

MODELLISTA to exhibit at the SEMA Show 2024 organized by Specialty Equipment Market Association

**By participating in two consecutive shows, we aim to further grow
our brand and expand our business in the U.S.**

October 29, 2024

At the SEMA (Specialty Equipment Market Association) Show held from Tuesday, November 5 to Friday, November 8, 2024 in Las Vegas, USA, TOYOTA CUSTOMIZING & DEVELOPMENT Co., Ltd. will participate by representing the MODELLISTA brand. By participating for two consecutive years, following our debut in the show last year, we aim to further enhance our brand recognition in the U.S. MODELLISTA began selling its products in the U.S. after its debut at the SEMA Show in 2023, and currently has eight models available in the U.S. market.

The vehicles we will exhibit at the SEMA Show 2024 are the RX and the NX, which are currently available in the U.S. At our booth, we will display panels with our brand history, distribute our brand book, and show a promotional video. For visitors and the U.S. media, we aim to further increase the awareness of dress-up customization, which has also gained popularity in Japan, while expressing our elegant and sophisticated worldview of MODELLISTA.

This year, we are adding a new exhibit of a concept model that embodies our innovative approach by combining functionality and sophistication. The details will also be released on our website on the first day of the SEMA Show. Please look forward to it!

For the details of the exhibited vehicles, visit the MODELLISTA SEMA Show 2024 special website (English only): (<https://www.modellista.co.jp/event/sema2024/>)



RX MODELLISTA



NX MODELLISTA

<Event Details>

Name	SEMA Show 2024
Dates	Tuesday, November 5 - Friday, November 8, 2024
Venue	LAS VEGAS CONVENTION CENTER North Hall 3, Booth No. 13039
Schedule	Tuesday, November 5 - Friday, November 8, 2024 9:00-17:00 (local time) *Closes at 16:00 on the last day
Organizer	Specialty Equipment Market Association