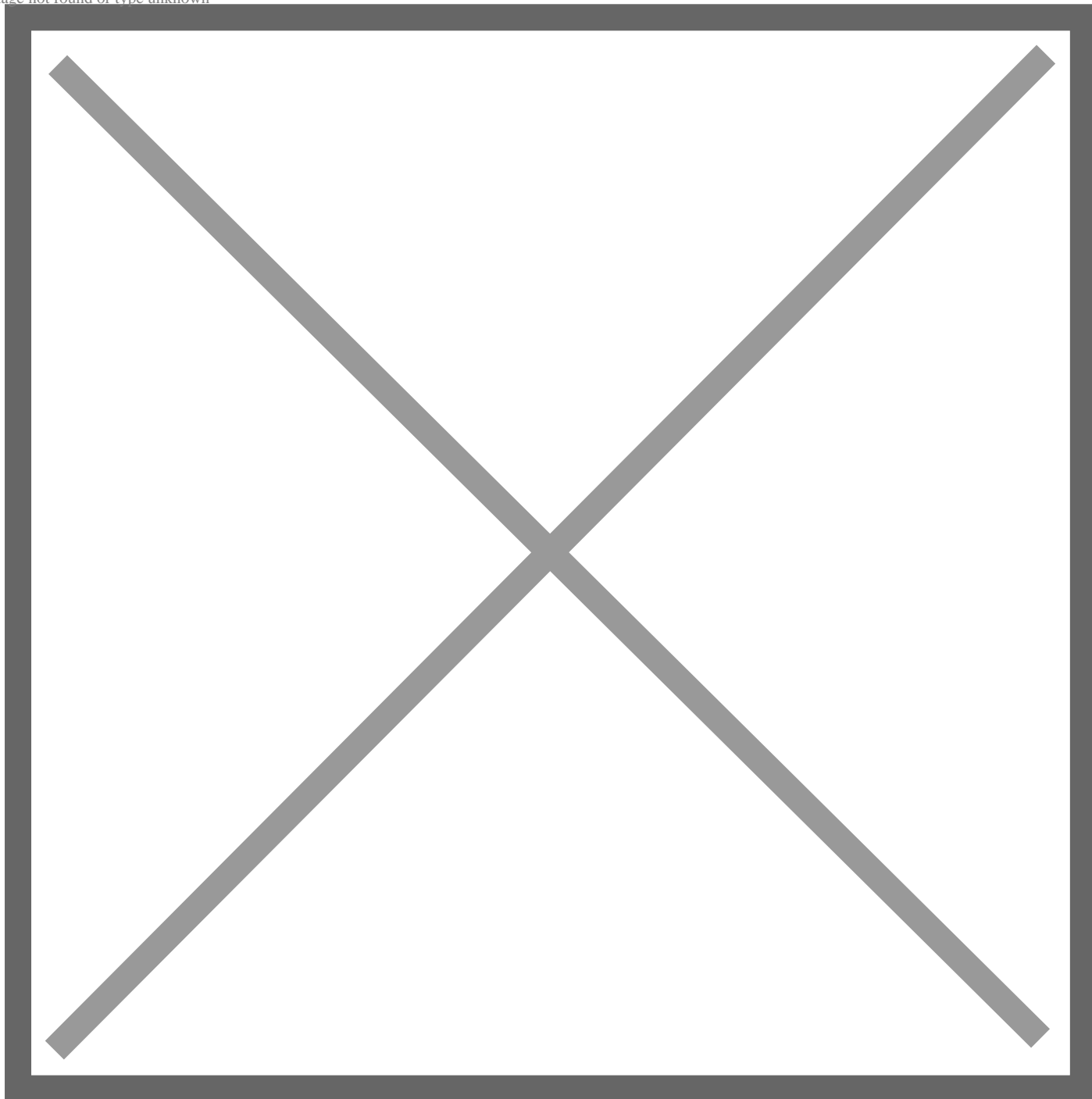


Toyota Brings Action and Adventure to SEMA 2024: Celebrating Active Lifestyles while Sparking the Imagination

November 04, 2024

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LAS VEGAS (November 5, 2024)

WHAT:

Toyota will host a walkaround with TV personality, Rutledge Wood, at the **2024 Specialty Equipment Market Association (SEMA) Show** on Tuesday, November 5, 2024 at 10:00 AM MT. Highlights include new build concepts with a focus on lifestyle and adventure. The show will also feature the entire Toyota lineup with special attention paid to SUV, truck and GR performance line concepts and accessory builds. Toyota SEMA Show builds include:

- **4Runner TRD Surf Concept**
- **CALTY Land Cruiser ROX**
- **GR86 Rally Legacy Concept**
- **#84 Tacoma TRD ProRunner Race Concept**
- **Ultimate Tailgate Tundra**
- **Toyota RAV-X Concept**
- **Suprabird Tribute**

Other Toyota showcase vehicles at SEMA:

- Several AAP-equipped show builds including **Tundra SR5 CrewMax, Tundra Hybrid Platinum, RAV4 Woodland Edition, 4Runner, TRD Off-Road Premium, Sequoia SR5, Tacoma SR5, RAV4**

WHAT ELSE:

- Baja Cruiser Race Edition
- Classic Adventure Cruiser
- '94 Toyota Drift Truck
- Modellista Overland Vision Concept
- AAP and Toyota product accessory offerings
- Forged Billet Upper Control Arm Kit Display
- Celebrity Appearance(s) and autograph session at 10:00 a.m. PT, Tuesday 11/5.
- A variety of other current and upcoming Toyota Trucks and SUVs displayed in their adventure lifestyle context and highlighted by the Toyota Accessories Portfolio

The 2024 SEMA Show event page on Toyota newsroom: <https://toyotacmsstg.demosjr.com/event/2024-sema-show>

WHO:

- Owen Peacock, General Manager, Toyota Marketing and Communications
- Kevin Hunter, President, Calt Design Research
- Rutledge Wood, auto racing analyst and personality
- Faye Hadley, television and social channel personality

WHERE:

- Toyota's **2024 SEMA Show Exhibit**, Central Hall, Booth No. 22200, Las Vegas Convention Center

WHEN:

- SEMA Show dates/times – 11/5 thru 11/8, 9AM – 5PM PT