

# Toyota and onX Trail Revival Project Leaves a Lasting Mark on America's Trails

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This past summer, a unique partnership between Toyota and onX Offroad helped breathe new life into some of America's most cherished trails at 13 sites across the country. The Trail Revival Project, a nationwide initiative launched in May, brought together off-road clubs, volunteers, and outdoor enthusiasts to restore access to public lands at a time when many trails faced the risk of closure.

Over 125 off-road clubs applied to host their own restoration days, with Toyota and onX providing funding, tools, and mentorship to extend the impact beyond the original thirteen anchor events. Restoring access to these places ensures future generations can continue to explore, connect and find adventure in the wild. Access to these lands means access to adventure itself.



From California's Mendocino National Forest to Pennsylvania's Famous Reading Outdoors, from Montana's alpine Tizer Basin to Colorado's rugged White River National Forest, each event was a testament to what happens when communities unite for a common cause. Volunteers cleared storm debris, brushed overgrown paths, repaired drainage, and hauled out trash. Toyota trucks provided the horsepower to carry gear, equipment, and volunteers, while onX coordinated with local clubs to lead the charge.

The impact was undeniable. Over 400 volunteers dedicated thousands of hours, restoring miles of trails that might otherwise have been lost. In California, crews removed fire-damaged limbs and debris to reopen off-road

routes in the Mendocino National Forest. In Northern Michigan, the work centered on the Black Mountain Forest trails, where a devastating 2024 ice storm left nearly 200 miles of trails at risk of closure. Volunteers cleared fallen trees and debris, making it possible for one of the Midwest's most popular destinations to remain open to off-roaders and outdoor enthusiasts. In North Carolina, the focus turned to Old Fort in the foothills of the Blue Ridge Mountains, where trails had been crippled by Hurricane Helene. Local residents and off-road clubs joined Toyota and onX to repair storm damage, restore access points, and help revive a vital recreation hub for the region's economy. Each project reflected the same truth: with enough hands and the right support, even the most at-risk trails can be revived.

For Toyota, the Trail Revival Project was about more than just lending trucks to the cause. It was a commitment to preserving the landscapes where so many of its customers live, work, and play. "Whether you're hiking, biking or overlanding, having access is essential," said Mike Tripp, Group Vice President of Toyota Marketing. "As a brand that's closely connected with outdoor enthusiasts, we believe it's our responsibility to help preserve the places that inspire adventure."



While the 2025 Trail Revival Project officially wrapped in late-October, its spirit continues to resonate. That momentum has planted the seeds for a larger, ongoing movement in trail stewardship—one where outdoor enthusiasts don't just use the land but take responsibility for its care.

The Trail Revival Project was a reminder of what makes the outdoors so powerful. Trails are more than dirt and rock. They are connectors—linking people to nature, to one another, and to a sense of shared purpose so they can continue to do what they love most. This effort was about more than restoration; it was about preserving access to adventure itself. Thanks to this collaboration between Toyota, onX, and countless volunteers, those

connections have been strengthened, ensuring that the paths we love today will remain open for tomorrow’s adventurers.

