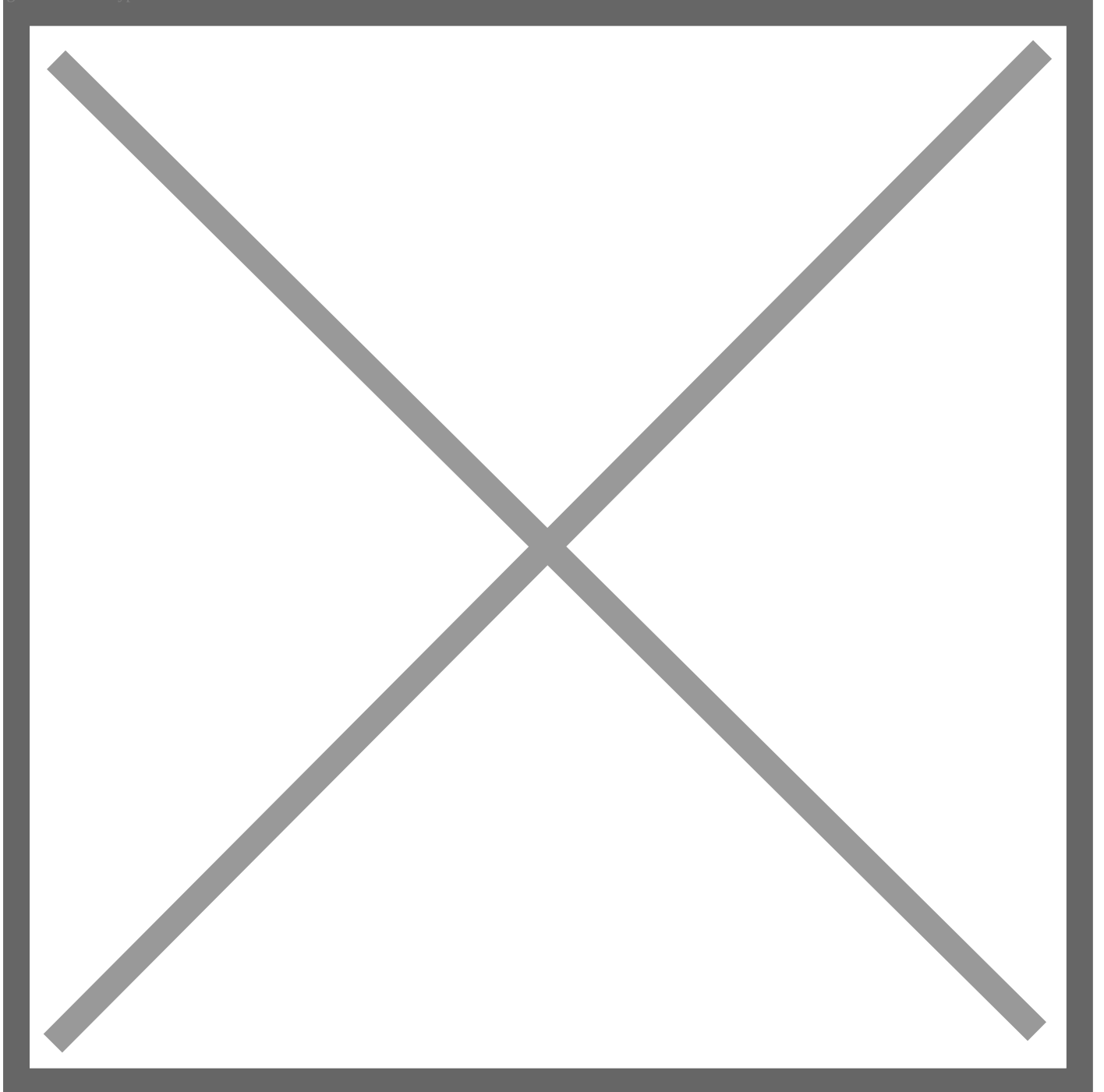


Toyota and 4WD Toyota Owner Media Show Off ‘The Ultimate Overlanding Sequoia TRD Off-Road’ Concept at 2022 SEMA Show

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LAS VEGAS (Nov. 1, 2022) – Joining Toyota at the 2022 SEMA Show, the experts at 4WD Toyota Owner Media, publisher of “4WD Toyota Owner Magazine,” are highly experienced off-road explorers. Starting with the already capable 2023 Toyota Sequoia Limited TRD Off-Road, the team set their compass and embarked on creating a supreme overlanding rig concept vehicle to showcase at the show.

The result is a build the team has dubbed “The Ultimate Overlanding Sequoia TRD Off-Road,” which is a rig that has the goods to back up its name.

On display in Toyota’s Specialty Equipment Market Association (SEMA)® Show exhibit (Central Hall, Booth No. 22200) at the Las Vegas Convention Center, the Sequoia joins a collection of special project vehicles celebrating performance and excitement, both on and off road.

“We’re honored to have the 4WD Toyota Owner Media team join us at SEMA this year,” said Lisa Materazzo, group vice president – Toyota Division Marketing. “With a new and larger display, it’s great to have their outstanding Sequoia build among our array of Toyota trucks, SUVs and sports cars, the most we’ve ever shown at this show.”

The 4WD Toyota Owner Media crew teamed up with the experts at CBI Offroad Fabrication in Idaho Falls, Idaho, to outfit the all-new Toyota Sequoia Limited with the TRD Off-Road package with some of the best trail-ready components to enhance Toyota’s all-new robust and reliable eight-passenger flagship full-size SUV.

To provide additional ground clearance and increase the Sequoia’s approach and departure angles, ToyTec® coilovers, shocks and coil springs on all four corners provide a three-inch lift. Camburg® KINETIK upper control arms and 6061-T6 billet aluminum rear trailing arms complete the set up. Next, the team added a set of bronze 706 Bead Grip Method Race Wheels® wrapped with LT285/75R17 (34.1 inch) Toyo® Open Country M/T tires.

CBI Offroad skid plates, rock sliders, front bumper and rear bumper with dual swingouts provide trail-traversing protection. When the going gets tough, a set of MaxTrax® MKII traction boards, a Warn® VR EVO 12-S winch, Warn winch recovery kit, Hi-Lift 48-inch jack, Power Tank® tire repair kit, Power Tank PT10 onboard air tank and a Power Tank Overlander 0-60 psi digital inflator help ensure the journey reaches the intended destination.

For nighttime visibility, the team added a 20-inch SR LED front bumper light bar, 4-inch front driving lights, SR-M flush mount rear bumper lights and 50-inch LED roof rack light bar all from Rigid Industries®. A Prinsu® roof rack provides gear-carrying capabilities, and for base camp there is an Autohome® Airlander Plus rooftop tent, a Dometic® CFX3 45-liter on-board refrigerator/freezer, Dometic GO storage bins and hydration jug, Rotopax® water and fuel storage containers, a sPOD® Bantam power distribution system and a Midland® MicroMobile MXT575 50W GMRS two-way radio.

Finally, Fast Signs® in Idaho Falls wrapped The Ultimate Overlanding Sequoia TRD Off-Road concept with an eye-catching black and bronze layout that complements the sleek look of the Sequoia while never taking away from the outstanding design of the vehicle behind the build.

Toyota’s featured vehicles and build concepts and a variety of production cars, SUVs and trucks are on display at the Las Vegas Convention Center Nov. 1-4, 2022, continuing the company’s devotion to performance, excitement and adventure.

Vehicle described is a special project prototype vehicle, modified with parts and/or accessories not available from Toyota may void the vehicle’s warranty, may negatively impact vehicle performance and safety, and may not be street legal.