

Team Toyota Athletes Wagner and Vito to Showcase Olympic Winter Games Experience for Fans

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PLANO, Texas (Feb. 5, 2018) Team Toyota athletes and U.S. Olympians Ashley Wagner and Louie Vito will experience the Olympic Winter Games in a new way – as Team Toyota brand ambassadors.

Toyota announced today that the two athletes will attend the Olympic Winter Games PyeongChang 2018 to share their experiences and stories with fans and Toyota team members as they spend time with the most inspiring athletes in the world.

“To have Toyota stand by me and to get this opportunity to share the Olympic experience with them, their employees and fans is an honor,” said Ashley Wagner, who won a bronze medal in team figure skating at the Olympic Winter Games Sochi 2014. “This is a company that is encouraging people around the world to challenge themselves and to achieve their dreams. While I may not be competing in the Olympic Winter Games this year, I’ll still be there to cheer on some amazing athletes and share their journeys through Team Toyota.”

Wagner and Vito will interact with fellow athletes and Toyota team members on-site while also experiencing the local culture throughout the Olympic Winter Games. The content will be distributed on Toyota’s social media channels and to employees through internal communications platforms.

“This is a great opportunity for us to continue working with Ashley and Louie, and it allows them to use their experience as U.S. Olympians to provide insight and perspective for fans on social media and Toyota team members,” said Jack Hollis, group vice president and general manager for Toyota division. “Ashley and Louie are a part of Team Toyota and we’re thrilled they’ll be working with us in PyeongChang.”

Wagner and Vito are members of Team Toyota, a group of 19 U.S. Olympic and Paralympic athletes who partnered with Toyota as part of its ‘Start Your Impossible’ campaign. Toyota launched ‘Start Your Impossible’ in November 2017, highlighting the automotive manufacturer’s mission to create a barrier-free society and reinforce the company’s values of humility, hard work, overcoming challenges and never giving up.

“It’s epic to work with Toyota because they make incredible, reliable off-road vehicles for what I do, but also because their whole message just naturally fits with the Olympic Winter Games,” said Vito who competed in the Olympic Winter Games Vancouver 2010 in snowboard halfpipe. “They want to help people overcome their obstacles, do more and reach their potential. That completely aligns with the Olympic and Paralympic Movements and it’s awesome to get to share that with people.”

The International Olympic Committee recently announced Toyota as a TOP (The Olympic Partner) Programme partner in the newly created mobility category through 2024. In addition to its relationship with the IOC, Toyota is also a Proud Partner of Team USA and supports: the International Paralympic Committee; 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.

Fans can keep up with Vito and Wagner’s Team Toyota activities in PyeongChang on Facebook and Twitter at www.facebook.com/Toyota and www.twitter.com/Toyota or at www.toyota.com/teamtoyota.