

October 25, 2016

Toyo Tires® Continues Tradition of Big Displays and Big Vehicle Debuts at 2016 SEMA Show

CYPRESS, CA –Toyo Tire U.S.A. Corp. (Toyo Tires®) will continue the tradition of big displays and big vehicle debuts during the 2016 SEMA Show, November 1 – 4 in Las Vegas, NV. At the entrance to the South Hall, show attendees will be greeted by a Ken Block-themed display. Inside the South Hall, the Toyo Tires® booth has moved onto the main aisle and will include one-off supercars in addition to the brand's most popular products. Attendees can also enjoy never-before-seen vehicles and take a load off in the *Toyo Tires® Treadpass™* which is located between the Central and South Hall.

The full range of Toyo Tires products can be viewed in the brand's show displays, including three new tires introduced this year in the U.S. The Toyo Proxes® R888R™ DOT competition tire is an evolution of the race-winning Proxes R888, and will be on vehicles in each display. Toyo's Open Country® Q/T is a premium all-season touring tire that provides comfort and longevity for CUV and SUV owners. Work truck owners now have the Toyo® Open Country® C/T designed for heavy duty, all-terrain use. In fact, there are now six Open Country® light truck and SUV tires designed to cover on-road to off-road and everything in between.

Toyo Tires® Outdoor Display (Exhibit #62122)

Ken Block's famous 'Hoonicorn' Ford Mustang will be on display in this outdoor exhibit, along with exciting videos including the *Climbkhana* trailer. Block will be available to sign autographs on Wednesday, November 2 from 11am to noon, and from 1:30 – 2:30pm. A limited number of Hoonicorn posters will also be available for fans that stop by the exhibit.

Toyo Tires® Main Display (South Hall, Booth #43115)

Located on the first floor of the South Hall, and this year on the main aisle, visitors can walk through the Toyo Tires booth to review products and to take a moment to meet with a Toyo Tires professional. The three exotic vehicles on display include:

Unplugged Performance Tesla Model X P90D Ludicrous

This 2016 Tesla Model X makes its world debut at the Toyo Tires booth during SEMA Show. Painted a vivid orange, this electric machine features an Unplugged Performance aerodynamics package, carbon fiber adjustable rear wing, Unplugged Performance sports suspension kit and Unplugged Performance UP-02 Ultra Light forged wheels. 'Ludicrous Mode' programming delivers rapid acceleration, while Unplugged Performance x Brembo carbon ceramic 6-piston brakes provide the stopping power. Providing the necessary grip is a set of 285/35R22 Toyo® Proxes® ST II™ tires.

Diety Motorsports X IDL Design Wide Body McLaren

This stunning 2014 McLaren MP4-12C makes a bold statement thanks to its Liberty Walk wide body kit and a full wrap done in Seal Grey. Its custom interior includes Techno Craft carbon fiber bucket seats. For an even wilder sound, this McLaren is fitted with a GT Haus exhaust. An Air Lift Performance Suspension controls the ride height, while Rotiform QLB wheels are wrapped in 235/35ZR19 and 305/30ZR20 Toyo® Proxes® T1R™ tires.

IDL Design Porsche® 997 C2S

"Old meets New" with this 2008 Porsche® 997 designed by Kei Miura which boasts a full repaint in Sea Blue. The car has Motorsport Cup mirrors and 'Cup' quarter glass, along with a carbon fiber roof. Its full custom interior includes an AIMSPORT GT350 steering wheel, a CAE shifter, Techno Craft carbon fiber bucket seats, and a full cage constructed by GMG. An Air Lift Performance Suspension provides the stance which complements the 19" Rotiform LSR wheels. For maximum grip, this car has 265/30ZR19 and 305/30ZR19 Toyo® Proxes® R888R™ tires.

Toyo Tires® Treadpass™

Once again, the *Toyo Tires Treadpass* provides an immersive experience with nearly 30 specialty cars and trucks. And if you or your battery is running low, you can take a moment to relax in the 'Recharge Lounge' as well. Here is just a small sample of the vehicles that show attendees will be able to view up close.

RMD Garage 1962 Lincoln Continental Convertible

Originally built during a time of opulence, the '62 Continental is iconic due to its seductive profile. RMD Garage has taken it to another level featuring custom forest green paint with a hint of black. Its interior consists of hand-crafted Italian leather, stitched in-house at RMD. Stance makes a statement, the American classic having an Air Ride suspension along with one-off 22" Raceline Lincoln-style billet machined wheels. To ensure a great ride, the big Lincoln rolls on 255/30ZR22 Toyo® Proxes® 4 tires.

Muzilla

Like a mythical monster which has come to life, Muzilla is a wild creation mating a 1970 Ford Mustang Widebody to a 2010 Nissan R35 GT-R chassis, all-wheel-drive running gear and GT-R engine. Bilstein shocks with KW coilovers are matched with forged DPE RS-L25 18x9.5 custom finish wheels shod with 275/40R18 Toyo® Proxes® R888™ r-compound tires in order to help tame the beast.

Turbo Toyota Supra-Powered Datsun 260Z

Another monster lurks within Treadpass, and it is the 1974 Datsun 260Z constructed by Dominic Le and John Esteban of Chasing JS Vintage Motorsports. Underneath its hood lies a 2JZGTE Toyota Supra engine, Apex Performance turbos, and enough attitude to require axles rated for 1,000-horsepower. Thirty-six way custom adjustable coilovers hide under the wide JDM Marugen Shoukai Works Over

Fenders, along with a Wilwood Engineering big brake kit. Work Meister M1 3-piece 18X11 and 18X12.5 wheels are shod with Toyo® Proxes® T1 Sport tires in a 255/35ZR18 front and 285/35ZR18 rear size.

Full Tube Chassis 1970 Dodge Charger

One of the wildest American muscle cars you will see during this year's SEMA Show is this 1970 Dodge Charger with details engineered more like a NASCAR® style racing machine. Three inches of metal have been removed to lower the roofline, while the body was sectioned three inches. The front wheel wells of this vintage Charger have been moved forward by two inches, while its bumpers have been both shaved and tucked – and custom door scoops have been painstakingly fabricated. Underneath its hood lies a 730-horsepower R5 NASCAR engine with custom intake manifold and a Borla® individual throttle body system controlled by a Holley® EFI. We also can't forget that the Charger's LITESPEED Racing 18X9 front and 19X12 rear wheels are wrapped with 245/40ZR18 front and 345/30ZR19 rear Toyo® Proxes® R888™ tires.

Bulletproof Automotive X Fury Automotive / Varis Kamikaze-R Super Sonic R35 GT-R

Bulletproof's GT-R is the aftermarket benchmark for this iconic sports car. Underneath the hood, a JCR carbon fiber intake manifold and Gruppe-M carbon fiber intake system, link to a series of exotic components including an AT POWER x Bulletproof Gold throttle body set which all contribute to its staggering power. On its exterior, the GT-R has a complete Varis Kamikaze-R Super Sonic aero kit, Varis VSDC Version 2 cooling bonnet, VARIS lightweight carbon fiber trunk and a Varis Kamikaze-R Race GT wing. An Aragosta Type-SA PnP adjustable coilover system with front lifter helps control the vehicle height. Volk Racing R35 GT-R TE37 Ultra, special edition NISMO Red wheels in a 20x11 and 20x12 size, are wrapped with Toyo® Proxes® R888R™ 285/35ZR20 front and 315/30ZR20 rear tires in order to control this high-tech machine.

E30 BMW

This 1990 BMW 325i is a great example of the competition style updates that can be done to the venerable E30 BMW chassis. Under the hood, a more powerful S54 engine is fed by individual throttle bodies, while a full 3" exhaust system uses all Chase Bays components. The interior is fully caged with carbon fiber panels and a custom wrapped dash and center console. A CAE sport shifter is centered between Recaro seats. The exterior of the car features a Mint Green paint color with a carbon fiber M-Tech2 kit, custom widened fenders and quarter panels. Underneath the car, there are custom front and rear swaybars, and custom fully adjustable front A-arms which are linked to the chassis with CA Tuned race coils. To finish off its competition appearance, Rotiform 3-piece LSR 17X8.5 and 17X9.5 wheels have 215/45ZR17 and 225/45ZR17 Toyo® Proxes® R888R™ tires mounted for track-ready performance.

Those are just a small sample of the sensational cars and trucks that will be displayed by Toyo Tires at the 2016 SEMA Show. Toyo Tires is also known for having a significant presence in other manufacturer's booths and among the feature vehicles. To learn more about the tires which help make these machines, go to toyotires.com.

About Toyo Tires®

Established in 1966, Toyo Tire U.S.A. Corp. represents the innovation, quality, performance, and excellent service that Toyo Tires has delivered worldwide for 70 years. The company offers a full line of premium tires for nearly every vehicle including light trucks, SUVs, crossovers, sports cars, luxury cars and hybrids as well as commercial trucks. Many of the tires are built in the United States at their state-of-the-art factory in White, Georgia. To find the right tire for your vehicle as well as an authorized dealer, visit www.toyotires.com. Be sure to join the Toyo Tires community on: [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

#

Media Contact: Jay Jones, TMC
949-851-6313, jay.jones@tmcauto.com
Toyo Media Site: <http://media.toyotires.com/>