

Toyota Tundra for Sports Enthusiasts at SEMA Show in Las Vegas

A specially modified 2008 Toyota Tundra stood out in the Truck Covers USA SEMA booth at the Las Vegas Convention Center. It was all about the consumer's love affair with sports. The Tundra was modified to carry sports equipment and named "The Midnight All-Star (Most Valuable Tundra) MVT."



Modified 2008 Toyota Tundra named The Midnight All-Star Most Valuable Tundra by Truck Covers USA

"We focus on truck beds and are continually looking at ways we can service our customers," said Nils Forssman President of Truck Covers USA. "We picked a sports theme for SEMA and are displaying different ways to carry sports equipment, from bikes and accessories to surfboards. Whether we play the game or watch it, whether we make the rules or break them, no matter the game we play, this truck becomes our own personal playing field."

The Toyota also displayed the latest developments in LED lighting technology and its new carbon fiber Truck Covers USA American roll cover. Graphics and accessories were on board to enhance the sports theme.

Truck Covers USA made the trek from San Diego, California to Las Vegas, Nevada to showcase its newest product line. One of the participants for Truck Covers USA made the trek in his 2004 Dodge Ram with a Hemi engine.

"I must share my experience since installing a K&N air intake kit on my Dodge Ram," said Valentino Gutierrez. "On my annual trip to the SEMA show in Las Vegas from San Diego this year I noticed a rather surprising increase in gas mileage. While air intakes may claim to slightly better your gas mileage, this was proven to me. The only thing different with my truck this year for the trip was the K&N air intake kit. I ran between 17.1 – 17.4 MPG all

the way which is incredible for my "slight" gas hog. Maybe it was the fact that the power sound alone with K&N made my foot less heavy on the pedal, but that wasn't all. Instead of requiring close to a full tank of gas I made the trip with ¼ tank of gas to spare and had the same results on the return. I am a testament to the fact that a K&N air intake system saves fuel. It did for me."

Truck Covers USA also installed a K&N air intake system ([63-9031](#)) on its display vehicle at SEMA. "K&N air intakes are more efficient," said Forssman. "There is instant power you can feel the air enter the engine every time you drive."

Modifications on the Midnight All-Star MVT 2008 Toyota Tundra include:

- Line-X Toyo Tires
- Ultra Wheel Company
- Katzkin
- American Rack Systems
- Yakima
- T-Rex Grilles
- K&N
- BAER Brake Systems
- N-FAB
- RCD Suspension
- Haro Bikes
- MBRP, Inc.
- Bushwacker
- KC HiLITES
- Motorola, Inc.
- Superior Mats
- Express Performance Center
- Graphics by Modern Image



K&N air intake system 69-9031 installed on 2008 Toyota Tundra at SEMA



Sport enthusiasts stopped by Truck Covers USA booth at SEMA to see Toyota Tundra billed as a playing field