

All-New Motorsports Campaign Celebrates Greatness in Us All

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Toyota's calling all fans who crave the adrenaline, who possess that exceptional spark, who want to be part of something greater, in the all-new motorsports advertising campaign "Scouting for Greater." The energy-filled creative bursts with themes of overcoming obstacles and adversity while captivating fans' emotions and passion for the sport.

All ages and backgrounds are invited to join Team Toyota drivers as they uncover their greatest potential showcased across seven spirited spots that launch throughout 2024. The creative was developed to welcome emerging fans with the underlying theme of the pursuit of greatness. The campaign flight is divided into three flights: to capture the excitement of the start of the racing season, summer racing, and the playoffs.

"Scouting Season" debuted in February to kick-off excitement around Daytona 500. The anthem spot showcases Team Toyota drivers from Toyota's world of racing with featured vehicles and drivers from each series such as, NASCAR, NHRA, Formula Drift, GR Cup, and ARCA to name a few. The ads were created by Saatchi & Saatchi and directed by Ben Carter from What Not Films.

"Ladylike" gives new meaning to the title with a standout roster of female Toyota drivers featured in the spot. With synergy to "Sisterhood of Speed" that debut last year during racing season, viewers see familiar faces such as NASCAR ARCA Driver Toni Breidinger and NASCAR and TRD Development Driver Isabella Robusto. Drivers Alexis DeJoria and Jade Avedisian also make an appearance. Three spots, "Ladylike," "Ascension" and "Rain," launched on May 3 as part of the summer creative and will run through August.

"I'm really excited to be a part of Toyota's commercials this year," said Driver Toni Breidinger. "Growing up, I didn't see many commercials featuring female racers – or someone who looked like me. Representation is so important in empowering women and minorities. I hope by even catching a glimpse of the commercials, it can leave people feeling validated and encouraged to live boldly."

With Toyota's goal of 'Mobility for All,' the Toyota Racing team developed an accessible pit box at select NASCAR racetracks. In "Ascension," viewers see the Toyota-created Mobility Pit Box in action throughout the spot featuring drivers Bubba Wallace, Doug Kalitta, J.R. Todd, Taylor Reimer, Toni Breidinger, and Jade Avedisian.

The Mobility Pit Box was inspired by Olympian BMX cyclist Sam Willoughby who suffered a career-ending injury in 2016, which led to his use of a wheelchair. Being an avid motorsports fan along with his wife Alise Willoughby, a Team Toyota Athlete and Olympian BMX cyclist, Sam faced pit road wheelchair limitations when attending racing events as a guest.

"During an amazing race weekend experience, the one thing I couldn't experience was viewing the race from the pit box," said Sam Willoughby. "Toyota took that to heart and ran with it. A lot of people who have injuries like mine struggle in the heat and so this inspired them to build a fully accessible pit box with air conditioning and a lift. It's just an amazing experience and it's going to provide a lot of hope."

In the spirit of 'Mobility for All,' Toyota opened the experience to all NASCAR industry partners and sponsors who sign up to utilize this unique addition for their guests during race weekends.

The campaign, titled "Scouting for Greater," began in February and will run through the November 2024 playoffs.