

**MODELLISTA is going to showcase a concept vehicle at the TMNA booth  
during the SEMA Show 2024**

**The concept vehicle, based on the Land Cruiser, expresses our new vision by  
combining sophisticated design and off-road functions**

November 5, 2024

TOYOTA CUSTOMIZING & DEVELOPMENT Co., Ltd. will present a concept vehicle based on the Land Cruiser : “MODELLISTA OVERLAND Vision Concept” at the SEMA (Specialty Equipment Market Association) Show to be held from Tuesday, November 5 to Friday, November 8, 2024 in Las Vegas, USA. The vehicle will be exhibited at a booth representing Toyota Motor North America, Inc. (the U.S. entity of TOYOTA MOTOR CORPORATION; hereinafter: “TMNA”).

The vehicle named “MODELLISTA OVERLAND Vision Concept” is a concept model that incorporates MODELLISTA’s unique worldview into the overland style(\*). This is a new approach for us, that combines sophisticated design with functionality for off-roading, which are focused on U.S. customer’s needs and recent U.S. off-road customizing trends.

This vehicle has a mission to explore the potential of MODELLISTA brand at U.S. market, and the decision will depend on reaction at the SEMA, but we’re planning to incorporate these design elements to our lineup for U.S. in the future.

We put our thoughts and MODELLISTA’s brand philosophy, “to help directing the individuality of each customer” into the vehicle, and we want to appeal that our customize brand can color not only customers’ car-life but also their whole life, through this exhibition.

\* Overland style

Outdoor lifestyle, such as enjoying the drive through unpaved roads, deserts, and forests, also spending night in the wilderness with spectacular views.



## About MODELLISTA OVERLAND Vision Concept



### ■ Design concept: “Sophisticated Armored Gear”

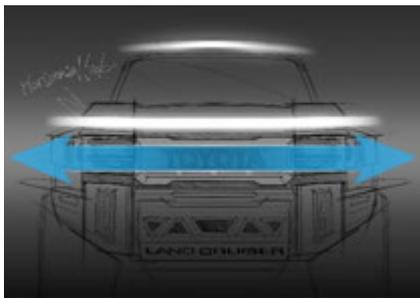
- This vehicle was designed to be “Ultimate fun vehicle which doesn’t limits adventurous spirit” suits to the people who wish to live freely and feel special in not only great outdoors, but also city. “Armored” exterior protects damage from obstacles and scratches at driving rough roads, while expressing the MODELLISTA taste with its sophisticated design.
- It’s customized by firmly reflecting our design philosophy called “Resonating Emotion” (adding elements which excites owner’s sensitivity, but also highly resonated and matched with original vehicle design), and sublimating the functional beauty which Land Cruiser has originally.

## ■ Vehicle features

Expressing the functionality and equipment which is desired for off-road vehicles, combined with MODELLISTA's sophisticated design.



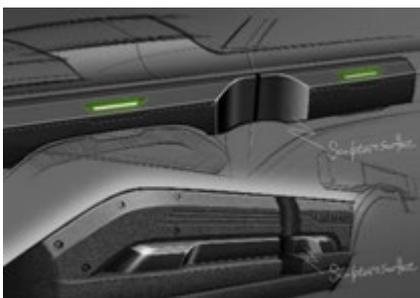
### The point of resonating with base model design.



Adding bar type illumination on the hood, which express wide looking also following the horizontal design from base model.



Side-carrying container is designed to align with polygonal design of base model.



Even the surface composition of protector is aware to resonate and align the base model's taste.

## The point of sophisticated designs that stimulates the emotions



Creating dynamic and sophisticated cool looking by adding blackout elements widely and boldly.



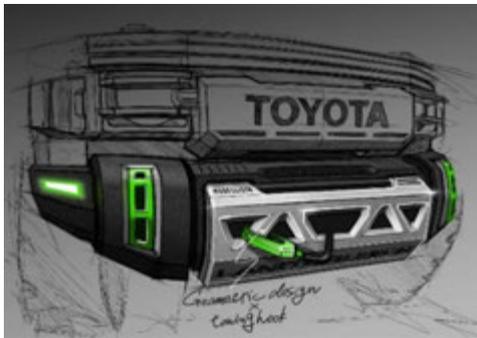
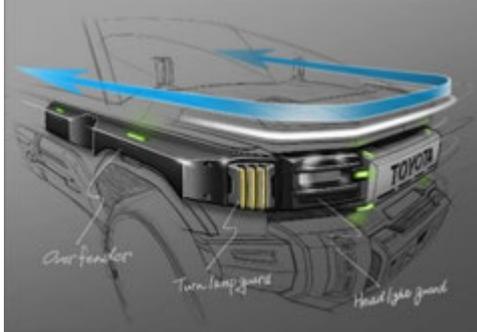
To direct not only imposing but also stylish looking, we combined blackout parts which has different brightness and surface finish on body panel .  
In addition, tough and lumpy paint which we adopt on the side under body will protect vehicle from scratch.



Usually, MODELLISTA was popular as customize parts brand which use chrome parts in Japan.

This time, a design with extensive use of LEDs is adopted as a new accent , and our brand color green emphasizes the MODELLISTA style.

Combining essential functionality for off-roading with refined designs



We designed each functional parts with commitment, such as headlight or flasher protector and towing hook.

And we have confidence that those parts generate sophisticated impression and resonating with base vehicle design.

The roof carrier features a slim-shaped, horizontal design to convey a sense of advanced vibe.

The color of mounting section for the bush wire is green, which is the brand's signature color.

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

<Event Details>

<b>Event Name</b>	SEMA Show 2024
<b>Dates</b>	Tuesday, November 5 - Friday, November 8, 2024
<b>TMNA (MODELLISTA concept vehicle exhibition) booth</b>	LAS VEGAS CONVENTION CENTER Central Hall 6, Booth No. 22200
<b>Schedule</b>	Tuesday, November 5 - Friday, November 8, 2024 9:00-17:00 (local time) *Closes at 16:00 on the last day
<b>Organizer</b>	Specialty Equipment Market Association