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## **Nissan Safari Rally Z Tribute brings rallying heritage to life at 2023 SEMA show**

*Thrilling Nissan Z concept and replica Datsun 240Z rally car to appear at SEMA booth #52141*

**NASHVILLE, Tenn. (October 30, 2023)**– Nissan pays homage to its motorsports heritage with the Safari Rally Z Tribute<sup>1</sup> built by [Tommy Pike Customs](#) and a replica Datsun 240Z Safari rally car at this year's SEMA show.

Celebrating a multi-decade legacy of rallying successes, the showcase vehicles will appear alongside other [Nissan concepts and production models](#) in the [Las Vegas Convention Center West Hall, booth #52141](#), at the 2023 SEMA show, Oct. 31-Nov. 3.

With the seventh-generation [Nissan Z](#) winning fans on both road and [race track](#), the Safari Rally Z Tribute imagines how the sports car could translate that exhilaration to adventures beyond the pavement. The styling of the car also pays homage to the [Datsun 240Z rally car](#) that won the [1971 East African Safari Rally](#).

Leaning into the trend for rugged, go-anywhere "safari" builds, Tommy Pike and his South Carolina-based team raised and toughened the car's suspension, adding commensurate lighting, durability and performance enhancements to ready the asphalt-oriented Z for the dusty world of rallying.

Custom KW Safari suspension and NISMO suspension parts raise the coupe's ride height by 2 inches, helping accommodate 17 x 7.5-inch prototype NISMO Safari wheels shod in dirt-ready Yokohama GEOLANDAR M/T G003 tires.

Protecting vital powertrain and chassis components are a new front bumper guard and skid plate, while an assortment of NISMO Off Road LED lights deliver additional illumination for dusty conditions or night racing. Key interior enhancements include a custom roll bar with 4-point harnesses and custom-trimmed Recaro Pole Position seats.

For further powertrain enhancements, the Safari Rally Z Tribute features an AMS-tuned, 400+ horsepower, VR30DDTT engine combined with a NISMO Track cat-back exhaust system, cold air intake, carbon fiber engine cover, coolant expansion tank, heat exchanger, and street twin-disc clutch and flywheel. Find full details on the vehicle's specifications in the complete build sheet.

### **Rally victories**

No recounting of Nissan racing heritage is complete without noting the success of

driver Edgar Herrmann and navigator Hans Schüller, who placed first over the 3,800-mile 1971 East African Safari Rally in the [#11 Datsun 240Z race car](#). It's a milestone for the company that the new, twin-turbo Safari Z Tribute is intended to celebrate.

Notably, the 240Z victory marked the second consecutive win for a Datsun racer, with a [Datsun Bluebird 1600SSS](#) scoring the overall win in the grueling off-road contest's 18th year, 1970.

Bringing this racing heritage to life for SEMA attendees, Nissan is showcasing a vintage replica of the rally-winning 240Z, offering a side-by-side look at the through-line of the company's racing and sports car legacies.

On loan from collector Randy Jaffe, the car was restored in 2013 to drivable, period-correct condition. Eagle-eyed fans will recognize the vehicle from the recent Nissan commercial, "[60 Years in 30 Seconds](#)," with star Brie Larson piloting numerous heritage Nissan and Datsun vehicles.

### **Seiko Safari Z watch**

Nissan is also building on the Z showcase at SEMA to introduce a limited-edition Seiko Safari Z watch that pays homage to the Seiko sponsorship graphics on the original race-winning 240Z rally car.

The watch is limited to just 240 pieces, with "Safari" and "Z" branding plus a Nissan "23" race number on its face. Each watch will be individually numbered on the caseback. Watches will be available beginning Oct. 31 at [nimosafariwatch.orderpromos.com](http://nimosafariwatch.orderpromos.com).

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<sup>1</sup> Specially modified vehicle, not available for purchase.