Woo-Hoo! Toyota RAV4 Hybrid Joins the Excitement on ESPN Deportes' First-Time Telecast of the Super Bowl

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Torrance, Calif., Feb. 5, 2016 — The 2016 Toyota RAV4 Hybrid will drive into all the game-day action this Sunday with two humorous 30-second commercials on ESPN Deportes' Spanish language telecast of Super Bowl 50.

Centering on the theme "same old story," the campaign aims to spur people on to create original and exciting new stories with the RAV4 Hybrid as their enabler. In the spots "Lullaby" and "Gathering" – developed by Toyota's Hispanic agency, Conill – viewers encounter individuals sharing their same old story with a friend, while those around them either fall asleep or finish their sentences because its all too familiar.

"Toyota continues to look at innovative ways to take our advertising beyond the norm, and to create engaging content," said Dionne Colvin-Lovely, director of traditional and emerging media, Toyota Motor Sales, U.S.A. "The campaign dares the new generation of drivers to explore the unknown with the RAV4 Hybrid and go as far as they're willing to go."

Wendell Scott, senior vice president of multimedia sales at ESPN, added, "The Super Bowl 50 coverage on ESPN Deportes represents a fantastic way to reach Spanish-language sports fans. Toyota and other marquee sponsors recognize the importance of this burgeoning audience and we look forward to debuting their ads during the game."

In the next phase of the campaign, consumers will be invited to join in a social media play that encourages people to get out of their comfort zone and do things that they don't usually do.

The effort will include a RAV4 Hybrid challenge, where three experts – a sports figure, a techy, and a musician – receive ideas from fans on how they can escape the tedium of their routines and find a new adventure.

ESPN Deportes will be the Spanish-language destination of Super Bowl 50, presenting coverage of the game on ESPN Deportes TV, ESPN Deportes Radio and WatchESPN, live from Levi's Stadium in Santa Clara, CA on Sunday, February 7 beginning at 4:30 p.m. ET. This is the first ever Super Bowl telecast for ESPN Deportes, brokered via an agreement with CBS, home of Super Bowl 50."