Looking Toward The Olympic and Paralympic Games Tokyo 2020, Toyota Partners with Additional U.S. Olympic and Paralympic Summer National Governing Bodies

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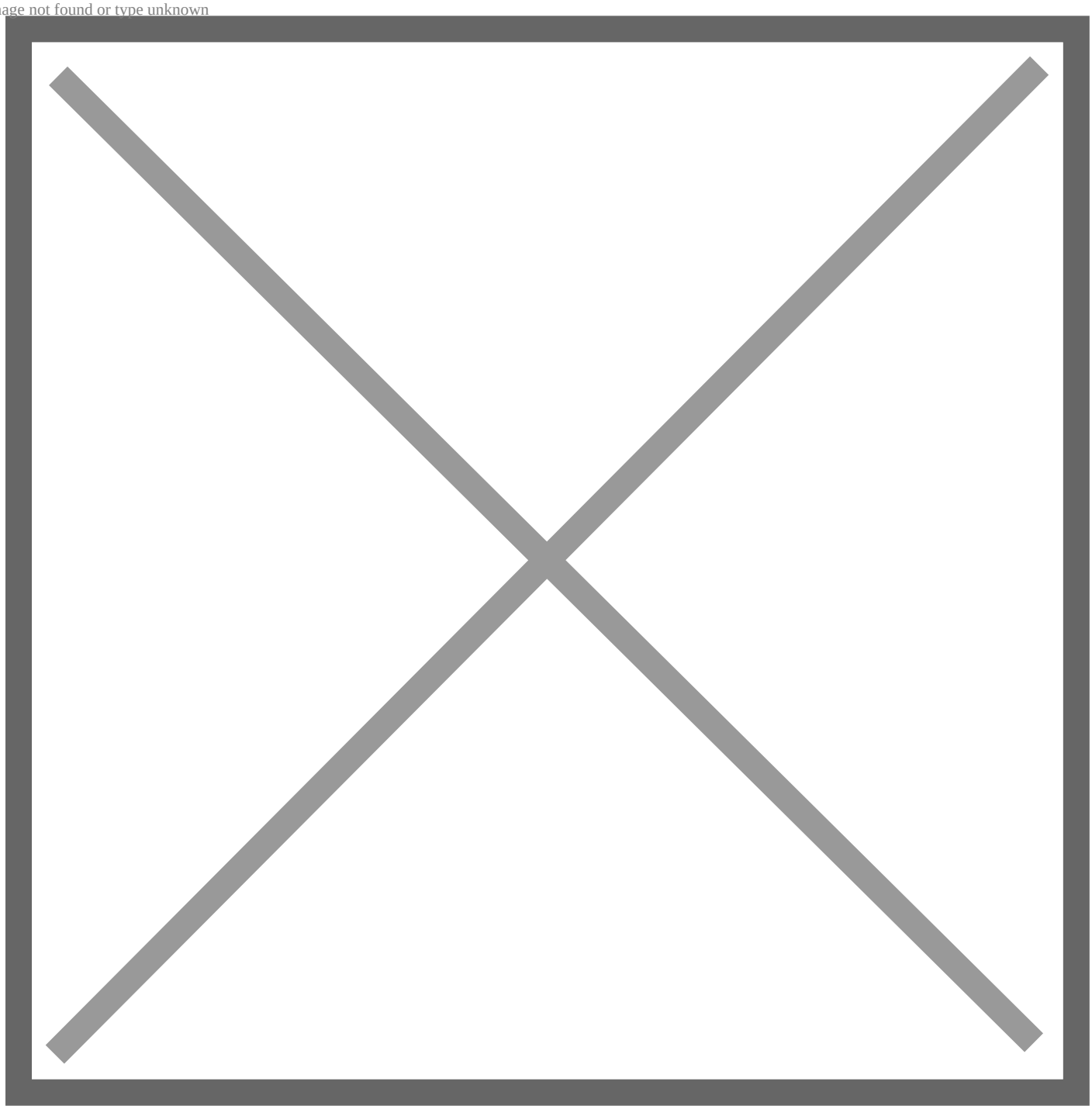

PLANO, Texas (January 2, 2019) – While the new year may have just started, Toyota is already looking forward to the summer for an exciting reason – six reasons to be exact. With 2020 in mind, Toyota today announced six National Governing Body (NGB) partnerships, welcoming new and existing Olympic and Paralympic sports to the greater Toyota family.

Specifically, those NGBs are:

- National Wheelchair Basketball Association
- USA Skateboarding
- USA Surfing

- USA Swimming
- USA Track & Field
- USA Triathlon

These six NGBs join Toyota's existing Paralympic summer NGBs (U.S. Paralympics Track & Field, U.S. Paralympics Swimming and U.S. Paralympics Cycling) making for a total of 16 Olympic and Paralympic winter and summer partnerships.

"As we look toward the Olympic and Paralympic Games Tokyo 2020, Toyota's partnership with these six summer NGBs allows us to reinforce our mobility message to new audiences," said Ed Laukes, group vice president, Toyota Marketing, Toyota Motor North America. "By working with traditional Olympic and Paralympic sports, as well as new and exciting additions to the Olympic Games, we can expand our reach in key markets and tap into the passionate fanbase that can be found within each of these NGBs."

With each partnership, Toyota supports the NGB in promoting its individual sport as well as the competitive success of its athletes. There will be significant opportunities for the Toyota brand to make an impact at sporting events across the country as it looks to also build awareness of its U.S. Olympic and Paralympic partnership. Toyota dealers and regions will have the opportunity to amplify the partnerships with local activations at a grassroots level with community-based activities.

"The collective portfolio of these NGBs brings forward ample platforms to tell the Toyota story in an organic way," said Dedra DeLilli, group manager, Olympic and Paralympic marketing, Toyota Motor North America. "The stories that can be told through these partnerships are some of the most moving in sports, and we look forward to working with each NGB to share them with the world via multi-channel activations, event entitlements, and social content amplification."

The NGBs provide a direct and authentic line of communication to consumers across generations, backgrounds and passions. With custom content and tailored messaging, Toyota will be able to demonstrate its commitment to mobility and societal contributions through each sport.

Each NGB is looking forward to the partnership just as much as Toyota is:

National Wheelchair Basketball Association: "All 3,000 members of the National Wheelchair Basketball Association (NWBA) across the country, their families, and the thousands of alumni from our first 70 years are thrilled to begin this meaningful partnership," said Will Waller, NWBA board member and two-time Paralympian. "Wheelchair basketball has been a vehicle for many impossible journeys, and the support of Toyota will enable future members to 'start their impossible'."

USA Skateboarding: "We're approaching a watershed moment in the history of skateboarding," said Josh Friedberg, USA Skateboarding CEO. "With Toyota's support, not only are we going to be able to give American skateboarders their best opportunity for Olympic glory in Tokyo, we're also going to be able to share that story of what makes skateboarding special with everyone along the way. We can't wait to get rolling!"

USA Surfing: "We are beyond stoked to be chosen as one of the Summer Olympic Sports to partner with Toyota," said Greg Cruse, USA Surfing CEO. "Toyota and surfing are historically intertwined, as Toyota's have always been a favorite means of getting to the surf, whether it is a local beach break or secluded surf spot. We look forward to partnering with Toyota to showcase the beauty and athleticism of our sport in the 2020 Tokyo Olympics!"

USA Swimming: "We are proud to welcome Toyota as our official partner, and excited about their commitment to the sport of swimming in the United States," said Tim Hinchey III, USA Swimming president and CEO.

“Working with such an ingenious and creative organization will enhance experiences for swimmers of all levels and abilities, and we look forward to championing their unique mobility platform and affecting change for those in need.”

USA Track & Field: “Team USATF and Toyota are natural partners as the world’s number one track and field team and the most valuable car brand,” said Max Siegel, USATF CEO. “Excellence, performance and innovation are synonymous with our brands and we are thrilled to engage with such an iconic company in Toyota.”

USA Triathlon: “USA Triathlon is proud to align with Toyota as our exclusive mobility partner leading up to Tokyo 2020, which includes entitlement of our U.S. Paratriathlon National Team,” said Rocky Harris, USA Triathlon CEO. “We look forward to delivering significant value while supporting Toyota’s overarching commitment to the Olympic Movement and our country’s top athletes. Given Toyota’s position as a widely admired global brand, we also look forward to successfully leveraging the partnership to directly support our membership, elevate our national events and grow the sport.”

In March of 2015, Toyota became a TOP (The Olympic Partner) of the International Olympic Committee and International Paralympic Committee in the newly created mobility category for 2017 through 2024. In addition to its relationship with the IOC and IPC, Toyota is a partner of Team USA; the U.S. Ski & Snowboard Association; US Speedskating; U.S. Figure Skating; USA Hockey and the U.S. National Sled Hockey Team; U.S. Paralympics Alpine Skiing; U.S. Paralympics Nordic Skiing; and U.S. Paralympics Snowboarding.

Beyond the Olympic and Paralympic Games, Toyota strategically uses it relationships with sports properties and athletes as a way to connect with consumers in the United States. The brand has relationships with more than 40 major sports teams and nearly 30 major sports.