

Record attendance at Overland Expo West

This year's Overland Expo West, held once again at Fort Tuthill County Park just south of Flagstaff, attracted over 30,000 attendees, making it the largest event in the series to date. Attendees arrived from 45 states, North and South America, Europe and Australia.

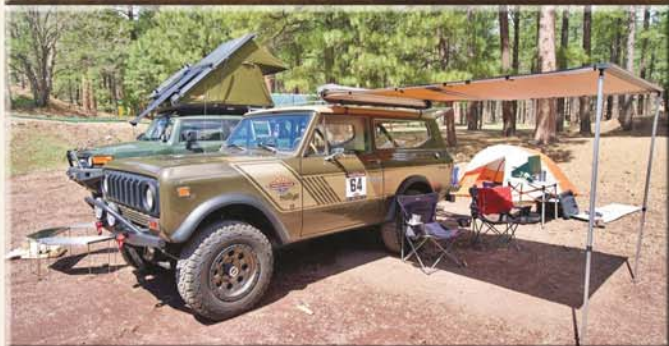
The weekend drew over 400 exhibitors, well over 100 presenters, trainers and VIPs, another 100-plus media members, supported by 75 staff personnel. Over 500 session hours of instruction included about 450 classes, seminars, demonstrations, slideshows, films and other activities.

Of special note through the weekend were:

- Reveal of Ultimate Overland Vehicle 2023, based upon the Lexus LX600
- Reveal of Ultimate Overland Motorcycle 2023 based on Triumph Tiger 1200
- Global debut of fourth-generation Toyota Tacoma
- Public reveal of Polaris Xpedition

- More than \$18,000 raised from raffle ticket purchases for the Overland Expo Foundation, the most ever raised for the Foundation at the raffle
- Off-road ridealong course for fans of the Toyota 4Runner and new Tundra
- Sold-out Rider Justice Moto Party, hosting a moto raffle with thousands of dollars in prizes given away. A portion of the proceeds, \$1,000, was donated to Wildland Firefighter Foundation
- Happy Hours hosted by Cruise Master, MAXXIS, and Barebones Living for networking and post-event libations, attended by thousands
- The Overland Film Fest, hosting films produced by overlanders from around the world
- The Overland Essentials, Backcountry Skills, Around The World Pavilion and other classroom areas with over 400 session hours of overland education and thousands of eager learners throughout the weekend.

The company also hosts Overland Expo Pacific Northwest (in Oregon during July), Overland Expo Mountain West (in Colorado during August) and Overland Expo East (in Virginia in October). ■



Photos: Overland Expo (3)

Photos: Lexus Nick Jaynes, Triumph John Allen