

First Production 2020 Toyota GR Supra Goes for \$2.1 Million at Barrett-Jackson Scottsdale Auction

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SCOTTSDALE, Arizona (January 19, 2019) – The first production 2020 Toyota GR Supra to roll off the assembly line, “Global #1,” was auctioned for charity this evening for \$2.1 million at the 48th Annual Barrett-Jackson Auction at WestWorld of Scottsdale. All proceeds of the fifth-generation GR Supra, which made its world debut on January 14, 2019 during the 2019 North American International Auto Show in Detroit, went to support the American Heart Association(AHA) and the Bob Woodruff Foundation (BWF).

“We did the first production 2020 GR Supra justice tonight at Barrett-Jackson,” said Bob Carter, executive vice president of sales, Toyota Motor North America. “When Toyota launches a vehicle of this caliber, you only get one chance to do it right – and this auction was the perfect setting. After 20 years, this marks the return of a legend. Sportscar enthusiasts have been dreaming to slide behind the wheel of an all-new Supra – and we’re happy to be a part of turning that dream into a reality.”

A build unlike any other in the world, “Global #1” is the only VIN that will end in 20201 – with “2020” representing the year the Supra was reintroduced to the world and “1” marking it as the first vehicle to roll off the production line. The exterior is factory-finished with a matte gray exterior, red mirror caps and matte black wheels. Inside, the Supra is just as unique, with a red interior and carbon-fiber inserts representing the first of the launch edition for the U.S. market.

“It was an honor to have Bob Carter and the rest of the Toyota team join us on the block for the historic sale of the first production 2020 Toyota Supra,” said Craig Jackson, chairman and CEO of Barrett-Jackson. “The incredible excitement of the Supra rolling across the block was felt by everyone in the arena. This was a moment that was 20 years in the making. More importantly, we’re thrilled to have joined with Toyota in their efforts to raise funds in the fight against heart disease and stroke, as well as support our nation’s military veterans.”

The sale of the Supra supports the American Heart Association (AHA), the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke, and the Bob Woodruff Foundation (BWF), which finds, funds and shape programs benefitting post-9/11 impacted veterans and their families.

“Toyota knows acceleration, so it’s no surprise their generous support is helping accelerate science to end heart disease and stroke, the world’s No. 1 and No. 2 killers worldwide,” said American Heart Association CEO Nancy Brown. “The American Heart Association is honored to partner with Toyota to create healthier communities and empower people to be in the driver’s seat of their health.”

Auction proceeds also support BWF’s programs for veterans, service members and their families BWF, founded in 2006 after reporter Bob Woodruff was hit by a roadside bomb while covering the war in Iraq, has led an enduring call to action for people to stand up for heroes and meet the emerging and long-term needs of today’s veterans.

“As our nation’s veterans return home, the Bob Woodruff Foundation helps ensure that those who are impacted by their service are supported by best-in-class programs addressing their current and long-term needs,” said Anne Marie Dougherty, CEO of the Bob Woodruff Foundation. “Our mission is made possible by the enduring commitment and generosity of our partners at Toyota, and we’re grateful to be part of their vision for a better tomorrow.”

The winning bidder also received a full VIP race track experience that includes a fully customized professional racing suit, two VIP passes and hot passes to TOYOTA OWNERS 400 – Richmond Raceway and a chance to drive the pace car and do hot laps with Michael Waltrip.