# Toyota Showcases All-New 2026 RAV4 and Team Toyota Athletes in Super Bowl LX

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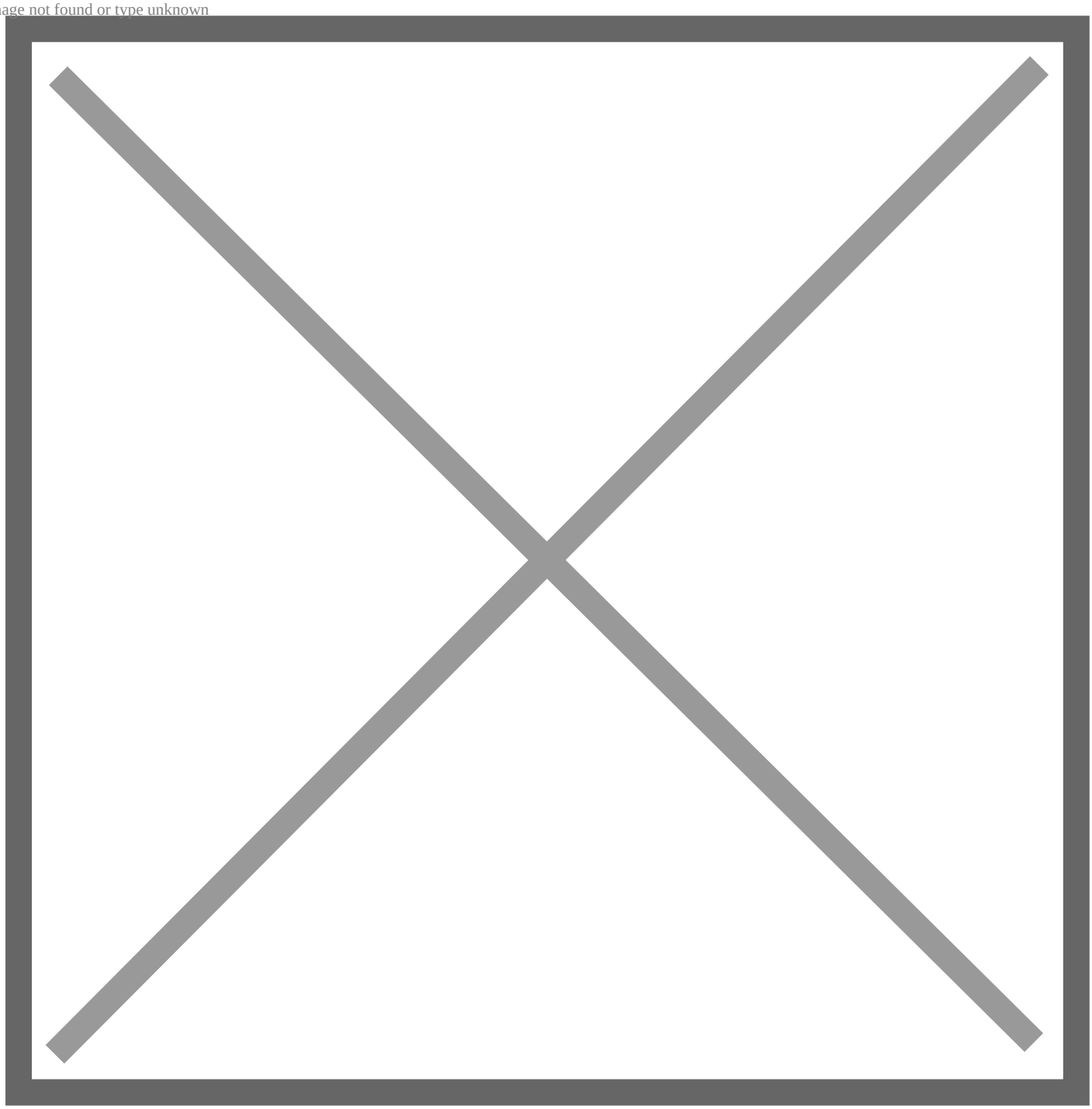

**PLANO, Texas (Feb. 6, 2026)** – Toyota Motor North America (TMNA) returns to the Super Bowl this year with two powerful 30-second spots airing during Super Bowl LX, reinforcing the brand's belief that while destinations may change, the people beside us are what truly matter.

The two ads, "Superhero Belt" and "Where Dreams Began," bring Toyota's long-standing human-centric storytelling to life spotlighting moments, relationships and dreams that shape who we become along the way.

The film "Superhero Belt" explores the connection between a doting grandfather and grandson, and how their relationship only grows stronger with time. The story begins when the grandfather takes his grandson for a ride in his 1997 Toyota RAV4. The moment proves to be such a core memory, the grandson proudly recreates it for his grandfather almost 30 years later, this time in his all-new 2026 RAV4 with the roles reversed. The seating arrangements may have changed, but the love—and the inside jokes—never will. "Superhero Belt" was created by Saatchi & Saatchi and directed by Rodrigo Saavedra at Pulse Films.

"As the Official Automotive Partner of the NFL, the Super Bowl gives Toyota an unmatched stage to tell stories that connect with fans," said Dedra DeLilli, vice president, marketing communications, Toyota Motor North America. "Whether it's the nostalgia of a ride in a grandfather's RAV4 or the unflinching determination of a Team Toyota athletes' lifelong journey, the origin shapes the destination for us all. Together, these stories reflect Toyota's belief that while where we're going matters, it's the moments and people along the way that truly define the journey."

In "Where Dreams Began," the spot imagines what greatness looked like from day one. Featuring Team Toyota athletes – NFL wide receiver Puka Nacua, U.S. Paralympian Oksana Masters and NASCAR driver Bubba Wallace – the spot rewinds the clock to a time before trophies and the glory, when every champion was just a kid with a dream. Training alongside their pint-sized younger selves; mini coaches who push, motivate and remind the world-class athletes why they started. Every great destination has a beginning and Toyota celebrates those committed to the journey. "Where Dreams Began" was created by Unverified, produced by Sweatpants Media and directed by Alberto Blanco.

As the Official Automotive Partner of the NFL, Toyota has delivered a dynamic, multi-faceted presence across San Francisco throughout the week – celebrating community, sport and the journeys that connect them. Toyota kicked off Super Bowl LX week with activations and programming, including Radio Row, NFL FLAG Players of the Year at NFL Honors, and the Toyota Glow Up Classic, a unique black-light flag football showdown spotlighting girls in the sport. Toyota continues to bring the fans inside the action at Super Bowl Experience with a lineup of hands-on activations showcasing innovation across its vehicle portfolio, including the all-new 2026 RAV4, bZ, Tundra and more. Click here for more information.

Click here to view the 30-second spot, "Superhero Belt" and here to view the 30-second spot, "Where Dreams Began." Both ads will have a robust media flight post-Super Bowl LX. For images and credits, click here.