

# 2020 Toyota Supra Gets Into the Big Game With Commercial Debut

February 03, 2019



**PLANO, Texas (February 3, 2019)** – One of Toyota’s most anticipated new vehicles in over 20 years, the all-new 2020 Toyota GR Supra, made its exclusive commercial debut during Sunday’s Big Game in a :60-second TV spot titled “Wizard.” With Toyota as a sponsor of the Toyota Halftime Report, “Wizard” aired immediately following the halftime entertainment.

The spot showcases Supra’s performance, capability and style as it conquers the obstacles of a life-sized pinball machine, spurred on by The Who’s iconic song “Pinball Wizard.” Said Pete Townshend of The Who, “Super Bowl! I can’t be there but I am bouncing around with my song inside a virtual pinball machine driving a beautiful Toyota Supra.”

“Wizard” was directed by Golden Globe nominated director and screenwriter Marc Forster. Forster is known for directing powerful performances in films like *Monster’s Ball* and *Kite Runner*, and now the powerful 2020 Supra. “Wizard” was created by Toyota’s agency of record, Saatchi & Saatchi and the media was placed by Saatchi & Saatchi and Zenith Media. “Pinball Wizard” is written by Pete Townshend, recorded by The Who, and published by Spirit Music Group.

After making its world debut on January 14 at the 2019 North American International Auto Show, the 2020 Supra maintained the hype when the first production vehicle (“Global #1”) was auctioned for charity at the 48<sup>th</sup> Annual Barrett-Jackson Auction and raised \$2.1 million.

“Building on the momentum of the Barrett-Jackson touchdown performance, the most-watched television event of the year is the perfect stage for the return of the iconic Supra and its world commercial debut,” said Ed Laukes, group vice president, Toyota Marketing, Toyota Motor North America.

The 2020 Supra goes on sale in summer of 2019 and will be available in two grades – 3.0 and 3.0 Premium, as well as a Launch Edition which will be based on the 3.0 Premium grade. Enthusiasts can get their 2020 Supra at a Manufacturer’s Suggested Retail Price (MSRP) starting at \$49,990 with the Launch Edition models starting at \$55,250.

Please click [here](#) for “Wizard” images and credits.