

Toyota Highlights Team USA Partnership in NASCAR

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PLANO, Texas (February 8, 2019) – Toyota Racing will celebrate more than just American motorsports at the upcoming NASCAR race weekend at Daytona International Speedway. The Gaunt Brothers Racing No. 96 Toyota Camry will field a paint scheme featuring Toyota’s partnership with Team USA as the team attempts to qualify for the 2019 Daytona 500.

Parker Kligerman will return to the driver’s seat as he is set to pilot the No. 96 Camry. The Gaunt Brothers Racing entry hits the track on Sunday, Feb. 10 for Monster Energy NASCAR Cup Series qualifying followed by the season-opening Daytona 500 event on Sunday, Feb. 17.

“We’re excited to connect with sports fans in the United States and beyond,” said Dedra DeLilli, group manager, Toyota Olympic and Paralympic Marketing. “The Daytona 500 is one of the most prestigious races in America. It provides us with a global stage to remind people that while we’re all about cars, we’re also out there supporting the teams and athletes that hope to compete in the Olympic and Paralympic Games in 2020.”

Toyota’s partnerships with 17 National Governing Bodies (NGBs) will also be highlighted on the decklid of the No. 96 Camry after Toyota recently announced the addition of six summer NGB partners and USA Curling to the Toyota family.

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; USA Curling; USA Skateboarding; USA Surfing; USA Swimming; USA Track & Field; USA Triathlon; the National Wheelchair Basketball Association; U.S. Paralympics Alpine Skiing; U.S. Paralympics Nordic Skiing; U.S. Paralympics Snowboarding, U.S. Paralympics Swimming, U.S. Paralympics Cycling and U.S. Paralympics Track & Field.

Beyond the Olympic and Paralympic Games, Toyota strategically uses its 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.