



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 Rav4 XLE Hybrid

Before

Accessory	Supplier	Labor Time	Cost to Dealer	MSRP
LEATHER INTERIOR-NORTHERN LIGHTS	ALEA	4.00	\$1,500.00	\$1,999.00
CARBON FIBER HEATING PADS	ALEA	1.00	\$350.00	\$500.00
UBER LITE ROOFTOP TENT	IRONMAN	1.50	\$1,925.00	\$2,599.00
2" ATS SUSPENSION LIFT KIT	IRONMAN	3.00	\$725.00	\$1,200.00
FRONT BUMPER GUARD	IRONMAN	4.00	\$625.00	\$899.00
ATLAS ROOFRACK CROSS BARS	IRONMAN	0.50	\$400.00	\$450.00
7" SCOPE DRIVING LIGHTS	IRONMAN	1.50	\$475.00	\$599.00
7" SCOPE DRIVING LIGHT COVERS (AMBER)	IRONMAN	0.50	\$38.00	\$50.00
BAHA BOSS A/T TIRES (4)	MICKEY THOMPSON	0.50	\$1,200.00	\$1,500.00
OVERLANDER WHEELS (4)	ENKEI	0.50	\$1,000.00	\$1,250.00
REWEB SEATBELTS - LIME GREEN	SEATBELTPLANET	2.00	\$650.00	\$825.00
MIRROR & DOOR HANDLE CAPS	TRIM ILLUSION	0.50	\$275.00	\$350.00
LED UNDERCAR LIGHTS	XK GLOW	2.00	\$300.00	\$399.00
10" SMART TV SEATBACK SYSTEM	VOXX	2.00	\$1,400.00	\$1,799.00
DRIVER & PASSENGER FRONT WINDOW TINT	LLUMAR	0.50	\$100.00	\$125.00
ROOF & ACCENTS WRAP & BADGES	TSS	3.00	\$600.00	\$150.00

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



Year	2024
Make	TOYOTA
Model	RAV4
Trim	XLE HYBRID
Vehicle Owner	BREWER AIRPORT TOYOTA