The Forgotten Supercars: Hidden Icons That Deserve More Love in 2025

Everyone knows the names: Ferrari LaFerrari, McLaren P1, Bugatti Chiron. But for every hypercar poster child, there's a lesser-known supercar – a beautifully engineered machine that didn't get the spotlight it deserved. Maybe it launched at the wrong time, got overshadowed by flashier rivals or never made it to the U.S. market. In 2025, as car culture becomes increasingly digital, it's the perfect time to revisit these **forgotten supercars** – and give them the credit they're due.

From analog beasts to overlooked hybrids, these are the supercars that still make jaws drop – even if most people forgot they existed.

1. Lexus LFA (2010–2012): Japan's Carbon-Fiber Symphony

The Lexus LFA was never just a supercar – it was a statement. With a 4.8-liter V10 developed with Yamaha, the LFA revved to **9,000 rpm**, emitting a sound so spine-tingling it earned comparisons to Formula 1 cars. Lexus built the engine to rev so quickly that an analog tachometer couldn't keep up – they had to use a digital one instead.

The LFA also featured a carbon-fiber monocoque and cutting-edge tech that was bleeding-edge at the time. Only **500 units** were ever made, each assembled by hand in Japan. The issue? It cost nearly **$375,000** and most buyers weren't ready to pay Ferrari money for a Lexus badge. Today, however, the LFA is recognized as one of the finest supercars of the 21st century – and prices have soared to over **$1 million**.

2. Saleen S7 (2000–2009): America's Original Hypercar

Before Hennessey and SSC dominated the American hypercar headlines, there was the **Saleen S7**. A street-legal Le Mans car in all but name, it boasted a mid-mounted **7.0-liter Ford V8**, producing **550 hp** in naturally aspirated form and **750 hp** in twin-turbo trim.

The S7's carbon-fiber body, extreme aero and track-hardened suspension gave it incredible performance, with a top speed of over **240 mph** in TT spec. But its low production numbers, minimal marketing and lack of global recognition meant it faded into obscurity. It remains a hidden icon – a raw, uncompromising machine that helped prove America could build a proper supercar.

3. Jaguar XJ220 (1992–1994): Too Early, Too Misunderstood

The **Jaguar XJ220** was poised to be a game-changer. When it debuted in concept form with a V12 engine and all-wheel drive, the world was floored. But by the time it hit production, Jaguar had swapped the powertrain for a **3.5-liter twin-turbocharged V6** and rear-wheel drive to meet emissions and weight goals.

Enthusiasts felt betrayed. Despite this, the car achieved **217 mph**, making it the fastest production car in the world at the time. Built by JaguarSport and Tom Walkinshaw Racing (TWR), the XJ220 was pure motorsport engineering wrapped in an elegant shell. It's only now that collectors and historians are giving it the respect it deserves.

4. TVR Sagaris (2005–2006): The Wild Child from Blackpool

If there was ever a car that looked like it escaped a sci-fi movie, it was the **TVR Sagaris**. Its flared arches, wild vents and menacing stance were matched by a **400 hp inline-six** and a complete lack of modern safety aids – no traction control, no ABS, no airbags.

Built by British boutique manufacturer TVR, the Sagaris was unpredictable, vicious and utterly captivating. But TVR's collapse in the late 2000s meant very few units were made and even fewer reached international markets. For driving purists, though, the Sagaris remains one of the last truly analog supercars – a feral relic of a different era.

5. Honda/Acura NSX (2016–2022): Too Civilized for Its Own Good?

The second-generation **NSX** arrived with high expectations. Its predecessor had been praised by everyone from Ayrton Senna to Gordon Murray. The new NSX was different: it was **hybridized**, with a twin-turbo V6, electric motors on the front axle and SH-AWD torque vectoring.

Despite delivering **573 hp**, blistering acceleration and incredible handling, it never gained the cult following of the original. Many buyers saw it as too refined, too distant – especially in a market dominated by louder, flashier rivals. Now that hybrid supercars are mainstream, the NSX looks like a visionary effort that was simply too early for its time.

6. Maserati MC12 (2004–2005): A Ferrari Enzo in Disguise

Built on the same chassis as the **Ferrari Enzo**, the **Maserati MC12** was longer, wider and more aerodynamic – purpose-built to bring Maserati back to GT racing. Its **6.0-liter V12**, borrowed from Ferrari, delivered over **620 hp** and its race-bred aero helped it dominate FIA GT1 racing.

Only **50 road-going units** were made, making it even rarer than the Enzo. Yet it never captured public imagination in quite the same way. Maybe it was the Maserati badge or maybe the awkward styling. Regardless, the MC12 is now seen as one of the most exclusive and underappreciated Italian exotics of its era.

7. RUF CTR3 (2007–present): The Porsche That's Not a Porsche

The **RUF CTR3** may wear Porsche-esque curves, but under the skin, it's its own beast. RUF, a German tuner recognized as a manufacturer, created the CTR3 with a **bespoke mid-engine chassis**, a **3.8-liter twin-turbo flat-six** and up to **777 hp** in later trims.

With a top speed exceeding **230 mph**, the CTR3 was a hypercar slayer hiding in plain sight. But its price, obscurity and lack of mass marketing kept it off the radar. Today, it's appreciated by collectors and connoisseurs – a true unicorn in a world of predictable performance machines.

Why These Cars Got Overlooked

These weren't failures – they were victims of circumstance. Here's why they didn't break through:

- **Wrong timing:** Economic downturns, emerging tech or bad luck diluted their launches.
- **Badge bias:** Cars from Lexus or Acura faced unfair comparisons to Ferrari and Lamborghini.
- **Limited exposure:** Some were never sold widely outside their home countries.
- **Marketing silence:** In an era dominated by hype, these machines often lacked a proper voice.

Today, their **engineering brilliance and distinct personalities** stand out even more – especially in a supercar world now dominated by digital dashboards and silent powertrains.

The world of supercars tends to spotlight the loudest, fastest and flashiest – but not always the most original or meaningful. In 2025, as collectors seek rarer, purer driving experiences, these forgotten icons are finally being rediscovered.

Whether it's the scream of a Lexus LFA, the purity of a TVR or the stealthy savagery of a RUF CTR3, these cars offer something that's increasingly hard to find: **character**. And maybe, just maybe, their time has finally come.

Why Toyota Is Playing the EV Game Differently – and Might Still Win

At first glance, Toyota seems behind the curve. While Tesla pushes the limits of EV performance, Hyundai launches sleek new EVs every year and Ford electrifies icons like the F-150, Toyota has been... cautious. Its only major all-electric model, the **bZ4X**, hasn't made big waves. Critics have accused the world's largest automaker of falling asleep at the EV wheel.

But that perception doesn't match the reality. Toyota isn't lagging, it's playing a **deliberate long game**. With bets placed on **solid-state batteries**, **hybrid leadership** and **multi-path electrification**, Toyota may not be first to the EV finish line – but it could still end up the winner.

Toyota's Multi-Tech Philosophy: Why It's Not Just About EVs

Unlike most automakers going all-in on battery-electric vehicles, Toyota believes in a diversified approach. The company has long argued that **different markets need different solutions** – especially in regions where charging infrastructure is limited or unreliable.

Toyota's core electrification strategy includes:

- **Hybrid Electric Vehicles (HEVs)** – Prius, RAV4 Hybrid, Camry Hybrid
- **Plug-In Hybrid Electric Vehicles (PHEVs)** – RAV4 Prime, Prius Prime
- **Battery Electric Vehicles (BEVs)** – bZ4X, upcoming models
- **Hydrogen Fuel Cell Vehicles (FCEVs)** – Mirai
- **Solid-State Battery R&D** – aiming for mass-market use by 2027

This "portfolio" strategy allows Toyota to cater to **global diversity**, not just first-world EV hotspots.

Solid-State Batteries: Toyota's Secret Weapon?

One of Toyota's biggest bets is on **solid-state batteries** – a technology seen by many as the next major leap in EV performance. Unlike traditional lithium-ion batteries, solid-state cells use a solid electrolyte, offering several key advantages:

- **Faster charging** (up to 80% in 10 minutes)

- **Higher energy density** (more range without more weight)
- **Reduced fire risk**
- **Longer battery life**

Toyota claims to have made a **major breakthrough** in solid-state battery tech, targeting **commercial deployment by 2027–2028**. If successful, this would leapfrog competitors still refining liquid lithium cells.

Why it matters: Today's EVs are limited by battery constraints. Solid-state could unlock **lighter, safer, longer-range EVs** – and Toyota might be first to scale it.

Toyota Isn't New to Electrification – It's a Pioneer

While Toyota may be late to the pure-EV party, it's been a leader in **electrification** for over two decades. The **Prius**, launched in 1997, was the world's first mass-produced hybrid. Since then, Toyota has sold **over 20 million electrified vehicles**, saving more CO_2 than many pure-EV brands combined.

Today, Toyota hybrids are among the best-selling electrified models in the U.S. and Asia. The **RAV4 Hybrid** and **Highlander Hybrid** routinely outsell competitors, while the **Prius Prime** remains one of the most affordable PHEVs on the market.

The result? Toyota has real-world experience in; battery durability, powertrain efficiency and hybrid system reliability. This positions it to **transition smoothly** when the time is right, without rushing immature EVs to market.

The bZ Series: Quietly Building an EV Foundation

Toyota's all-electric bZ4X may not have launched with a bang, but it's a foundational step in a larger strategy. The bZ series ("beyond Zero") will include several new EVs across SUV and crossover segments by 2026.

Key details:

- **bZ3** (China-only sedan) co-developed with BYD
- **bZ Compact SUV** concept aimed at the U.S. market
- Future models to share platforms with **Lexus** for premium EV expansion

Toyota is taking feedback from early adopters, refining its software platforms and scaling up EV production **in-house**, rather than outsourcing aggressively. The strategy is slow – but calculated.

Manufacturing Power: Toyota's Hidden Advantage

Toyota's global manufacturing network is among the most efficient and advanced in the world. Its **Toyota Production System (TPS)** is legendary for lean methods, quality control and supply chain resilience.

When Toyota decides to ramp up its electric-vehicle production, it can move quickly to retool existing assembly lines, leveraging government grants and its agile manufacturing network to convert plants for EV output in months rather than years. Through its Prime Planet Energy joint venture with Panasonic, Toyota already has the infrastructure in place to scale battery-cell output rapidly, expanding from hybrid packs into dedicated EV modules as demand grows. And by leveraging its global sales volume, 10.8 million vehicles sold in 2024 alone, Toyota can negotiate significant volume discounts on raw materials and components, driving down per-unit costs as it transitions to a mass-market EV lineup.

This means that once the tech is ready, especially solid-state, Toyota can **deploy EVs rapidly**, with pricing and reliability few others can match.

Compare this to startups or niche players still struggling with cost control and production bottlenecks.

What Critics Get Wrong About Toyota's EV Strategy

Many critics, and even some investors, argue that Toyota's reluctance to commit 100% to BEVs is a liability. But that view ignores several key realities: **battery supply chains are volatile;** many

global regions lack EV infrastructure; hybrid and plug-in models still meet emissions targets affordably; EV demand remains inconsistent outside of China, California and Europe

Toyota's **risk-managed** approach avoids over-investing in tech that may shift rapidly in the next 5–10 years.

In short: Toyota isn't betting against EVs, it's betting against **short-sighted EV hype**.

The Lexus Factor: Premium EVs as a Test Bed

Lexus – Toyota's luxury arm – is playing a crucial role in testing Toyota's EV tech. The new **Lexus RZ 450e** shares architecture with the bZ4X but targets a more tech-forward audience, ideal for testing software, range and premium features.

Lexus also plans to go **fully electric by 2035**, offering Toyota a **low-volume, high-margin playground** to experiment before scaling successful features down to the mass market.

This mirrors how brands like Mercedes-Benz and BMW refine tech in their flagship models before introducing it across their lineups.

Toyota isn't rushing into EVs, but that doesn't mean it's falling behind. With decades of hybrid leadership, advanced battery R&D and the world's most efficient manufacturing base, Toyota is playing a long, strategic game.

While others fight for headlines, Toyota is positioning itself to **own the middle** – offering hybrids, plug-ins and eventually EVs that are more affordable, more reliable and globally scalable. If solid-state batteries hit as planned, the company may leapfrog the entire segment.

Slow and steady might not win every sprint, but it just might win the EV race.