

MODELLISTA EXHIBITS FOR THE FIRST TIME AT THE SEMA SHOW Working on the Start of Sales in the U.S.

October 3, 2023

Toyota Customizing & Development Co., Ltd. will exhibit under the MODELLISTA brand for the first time at the SEMA (Specialty Equipment Market Association) show to be held in Las Vegas, USA from Tuesday, October 31 to Friday, November 3, 2023. This is the first time the MODELLISTA brand has been exhibited at a major auto show outside of Asia.

Three models will be exhibited: the Lexus LX, Lexus RX, and Toyota Crown, among those currently under consideration for introduction in the U.S. In order to launch MODELLISTA in the United States, we will raise awareness of MODELLISTA to visitors and the US media by exhibiting a history panel for the MODELLISTA 25 anniversary and distributing a brand book, etc.

The MODELLISTA models that are working on to be sold in the U.S. are LX, RX, NX, and IS for LEXUS, and Corolla Hatchback, Prius, Toyota Crown, Venza, and RAV4 for TOYOTA. We will be coordinating with local dealers/distributors for full-scale sales. The focus will be on aero parts in the U.S. and other products suitable to the U.S. market. Due to regulations, certain products will only be sold in Japan.

More information about the SEMA Show will be posted on the MODELLISTA SEMA SHOW 2023 special website. (<https://www.modellista.co.jp/event/sema2023/>) *Available only in English



LX MODELLISTA Concept



RX MODELLISTA Concept



Toyota Crown MODELLISTA Concept

※The photos are of a vehicle with Japanese specifications and differs from the actual handling products.

【MODELLISTA models under consideration for introducing in the U.S.】

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LEXUS	LX		RX	
	NX		IS	
TOYOTA	Corolla Hatchback		Prius	
	Toyota Crown		Venza	
	RAV4			

【Event Details】

Event Name	SEMA SHOW 2023
Dates	Tuesday, October 31 ~ Friday, November 3, 2023
Venue	LAS VEGAS CONVENTION CENTER 【MODELLISTA booth: North Hall 4, Booth No. 13017】
Schedule	Tuesday, October 31 ~ Thursday, November 2, 9:00~17:00 Friday, November 3, 9:00~16:00
Organizer	Specialty Equipment Market Association