



Press Release

26 unique vehicles at SEMA Show 2024

TOYO TIRES presents tuning and design highlights on its own 'Treadpass'

Willich, October 30, 2024 - TOYO TIRES returns to the SEMA Show in Las Vegas from November 5-8, 2024, showcasing 26 unique vehicle builds on their 'Treadpass' of renowned automotive builders and designers. This year's highlights include a 1970 Ford Mustang by Tucci Hot Rods, a 2006 Mercedes-Benz SLR by John Sarkisyan, a 1974 Rolls-Royce Silver Shadow by Team Bisimoto, and a 2022 Lexus IS 500 by Giuseppe Balthasar.

In addition to these stunning vehicles, TOYO TIRES will offer limited-edition pins for collectors and enthusiasts, created in partnership with Leen Customs, featuring select Treadpass vehicles. These exclusive collectible items will be distributed at designated times throughout the show, with an additional special 11th pin available during the "Artist's Meet" with the founder of Leen Customs.

TOYO TIRES is also offering an exciting opportunity for fans of the popular mobile game CSR Racing 2, in collaboration with Zynga's NaturalMotion Studio. Attendees at the SEMA Show will have the chance to vote for their favorite vehicle showcased on the Treadpass. The car with the most votes will be integrated into the game. For more details about the tires that complement these impressive builds, visit toyotires.com.

About TOYO TIRES

TOYO TIRES is a leading global manufacturer of technologically innovative and high-performance tires.

The company was founded in Japan in 1945 and has since grown to become one of the leading tire manufacturers in the world.

With this decades of experience and a broad product portfolio for passenger cars, trucks and SUVs, TOYO TIRES attaches great importance to sustainability and environmental friendliness. The company invests in technologies to reduce rolling resistance and improve fuel efficiency.

Numerous awards for product design, innovation and performance demonstrate TOYO TIRES' commitment to maintaining the highest quality standards and delivering products that meet the ever-changing demands of the market.