Toyota GR Cup Leverages Cutting-Edge Digital Trophies to Enhance Driver and Fan Engagement

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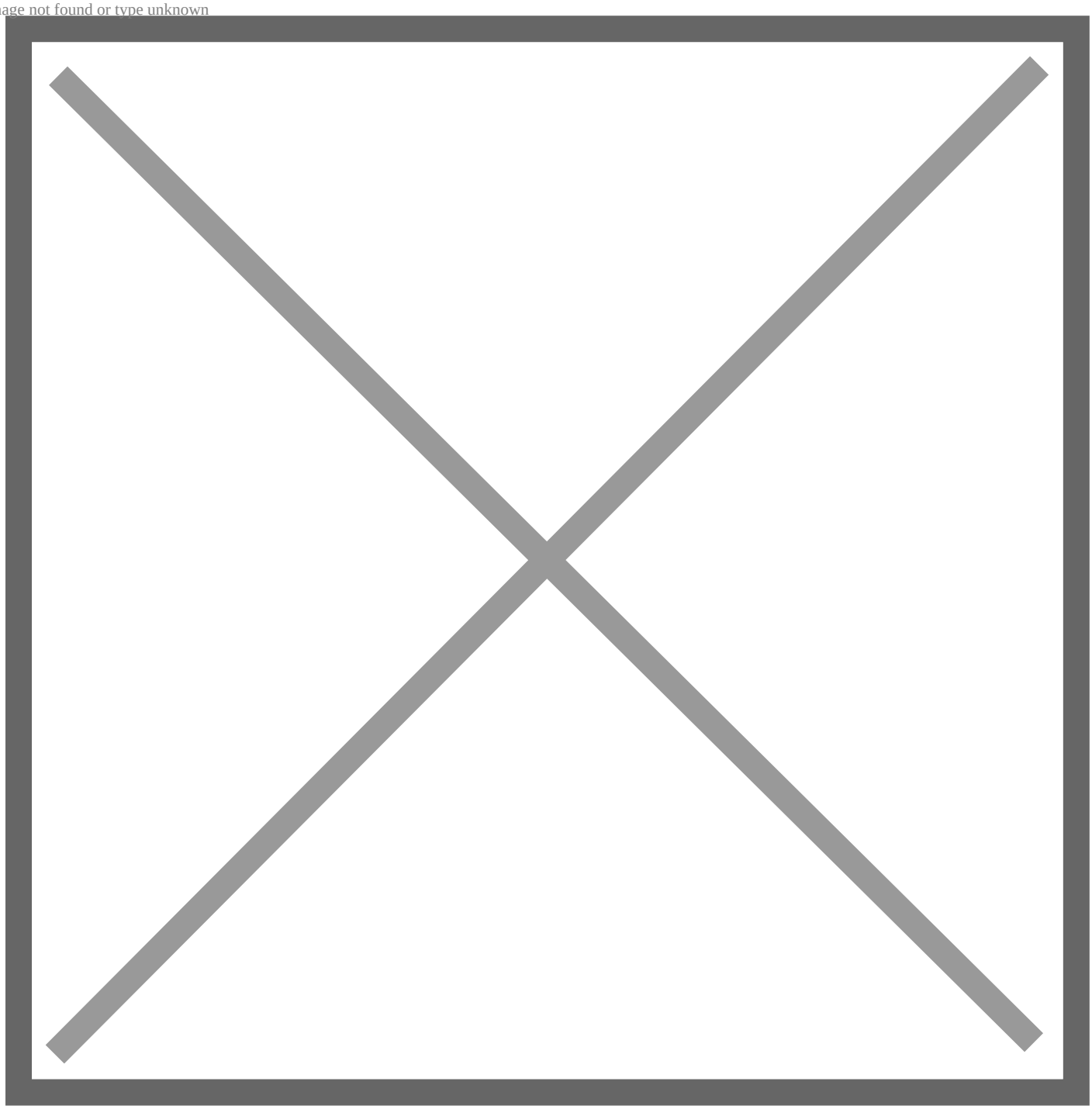
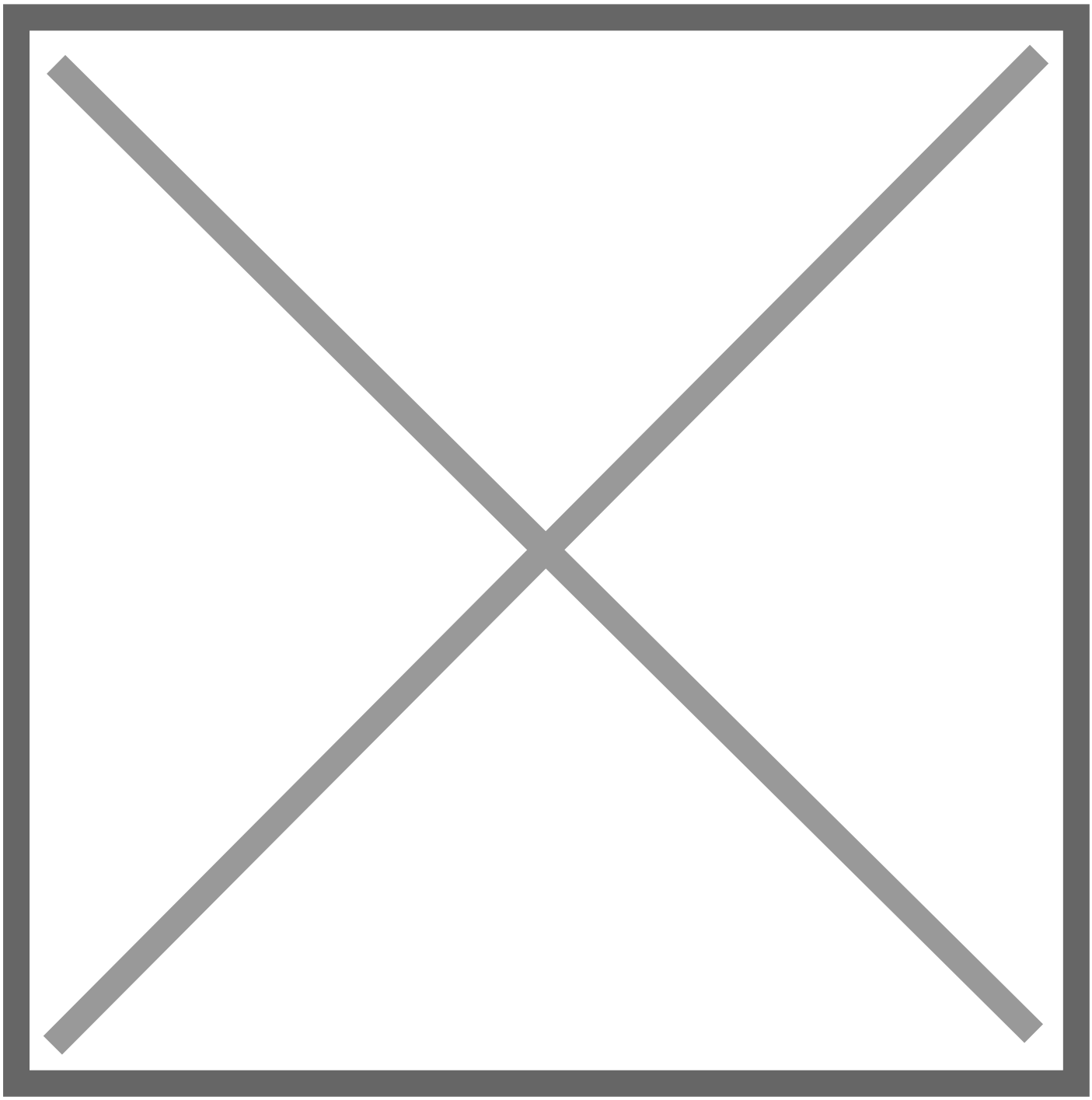


PLANO, Texas (August 1, 2023) – Toyota Gazoo Racing North America's GR Cup Series is going high-tech to deepen ties between drivers and fans. Leveraging the expertise of software and data services company Toyota Connected North America (TCNA), the GR Cup Series has created personalized digital trophies via polygon blockchain that display driver statistics, podium finishes, finishing position and lap times in a sharable package that updates after every race weekend.

"With the GR Cup Series, we see an opportunity to introduce technologies that will enhance the experience for our drivers and allow them to better engage with racing fans," said Jack Irving, executive commercial director, TRD. "Blockchain helps us keep a permanent digital record of drivers' achievements that they can share with their friends, family and fans. It also allows us to develop new opportunities to introduce race fans to our partners."

The benefit of blockchain records is that they are non-fungible; they are a permanent source of truth for how drivers perform after each race weekend. As drivers head into this weekend's Big Machine Music City Grand Prix in Nashville, they are able to quickly and easily access their accomplishments through the first three GR Cup weekends – Sonoma Raceway, Circuit of the Americas (COTA) in Austin, Texas, and Virginia International Raceway.

"We wanted to push the boundaries of what the driver experience means with the GR Cup Series, and the digital trophy program allows us to do that," said TCNA technical program manager Tim Muttitt. "Blockchain technology allows us to do that and keep it authentic, with the GR Cup Series designed to focus on the talent behind the wheel. We're enabling greater visibility to the drivers through this unique technology."



Currently in its inaugural season, the GR Cup Series is sanctioned through SRO and provides drivers and teams the opportunity to compete at some of the most iconic racing venues in North America. The single-make series, featuring the Toyota GR86, consists of 14 races in total with double-headers at some of the U.S.'s most iconic tracks: COTA, Virginia International Raceway, Road America, Sebring International Raceway and the famed Indianapolis Motor Speedway.

All GR86 Cup race cars start as stock vehicles that then go to GR Garage, TRD's (Toyota Racing Development) new, state-of-the-art facility in Mooresville, North Carolina, to be modified for competition. Upon arrival at GR

Garage, each GR86 is fitted with Bosch® engine management, custom Borla® exhaust, SADEV® 6-speed sequential transmission, Alcon® brakes, adjustable JRI Shocks®, OMP® safety equipment, roll cage, carbon fiber rear wing, 22-gallon fuel cell, TRD-designed MacPherson struts, Stratasys® custom bodywork, a TRD-designed splitter and more.

More information about the GR Cup can be found at GR Cup | Toyota.com.