

Toyota Scores a Goal with Club America Partnership for Tour Águila in the U.S.

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PLANO, Texas (March 22, 2018) – Screams will be heard from far and wide as Hispanic *fútbol* fans cheer on their teams during an action-packed year of soccer. Toyota is diving into the action as the official sponsor of fans with a series of key partnerships that will bring the passion for the sport to center stage.

To kick off 2018, Toyota is partnering with Club America, the most celebrated and followed soccer team in North America. The sponsorship includes participation in Tour Águila, the club’s annual U.S. tour. Toyota will bring fans closer to their beloved team through activities featuring players, social content and digital programs and much more.

“Toyota wants to amplify the fans’ experience by igniting their passion and spirit for the game as they cheer on their favorite teams,” said Tyler McBride, engagement and event manager, Toyota Motor North America. “Our terrific partnership with Club America and participation with other high-level soccer platforms underscores our genuine commitment to the sport and the people who watch it and live it.”

As the official automotive sponsor of Tour Águila, the brand will bring the action to fans starting on March 24

in San Diego, California against its rival, Club Tijuana. The Tour consists of a series of friendly matches against some of the most important teams in Liga MX and MLS during the preseason and FIFA dates. These matches will take place in key Hispanic markets including cities in California and Texas and will be broadcast on Univision Deportes in the U.S. and on Televisa in Mexico.

“We are very excited to continue our expansion in the United States by partnering with Toyota, a global leader and innovator in the automotive industry,” said Mauricio Culebro, president of operations for Club América. “Toyota understands soccer as a passion point and the value of engaging our fans during Tour Águila.”

In addition, Toyota will be presenting sponsor of the pre-game Fiesta Futbolera, an interactive Fan Fest celebration of the Club, including a showcase of the team’s championship trophies, Agui the official mascot and legendary player appearances. Other elements of the partnership include in-stadium content opportunities including live partnership announcements and video, on-field signage, tickets and giveaways.

Game schedule, team information and all the action can be followed on Toyota’s social channels @ToyotaLatino with hashtag Vayamos Juntos and on the club’s official tour website www.touraguila.com and social handles @TourAguila and @ClubAmerica. The sponsorship was coordinated with PRIMETIME Sports, the commercial agency for Club América in the U.S. and producer of the annual Tour Águila.

Along with Club América, Toyota will connect with soccer fans at a community level through an association with Alianza de Futbol, the premier organization in the U.S. dedicated to the support and development of Hispanic amateur soccer. As the exclusive automotive sponsor of Alianza, Toyota will be the title sponsor of the Copita Alianza, a series of youth tournaments that take place from May through October in key Hispanic markets where thousands of children participate. The sponsorship includes activation areas where Toyota will connect with families and kids with a full experiential footprint, including branded jerseys, trophies, and special soccer guest appearances. The tournament kicks off the weekend of May 12-13 in Houston, Texas.

“Being a part of Alianza this year provides an opportunity to engage with kids and their families in local fields throughout the U.S.,” McBride added. “Soccer provides a positive and healthy environment for kids and we’re looking forward to being part of these fun-filled tournaments.”

The soccer frenzy will reach fever pitch this summer during the sport’s most watched global tournament. Toyota will continue its commitment to all the hard-working *fútbol* fans through a robust effort that will harness the excitement and energy of the games. And the Toyota Tundra will be along for the ride.

In addition to active, on-the-ground game partnerships, Toyota is engaged with a variety of popular soccer properties including Liga Mexicana, U.S. Men’s National Team, Mexican National Team, and UEFA Champions League, with broadcast integrations and live streaming during telecast games.