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Toyo Tires Treadpass Returns in 2020 With a New Virtual Experience Beginning Monday, November 16

CYPRESS, CA – Toyo Tire U.S.A. Corp. (Toyo Tires®) brings back the Toyo Tires® Treadpass™ for its 8th consecutive year as a new virtual and immersive experience with over a dozen one-of-a-kind vehicles making their world debuts. The Toyo Tires Treadpass has been a staple at the SEMA Show in Las Vegas and with the cancellation of this year’s show – Toyo Tires Treadpass 3D will provide virtual attendees the chance to experience Treadpass on their own like never before.

“We are excited to keep the tradition of the Toyo Tires Treadpass alive,” said Stan Chen, senior manager, events and sponsorships, Toyo Tire U.S.A. Corp. “For the past seven years, Toyo Tires has been able to showcase some of the most unique, inspirational, and exciting vehicles at the SEMA Show. We are thrilled to be able to bring a virtual experience with Toyo Tires Treadpass 3D to enthusiasts worldwide where they will be able to see and learn more about each display vehicle from the comfort and safety of their own home.”

Beginning Monday, November 16, attendees will be able to experience Treadpass 3D from their smartphone, tablets, and computers by visiting www.toyotires.com/treadpass. The virtual platform will allow viewers to participate and engage through photo and video of each display vehicle at their leisure. The vehicle exhibition will include a 360-degree view of each vehicle along with specs highlighting the unique features. Additionally, Toyo Tires plans to giveaway a limited number of the highly coveted Leen Customs pins.

All vehicles showcased in Treadpass 3D will be outfitted with Toyo Tires including the all-new Toyo® Open Country® A/T III™, the legendary Toyo® Open Country M/T® and the well-known Toyo® Proxes R888R competition tire.

Sign up to receive email notification when Treadpass 3D goes live and be entered for the chance to win a set of Leen Custom pins. Visit www.toyotires.com/treadpass for details.

To learn more about the tires which help complete these machines, go to toyotires.com. To view a video of the 2019 Toyo Tires Treadpass, visit [Toyo Tires YouTube](#).

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 75 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 Georgia. To find the right tire for your vehicle as well as an authorized dealer, visit www.toyotires.com. You can also join the Toyo Tires community on [Facebook](#), [Instagram](#), and [YouTube](#).

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EDITOR’S NOTE: A live media preview will take place on November 12, 2020 in Los Angeles. Space is limited and RSVP’s are required for attendance. More information will be provided upon confirmation.

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