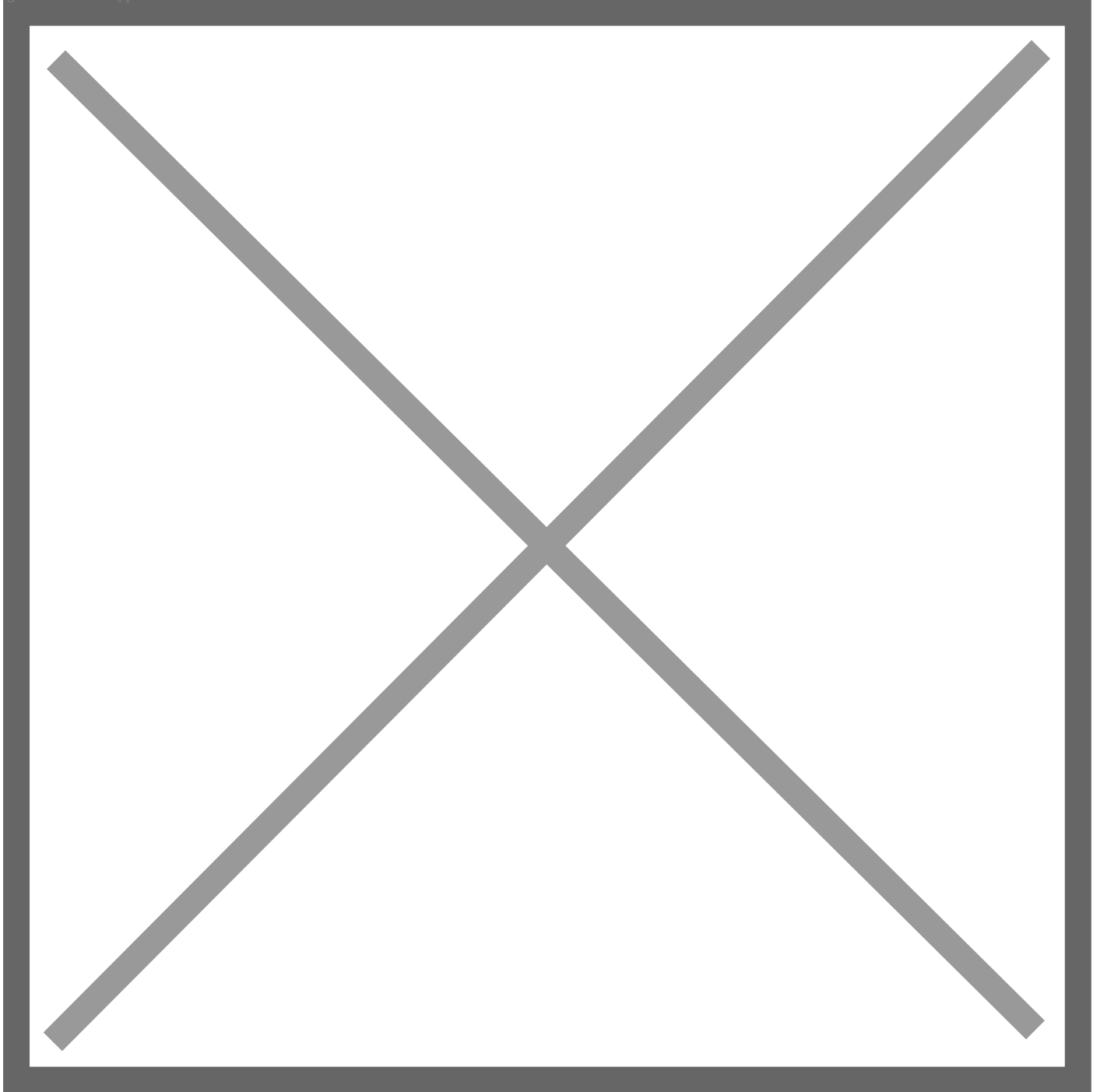


# Toyota Launches First Multi-Model Campaign

August 17, 2018

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**PLANO, Texas (August 17, 2018)** — Toyota’s newest campaign, supporting multiple models, begins airing this week featuring three new TV and digital spots: “Tough as Chuck” starring the one and only Chuck Norris, “Tag” and “So Beautiful.” Also recently launched and part of the multi-model campaign is “The Untameables.”

“This multi-model campaign approach allows Toyota to reach targeted audiences with a variety of products rolled under one over-arching campaign.” said Ed Laukes group vice president, marketing, Toyota Motor North America. “By showcasing multiple models in a single spot, we can reach the right customer without a lull between individual vehicle campaigns.”

In the new campaign, created by Saatchi & Saatchi, the Toyota vehicles are portrayed in a heroic and amusing way. The campaign aims to increase purchase consideration by demonstrating vehicle performance, capability and style while specifically targeting the relevant audience, such as families, outdoor enthusiasts, and youth.

For the action adventure customer, the new “Tough as Chuck” spot features the legendary Chuck Norris lending his action hero superpowers to the trusty Tacoma to pull through some tough situations like only Chuck Norris would.

For full credits for each spot, click [here](#).