GR Corolla Shines in Epic “The Shoot” Finale to Video Series

June 13, 2023

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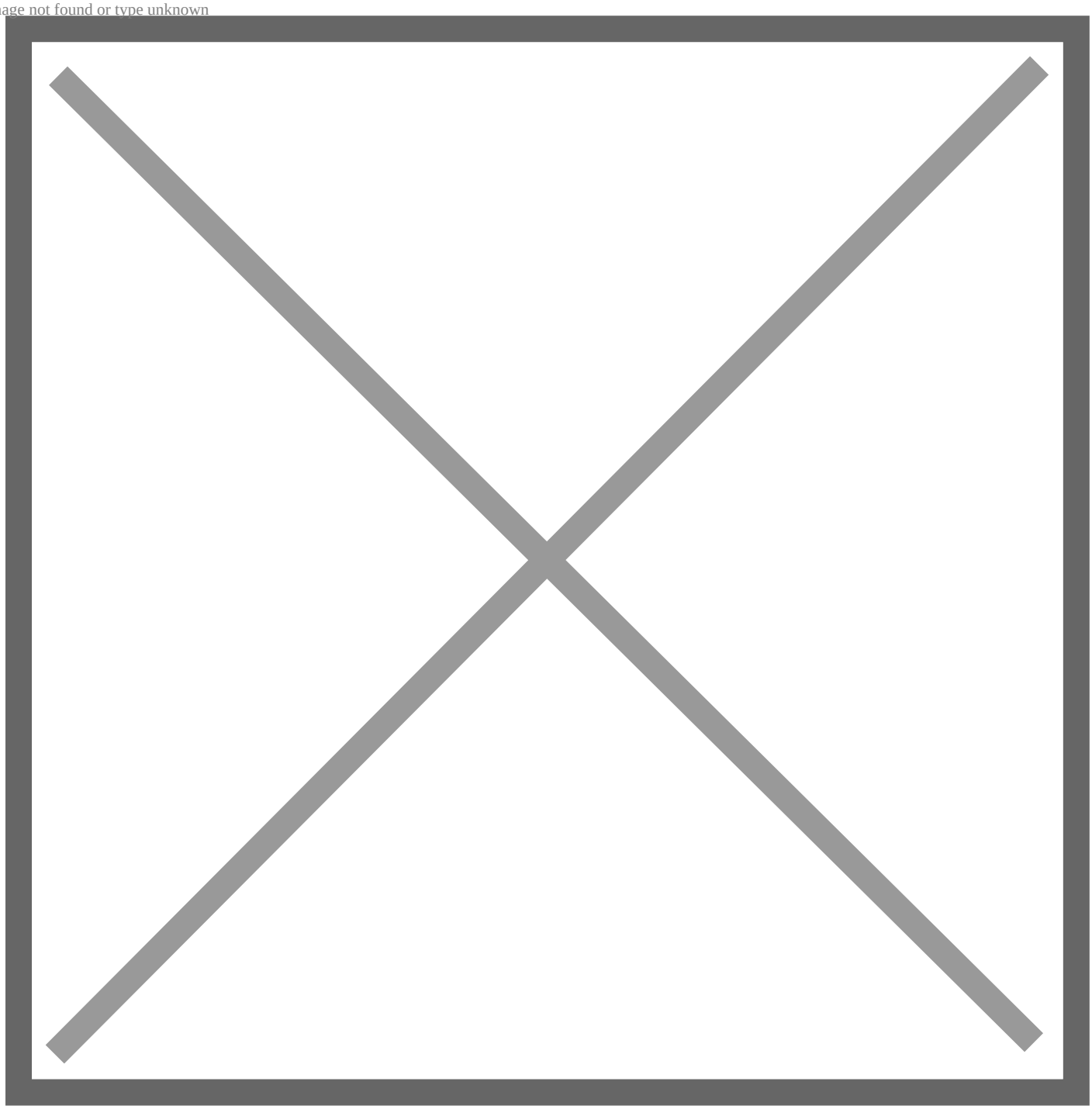


PLANO, Texas (June 13, 2023) – The TOYOTA GAZOO Racing sports car trio is making a blockbuster statement with a tour-de-force of redlines, handbrake pulls, and downshifts in "The Shoot," the third and final installment in Toyota's "The Pitch" series.

In this episode, viewers rejoin the "creatives" that starred in the first episode who finally get their shot at making a commercial, all while trying to answer the seemingly never-ending concerns of the cautious "executives." From a dusty rip through a one-horse Western town, to a cat and mouse helicopter pursuit down a snowy mountain road, to a gripping escape from a roadside trap, "The Shoot" is loaded with driving thrills.

The tongue-in-cheek series first kicked off with "The Pitch" episode in 2021. In the first episode, the GR Supra was the starring model as the bright-eyed "creatives" went to work on a campaign for the high-powered rear wheel drive sports coupe. They *pitched* concepts like a drifting pizza driver, much to the dismay of the "executives" and the g-force sensitive entrée. At the time, the Supra was the only GR badged model available in the U.S. and the episode launched the sports car brand for the market.

With the next episode the GR "creatives" pushed the limits even further. In "The Focus Group" they met with the "executives" while watching a group of customers react to different and highly exaggerated driving sequences in an abandoned mall. This time TOYOTA GAZOO Racing North America (TGR-NA) team drivers Frederic Aasbø, Ken Gushi, and Jhonattan Castro, drifted the newly added GR86 and Supra race models through empty corridors. The episode also teased the hotly anticipated third U.S. GR model, the GR Corolla, appearing as an easter egg in the video and coyly foreshadowed in a "executive's" comment about missing a third car for a flying-V.

In "The Shoot" the GR Corolla takes the lead role. TGR-NA drivers Gushi and Aasbø take the wheel, joined by Ryan Tuerck and supporting stunt drivers. This time the GR Corolla's GR-FOUR AWD system helps the "creatives" bring their concepts to life while the "executives" continue to give notes. The episode even pulls in a reference to an old Corolla commercial from Australia, as Tuerck plays a role where he sets a cunning roadside trap. Ultimately, the call for "more GR!" brings all the models to the streets for an epic final series of stunts*.

**All stunts in "The Pitch", "The Focus Group", and "The Shoot" were conducted by professional drivers on closed courses. Do not attempt. Stock and modified vehicles were used in the creation of this content.*

A High-Flying Finale

"The Shoot" is a four-minute spot that was shot at Diamond V Movie Ranch and Golden Oak Ranch studios in California, with on-location production at the Strawberry Pinnacles near Park City, Utah. No CGI was used in the driving sequences. Created by Sweatpants Media in partnership with TOYOTA GAZOO Racing, intricate shoots across locations utilized legendary studio locations, striking natural scenery, and professional stunt drivers as the three-installment series came to an end.

"The series started with pitching ideas, then we went to the focus group. The next logical step was bringing the audience along with us to set as we filmed the commercial," said producer Elliott Perrigo. "Working on this project over the past few years has been amazing, and we were excited to team up for the grand finale of the series!"

Sweatpants created all three "Pitch" spots to show how the GR Supra, GR86, and GR Corolla symbolize the power of self-expression with fun-to-drive, stylish sports cars. In each installment of the series, authentic self-expression is exhibited through skilled driving and the fun of expressing creative ideas.

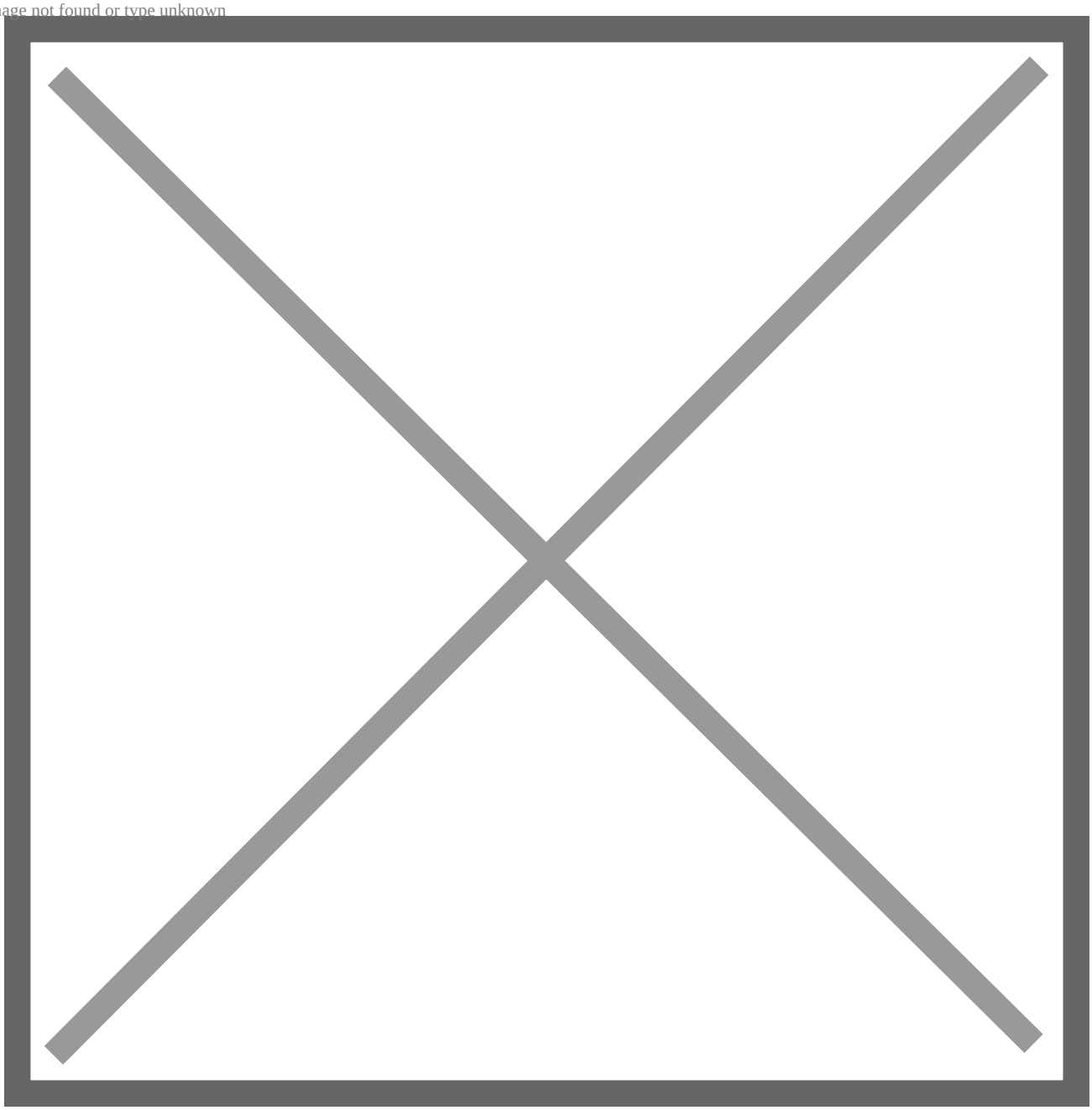
Media Campaign Placements

The GR Corolla “The Shoot” installment is the finale for “The Pitch” campaign extending across social media and digital video placements targeting auto enthusiasts and sports car intenders. Toyota will share the spot across their Toyota USA social platforms on Facebook, Instagram, TikTok, and YouTube. “The Focus Group” and “The Pitch” are also available for viewing on the GR Family page on Toyota.com.

The campaign’s digital emphasis consists of paid social placements with a mix of native video and video link advertisements. The full four-minute piece will run on Toyota.com and YouTube. The digital campaign will run through June-August, as the summer driving season takes hold across the U.S.

About the 2023 GR Corolla

The 2023 GR Corolla is Toyota’s hot-hatch entry in the GR sports car lineup. Available in the Core Grade, Circuit Edition, and ultra-limited MORIZO Edition, the GR Corolla features the GR-Four All Wheel Drive, a 1.6L Turbo 3 Cylinder G16E-GTS engine, and 6-speed intelligent Manual Transmission.

Product Highlights Include:

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