



**PRO**

PROFESSIONAL RESTYLERS ORGANIZATION

# CUP CHALLENGE

Six innovative Restylers are set to compete in the 2024 SEMA PRO Cup Challenge, each showcasing a vehicle outfitted with a custom package of accessories tailored to captivate a broad range of buyers. These packages are designed not only to appeal to today’s diverse market but also to be easily customizable or repeatable. The challenge aims to demonstrate to fellow Restylers, dealers, and accessory manufacturers the value of crafting market-ready vehicle packages that go beyond one-time builds, setting new standards for innovation and marketability.



2024 Toyota Landcruiser LC250

Before

Year	2024	TOYOTA
Make	LANDCRUISER LC250	
Model	4WD WAGON HYBRID	
Trim		
Vehicle Owner	BOMMARITO TOYOTA	

Accessory	Supplier	Labor Time	Cost to Dealer	MSRP
2.5" Lift Kit	Westcott Designs	\$2.00	\$749.00	\$1,250.00
Alignment	In-House	\$0.75	\$100.00	\$100.00
Full Length Roof Rack w/ 10 light Cutout	Westcott Designs	\$2.00	\$1,295.00	\$1,600.00
Rear Hatch Ladder	Westcott Designs	\$1.50	\$874.00	\$1,200.00
Dual Side Molle Panels	Westcott Designs	\$2.00	\$868.00	\$1,200.00
Ditch Light Brackets	Westcott Designs	\$1.00	\$339.00	\$400.00
Rigid Industries 10 Light Kit for Roof Rack	Rigid Industries	\$4.00	\$2,660.00	\$3,250.00
Rigid Industries 2 Light Kit for Ditch Brackets	Rigid Industries	\$1.00	\$612.00	\$1,000.00
Method Race Wheels 18x9 MR321 GB	Method Race Wheels	\$0.50	\$1,391.00	\$1,800.00
Nitto Recon Grappler 35x12.50r18	Nitto	\$0.50	\$1,670.00	\$2,400.00
Gorilla Lug Kit	WheelPros	\$-	\$65.00	\$95.00
Wrap Roof Gloss Black	Avery Dennison	\$4.00	\$900.00	\$1,500.00
Retro Stripe	Avery Dennison	\$1.00	\$400.00	\$650.00
Trigger 4 Shooter Light Controller	Oracle	\$0.50	\$400.00	\$600.00

**Build Criteria:**

- \$12.5K wholesale price for package
- Build Time Under 40 Hours
- Can Be Reproduced by Professional Restylers
- Profitable for both the Dealership & Restyler

**Vote for your Fan Favorite**

Voting ends 2pm Wednesday, 11/6/24

