

Toyota Hits Its Stride Becoming the Official Vehicle Sponsor of Rock 'n' Roll Marathon and Concert Series

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DALLAS (MARCH 23, 2015) – Ahead of 15,000 runners hitting the pavement at the Humana Rock ‘n’ Roll Dallas Half Marathon on Sunday, March 22, Toyota and Competitor Group, Inc. (CGI), the organizer of the Rock ‘n’ Roll Marathon Series, announced a sponsorship agreement, making Toyota the official vehicle of the Rock ‘n’ Roll Marathon and Concert Series through March 2016. The sponsorship will stretch beyond the deep roots Toyota has planted in Texas to expand to all 22 Rock ‘n’ Roll Marathon events in the U.S.

“The Rock ‘n’ Roll Marathon Series relationship is a great fit for Toyota,” said Ed Laukes, vice president, marketing, performance and guest experience, Toyota Motor Sales, U.S.A., Inc. “The designation as the official automobile partner of a property that marries sports and music, two of our customers’ passion points, was an easy decision for us. Toyota looks forward to forming a strong partnership with Competitor Group and the Rock ‘n’ Roll series.”

The Toyota RAV4, Highlander and Sienna set the pace for the Dallas runners, leading them down the course and signaling the start of the official press conference where Toyota and CGI officials shared the first details about the agreement, including Toyota’s involvement at the Health & Fitness Expo.

The international Rock ‘n’ Roll race series combines entertainment and running, featuring live bands performing along the course, cheerleaders encouraging runners throughout the race, and a post-event headliner concert. The Dallas race is the largest stand-alone half-marathon in Texas, annually attracting more than 15,000 runners, and the Rock ‘n’ Roll Marathon Series just announced plans for an inaugural half-marathon in [Brooklyn](#) this October.

“We are proud to partner with Toyota, the world’s leading automaker,” said Bill Pedigo, chief revenue officer of CGI. “Together, we will help runners explore new terrain and enjoy the benefits of an active lifestyle. We are excited to work with Toyota to develop innovative ways to engage runners and fuel their journey through the entire Rock ‘n’ Roll experience.”

For more information about Toyota, please visit www.toyotaneewsroom.com, and details about the Rock ‘n’ Roll Marathon Series can be found online at www.runrocknroll.com.