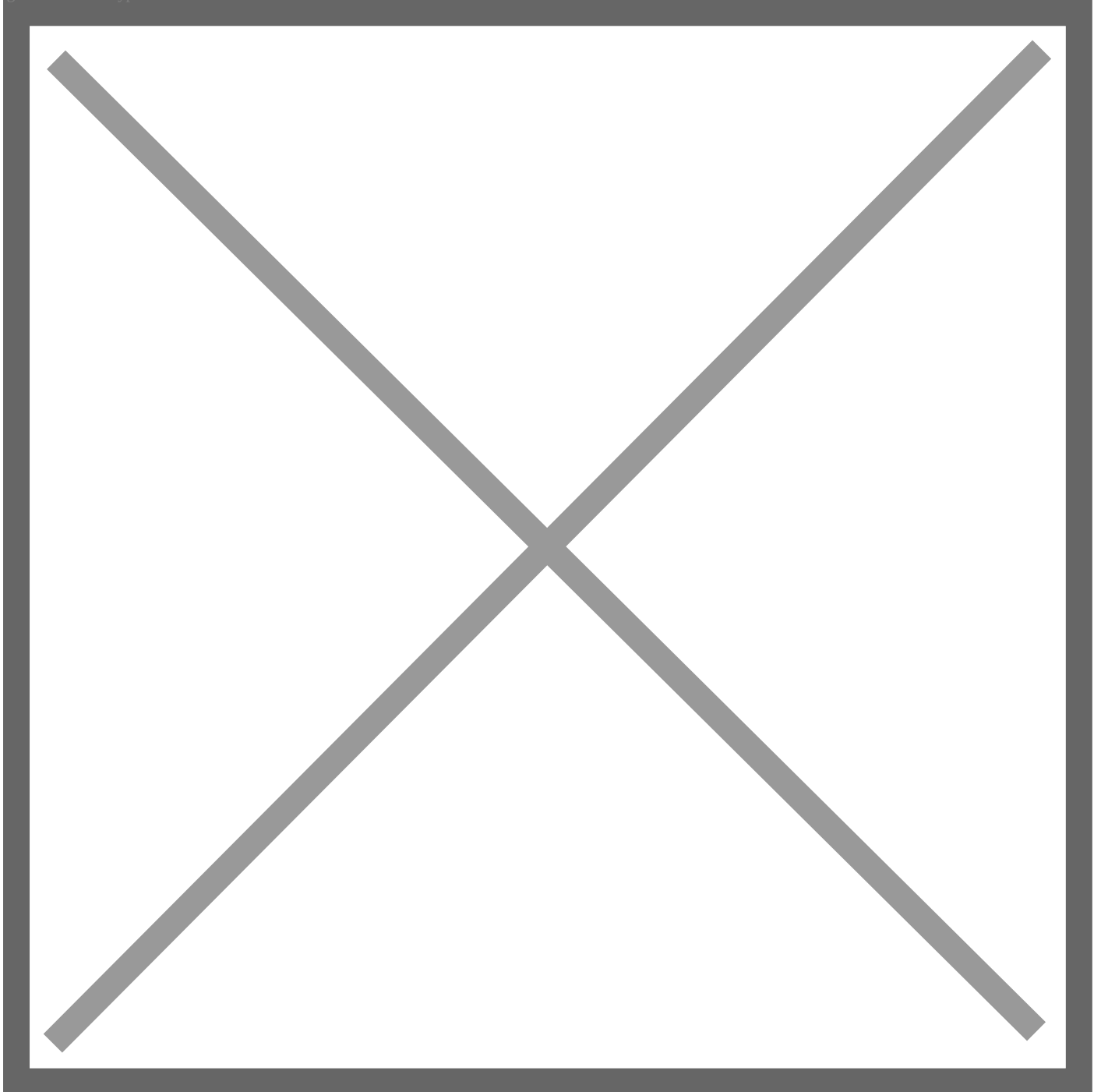


#84 Tacoma TRD ProRunner Race Concept Highlights Toyota Tacoma's Performance at the 2024 SEMA Show

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LAS VEGAS (Nov. 4, 2024) – Toyota captivated desert racing fans worldwide with the debut of the #84 Tacoma TRD ProRunner Race Concept at the 2024 SEMA Show.

“We started this project with a vision to showcase the performance, capability, and versatility of the new Tacoma,” said Paul Doleshal, group manager motorsports, Toyota Motor North America. “The #84 Tacoma TRD ProRunner Race Concept is a vision of what a dedicated race-truck could look like within the Tacoma lineup, incorporating the Baja-inspired engineering and high-speed racing elements of TRD Pro with the iconic XtraCab configuration.”

The build celebrates Toyota’s new partnership with Legacy Motor Club, and legendary driver Jimmie Johnson. While many recognize Johnson for his illustrious NASCAR career, Johnson’s journey began on dirt bikes, eventually leading him to off-road competitions, including the grueling Baja 1000. The concept is also a nod at Johnson’s nostalgic tie to Toyota trucks.

“When I was 16, I took my driver’s test in my uncle’s Toyota pickup, so Toyota trucks and I go way back,” Johnson said. “This #84 Tacoma TRD ProRunner Race Concept really demonstrates the serious off-road performance and capability of the TRD brand and Toyota Trucks in general.”

The #84 Tacoma TRD ProRunner Race Concept is a race modified vehicle built to compete in the Stock Mid-Size off-road race class. The TRD Tacoma ProRunner began with the integration of 2025 Tacoma TRD Pro performance components onto the classic, two-door Tacoma XtraCab configuration. Toyota’s Service Parts and Accessories Development (SPAD) team engineered the move from four doors to two, beginning with suspension. TRD Pro’s FOX Quick Switch 3 (QS3) Internal Bypass shocks, with 2.5-in. aluminum housings and rear remote reservoirs, as well as front TRD Upper Control Arms were fitted to provide enhanced off-road performance. The underside of the #84 Tacoma TRD ProRunner Race Concept is armored with a full complement of skid plating, also derived from its namesake, to protect the undercarriage – including the front end, transmission and rear transaxle. The team next added a custom roll cage to enhance safety and rigidity—inside multipoint race harnesses keep driver and navigator securely within their IsoDynamic Performance seats. The Tacoma’s aluminum-reinforced 6-ft bed is also put to good use, housing a dedicated fuel cell and bed-mounted spare tire carrier, while the tailgate has been replaced with a net for additional weight savings.

The truck’s livery is the brainchild of Kyle Williams, who combined multiple elements and eras into one cohesive design. The 2025 TRD Pro exclusive color “Mudbath” base coat is complimented by a striking matte black graphic incorporating some of Jimmie Johnson’s iconic paint schemes, as well as the classic TRD yellow, orange and red stripes synonymous with the legendary Baja icon, Toyota driver, Ivan “Ironman” Stewart and the decades of racing success that forged Toyota’s performance reputation in America. The retro-inspired aesthetic continues with chrome-finished side mirrors and door handles, an ARB Sport Bar with custom lighting, and brushed aluminum-finished TRD Pro wheels wrapped in BFGoodrich tires.

“The TRD ProRunner Race Concept represents a key achievement in Toyota’s partnership with Legacy Motor Club, and highlights Jimmie’s legacy, by connecting his history with Toyota’s extensive off-road racing tradition,” stated Mike Tripp, group vice president of Toyota Division Marketing at Toyota Motor North America. “This concept build also demonstrates the excitement, versatility, and capability of the Tacoma platform.”

Attendees of the 2024 SEMA Show are invited to witness the unveiling of the #84 Tacoma TRD ProRunner Race Concept and explore its groundbreaking features. This concept vehicle is a testament to Toyota’s dedication to pushing the limits of innovation while honoring the legacy of one of racing’s greats.

Vehicle referenced is a special project prototype vehicle, 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.