

Toyota Leads Parade During Philadelphia Eagles Celebration

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PHILADELPHIA (Feb. 12, 2018) – A Toyota Tundra served as the pace car for the championship parade in Philadelphia last week celebrating the Eagles victory in the big game on Sunday, February 4th. A 2018 Tundra CrewMax TRD Off-Road was fully wrapped with Eagles iconography against a black exterior. Assembled exclusively in San Antonio, Texas, the 2018 Tundra is available in a plethora of configurations, offers a standard active safety system on all grades with Toyota Safety Sense P (TSS-P), and includes a towing capacity of up to 10,200 pounds.

Flanked by thousands of screaming fans, the Tundra led the parade of Eagles players and staff through the city's downtown streets. The parade began at Lincoln Financial Field, cruised up Broad Street, wrapped around City Hall and concluded in front of the iconic steps of the Philadelphia Museum of Art. In addition to the Tundra truck, a double-decker bus adorned with Toyota imagery ferried Eagles staff.

In a record-setting game that went down to the wire, the Eagles beat the New England Patriots to bring the Vince Lombardi championship trophy to Philadelphia for the first time in the city's history.

Toyota is a proud automotive partner of the Philadelphia Eagles.