

Toyota Named North American Launch Partner for Inaugural Season of Esports - Overwatch League

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PLANO, Texas (Jan. 18, 2018) – Toyota is a North American launch partner of the Overwatch League, the first major global professional esports league with city-based competition between teams from some of the world's top sports and esports leaders. This partnership marks the first time Toyota has partnered with an esports league.

As part of the partnership, Toyota and the Overwatch League plan to develop an exclusive series called *Access Granted* that will present behind-the-scenes content to the community, centered around the unique journey of the esports athlete. The series, produced by Blizzard Entertainment's MLG division, will air featured clips in live matches that promote the series. The featured clips will include players driving Toyota vehicles to and from the competition at Blizzard Arena Los Angeles, where all regular-season games of Overwatch League will take place.

Additionally, the Toyota C-HR will have on-site presence at Blizzard Arena Los Angeles and media placements surrounding Overwatch League.

The inaugural season of the league kicked off Wednesday, January 10. Twelve franchises representing major cities in North America, Asia, and Europe began their competition at the custom-renovated arena, where tickets for all four days of opening week were sold out.

"Toyota is excited to be a launch partner of Overwatch League," said Steven Curtis, vice president, media and engagement marketing for Toyota Motor North America. "Our video feature, *Access Granted*, will provide fans with exclusive behind-the-scenes access to players and teams. We love the passion of esports fans and the goal of our partnership is to take Overwatch League and the fan experience to the next level."

Viewers can catch all the action on Twitch.tv, www.overwatchleague.com, www.mlg.com and the MLG app, as well as the new Overwatch League companion app, which launched last week.