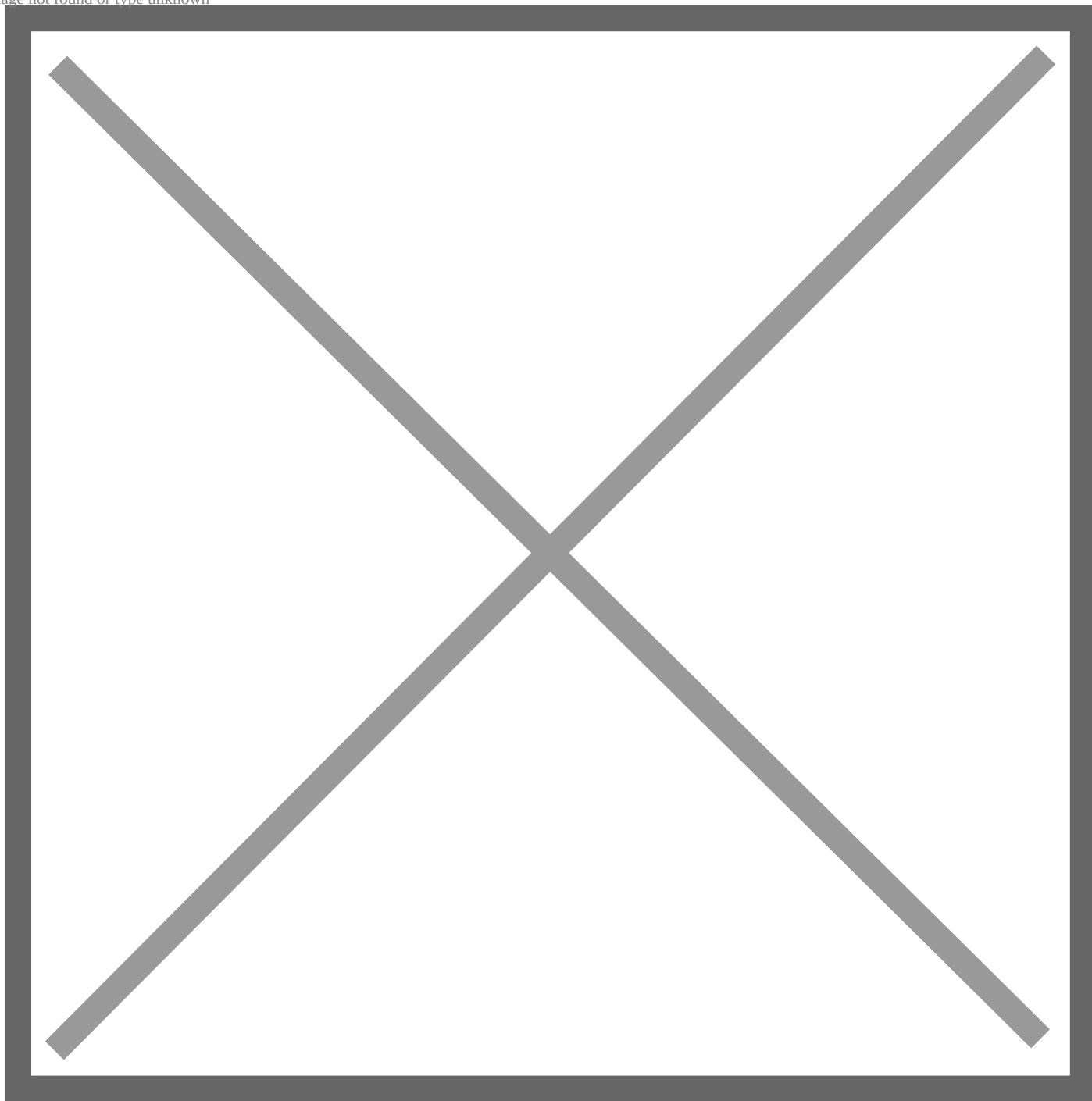


Meet the Winner of the Toyota 4Runner Landia Contest

July 30, 2025

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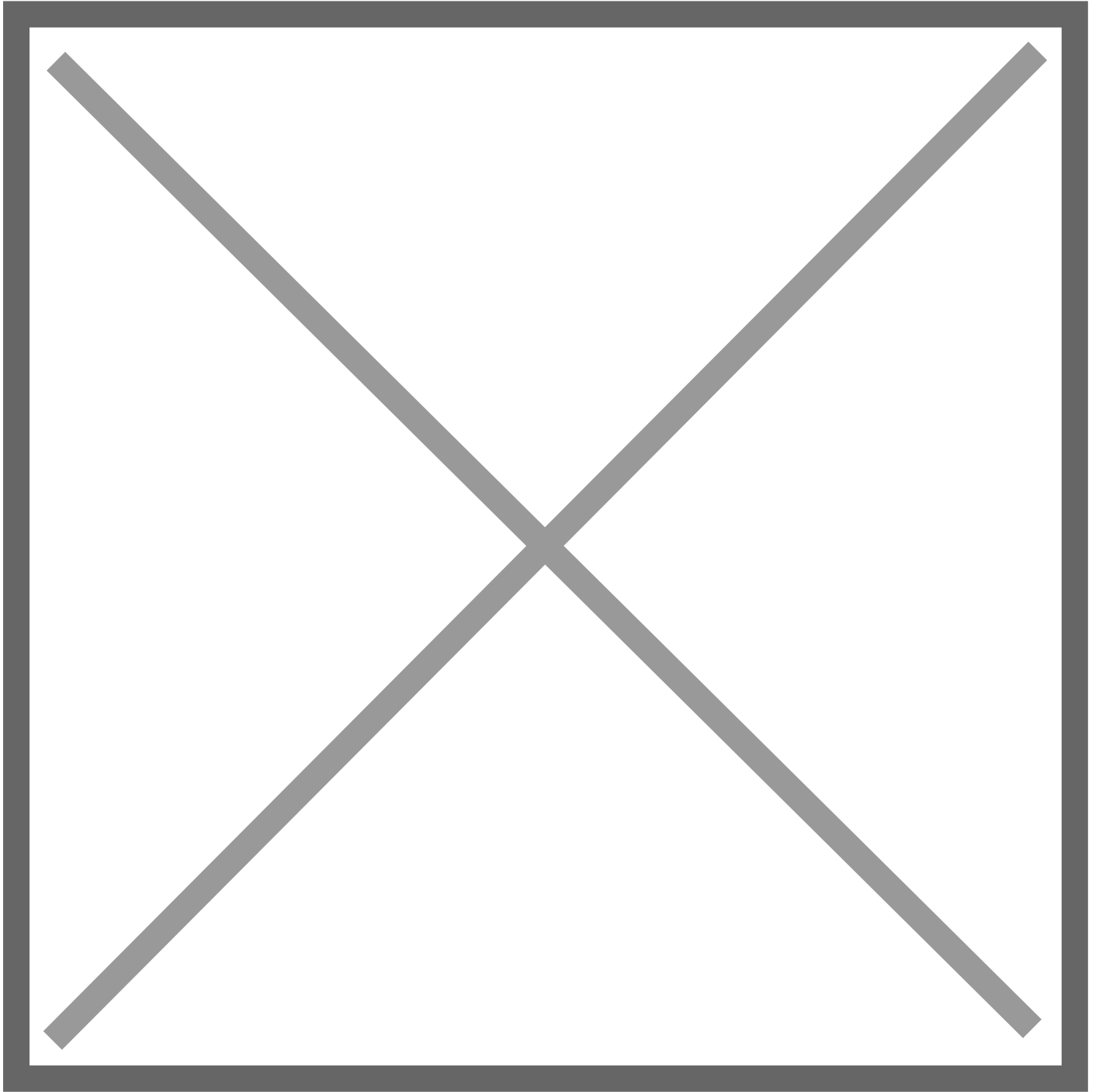


PLANO, TEXAS (July 30, 2025) – After thousands of entries from across the country, one stood out – a person whose life is deeply rooted in the outdoors, someone who lives and breathes nature. Today, we're proud to announce the winner of our 4Runner Landia contest: Lauren Paulet Miller, an outdoor enthusiast whose passion for nature and adventure mirrors the spirit of the all-new 4Runner.

Launched April 14 through May 26, the contest sparked nationwide excitement as fans entered for a shot at the ultimate off-road prize: an all-new 2025 Toyota 4Runner and their choice of land to explore.

“We couldn’t be more excited to have a winner who is the perfect embodiment of the spirit behind the 4Runner,” shared Cynthia Barreras, Marketing Planner, Toyota. “This campaign was a first for us, and an exceptional one at that. We weren’t just giving away a truck — we were giving away a dream. By pairing the truck with a piece of land of their choosing, we created a connection to something deeper: a natural playground where adventure begins the moment the tires hit the dirt. It’s a celebration of freedom, capability, and the wild spirit our brand stands for.”

For Lauren, this isn’t just a prize, it’s a dream realized. The keys to a rugged, adventure-ready truck. The opportunity to own a piece of land she can finally call her own. One of Lauren’s goals is to create a welcoming, educational space for people of all backgrounds to experience the outdoors.



Meet Lauren Paulet Miller, the winner of the 4Runner Landia contest, an outdoor enthusiast whose passion for adventure mirrors the spirit of the all-new 2025 4Runner.

“When I came across the 4Runner Landia ad on Instagram, I immediately jumped at it. I am so grateful to be chosen, and I can’t wait to use my new 4Runner to find the perfect destination for the land prize,” said Lauren, who was raised in Miami, Florida and now resides in Western Maryland. “Growing up, my family always had an adventurous spirit, and our road trips inspired me to lead a life grounded in nature and sustainability. I hope to

share my love for nature especially with fellow Latinos and persons of color, who least have access to it. Now Toyota is making my dreams come true!”

Developed by Conill, Toyota’s marketing partner, 4Runner Landia was a bold, first-of-its-kind campaign blending the thrill of off-roading with the dream of land ownership. Inspired by the insight that land symbolizes legacy, freedom, and identity – especially within the Hispanic community – the contest drew more than 25,000 entries, each sparked by a simple prompt: what would be your first adventure with your new 4Runner.

Congratulations, Lauren! Let your outdoors adventures begin.