Toyota Tacoma Takes Home 2023 SEMA Best Vehicle Award

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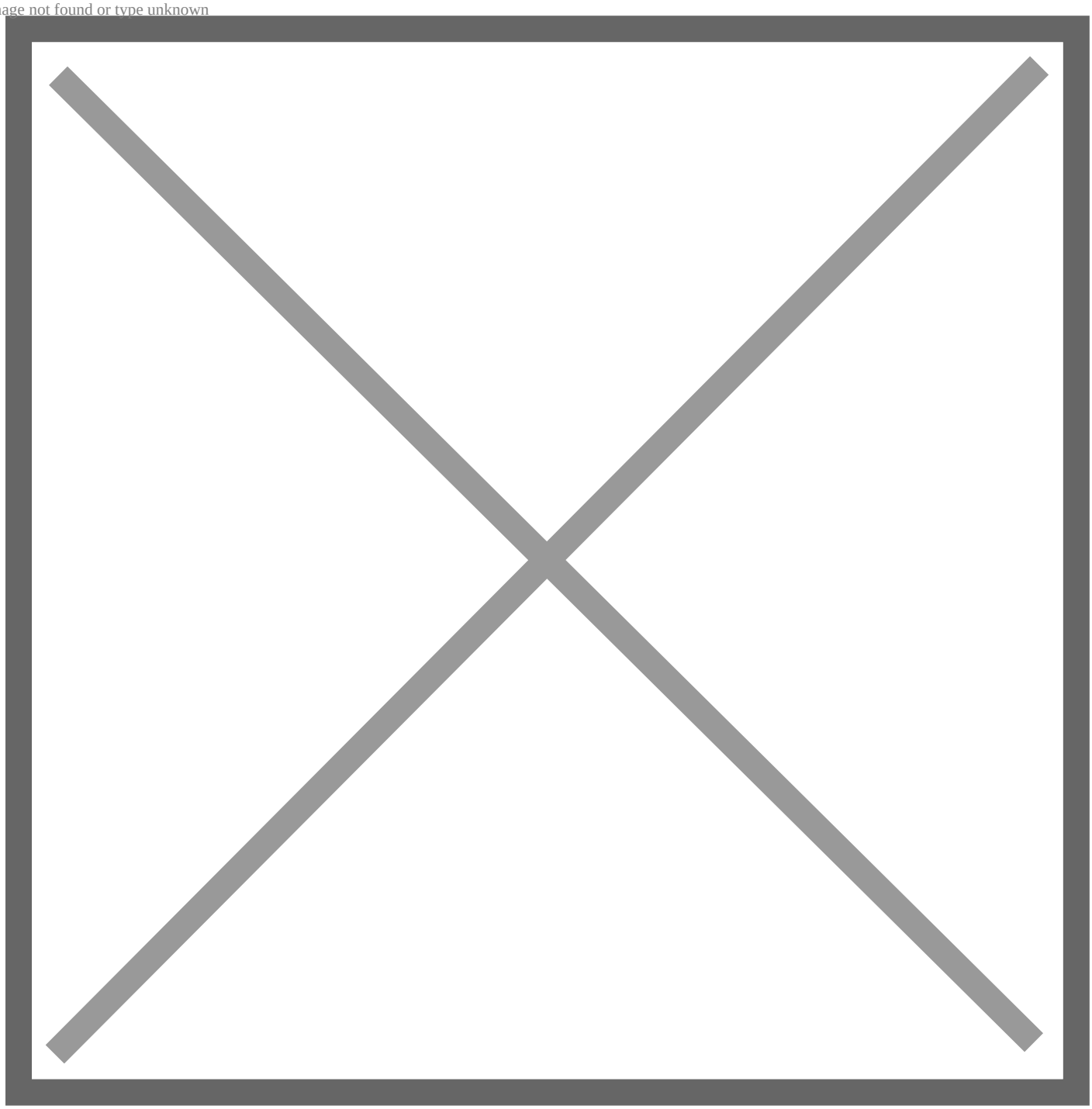

LAS VEGAS (Oct. 30, 2023) – SEMA member companies have selected the all-new Toyota Tacoma as the 2023 SEMA Best Midsize Truck of the Year. This prestigious award marks the second time in three years Toyota has won in the Best Midsize Truck category, and three years running that Toyota products have been recognized including 2021 Midsize Truck of the Year for Tacoma; 2021 Sport Compact of the Year for GR Supra and 2022 Sport Compact of the Year for GR86. Toyota also was named a finalist in four separate vehicle categories for 2023.

“We congratulate Toyota and the all-new Tacoma for winning our coveted SEMA Midsize Truck of the Year,” said Mike Spagnola, president and CEO, SEMA. “The win represents Toyota’s clear commitment to producing segment-leading products that truly appeal to the consumers AND the aftermarket.”

Toyota is displaying an array of featured vehicles and build concepts, along with a variety of production cars, SUVs and trucks in its SEMA Show exhibit (Central Hall, Booth No. 22200 at the Las Vegas Convention Center Oct. 31–Nov. 3, 2023). This display space further demonstrates Toyota’s commitment to the automotive aftermarket and devotion to on-and off-pavement performance, excitement and adventure.

“We are proud to receive the SEMA Midsize Truck of the Year award,” said Mike Tripp, group vice president, Toyota Marketing. “The SEMA Awards celebrate the creativity and personalization that play so heavily with customers. For 2024, we have built a Tacoma for every person and every lifestyle with the flexibility to allow customers to find their own adventure and push the boundaries of what’s possible,” Tripp stated.

Toyota is displaying seven 2024 Tacoma vehicles representing just a few of the many possibilities Tacoma offers. These one-of-a-kind concepts and specialty builds include the Tacoma Blue Beetle in addition to accessorized versions of Tacoma TrailHunter, Tacoma TRD Pro, Tacoma TRD Off-Road and more. Toyota is also debuting the 2024 Tacoma X-Runner Concept, Toyota Calty Design Studio’s take on what a 3.4-liter twin-turbocharged V6 in a slammed street truck could look and perform like given the flexibility offered by Tacoma’s TGNA-F product platform.

Vehicles referenced are special project prototype vehicles, modified with parts and/or accessories not available from Toyota that may void the vehicle’s warranty, may negatively impact vehicle performance and safety, and may not be street legal.