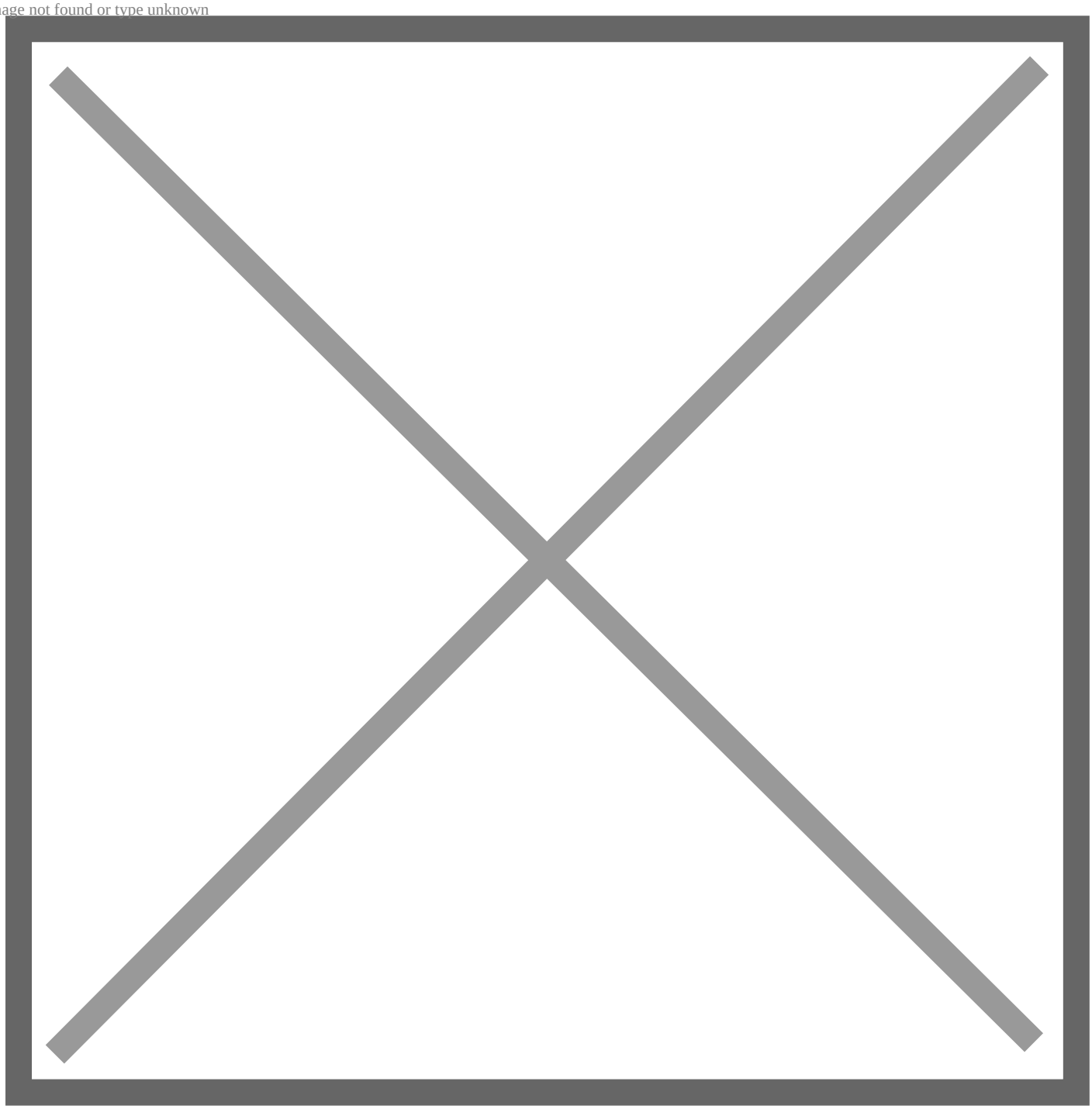
Corolla Cross Hybrid Takes Center Stage in Toyota’s New Campaign with King Bach and SiriusXM®

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PLANO, Texas (Dec. 3, 2025) – Today, Toyota partners with SiriusXM® to unveil the short brand film *Tea Time*, launching its newest national ad and media campaign celebrating the exciting Corolla Cross Hybrid. Assembled in Huntsville, Alabama, the Corolla Cross Hybrid is a versatile SUV that combines fuel efficiency with dynamic style, smart tech, and off-pavement capability.

The new piece speaks to anyone that wants to break free of convention and live on their own terms. *Tea Time* features internet star King Bach, who boasts over 54 million followers combined on Instagram and TikTok. Bach returns to the Toyota limelight after the success of last year's Corolla Hybrid campaign *Getaway Driver*.

"We are thrilled to collaborate with King Bach again," said Owen Peacock, general manager, Toyota Marketing and Communications. "His comedic energy and creativity perfectly capture the fun and adventurous spirit of the Corolla Cross."

Tea Time, streaming live on YouTube, plays on the eye-catching style and capable performance of the Corolla Cross. It opens with Bach – cool, charming, and confident – arriving for a date at a stately manor. The date's delightfully posh father, Archibald, swings open the mansion door and is instantly infatuated with the 2026 Corolla Cross Hybrid. Sensing an opening to impress, Bach leans into the charm, and opts for freewheeling fun with Archibald.

Highlighting the hybrid powertrain and queuing up SiriusXM® on the Toyota Multimedia System, the duo go on adventures from a quick spot of tea to an impromptu photo shoot. They even prank a fellow suitor with a cheeky honk in the middle of his golf swing. The 2026 Toyota Corolla Hatchback FX Edition and Corolla XSE models also make cameo appearances.

The custom spot will run through late December 2025 and live in perpetuity on the Toyota USA YouTube Channel.

For more information on the Corolla Cross Hybrid, visit https://www.toyota.com/corollacross/ and the Toyota Newsroom.