Toyota Honors the Lasting Impact of Jessie Diggins and Louie Vito and Celebrates All Team Toyota Winter Athletes and Athlete Ambassadors for Recent Achievements at the Highest Levels of Global Competition

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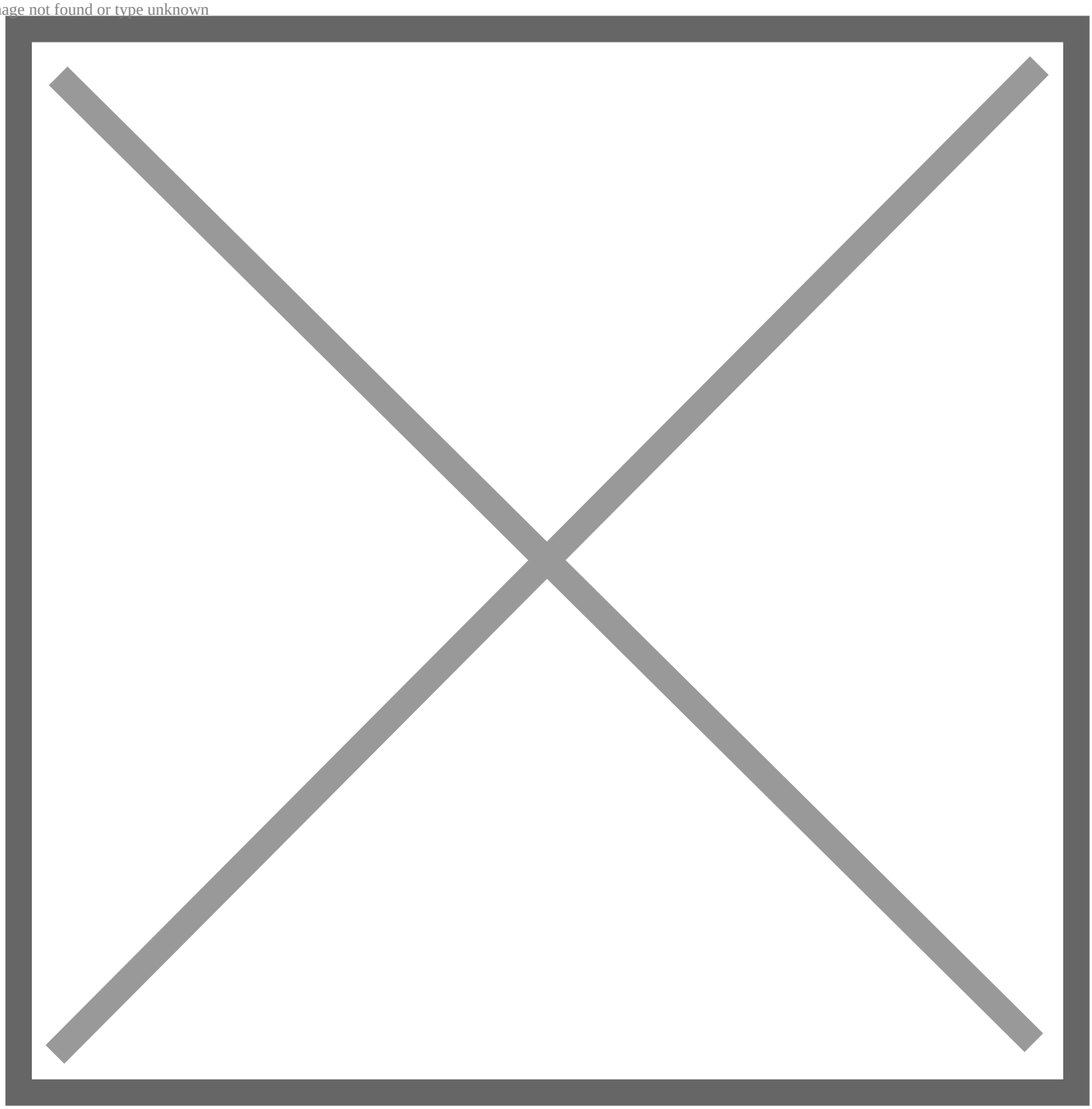

PLANO, Texas (Feb. 26, 2026) — Toyota honors Team Toyota athletes Jessie Diggins and Louie Vito as they announce their retirement from elite competition and prepare to close careers defined by leadership, longevity and excellence that reshaped their sports. Toyota also proudly celebrates the continued achievements of its full roster of Team Toyota winter athletes and U.S. Ski & Snowboard ambassadors throughout the 2026 season.

“Jessie and Louie represent the very best of what it means to be world-class athletes and part of Team Toyota,” said Dedra DeLilli, vice president, marketing communications, Toyota Motor North America. “As we honor their legacies, we also recognize the strength of all our Team Toyota athletes and athlete ambassadors this season. We’re proud of what they’ve each accomplished and excited for what’s ahead.”

Jessie Diggins *(Cross-Country Skiing; Team Toyota Athlete since 2021; Drives a Toyota RAV4 Hybrid)*
Diggins concludes a 16-year career as the most decorated cross-country skier in U.S. history. A four-time Olympian and four-time Olympic medalist, including gold at PyeongChang 2018, she is also a World Cup champion and World Championship medalist. Off the snow, she has used her platform and memoir, *Brave Enough*, to inspire others and advocate for athlete mental health.

"Spending the last 16 years competing on the world stage, including representing my country multiple times, has been the honor of a lifetime," said Diggins. "I've always raced because I love this sport and because of the people who stood by me through it all. Having Toyota and others supporting me along the way allowed me to chase big goals, overcome challenges and share my story. I'm proud of what we've accomplished together and excited for what's next."

Louie Vito *(Snowboard Halfpipe; Team Toyota Athlete since 2011; Drives a Toyota TUNDRA)*
Vito retires after more than two decades in snowboard halfpipe, highlighted by six X Games medals and multiple overall championships. A three-time Olympian, he represented the United States at Vancouver 2010 before later competing for Italy in honor of his heritage at Beijing 2022 and Milano-Cortina 2026, where he became the oldest halfpipe snowboarder to compete at the Olympic Games.

"Toyota has been in my corner for more than a decade, through the wins, the rebuilds and the seasons when stepping back would have been easier," said Vito. "I've always had a strong team around me, and Toyota has been a big part of it. That support gave me the confidence to keep pushing and to compete at the highest level even when others doubted what was possible at my age. I'm proud of what we've achieved together."

Beyond celebrating the historic careers of Jessie Diggins and Louie Vito, Toyota also recognizes Team Toyota winter athletes Red Gerard (Snowboard Slopestyle & Big Air; drives a Toyota Tundra) and Erin Jackson (Long Track Speedskating, drives a Toyota RAV4), along with the following Toyota U.S. Ski & Snowboard athlete ambassadors, for their recent achievements at the highest levels of global competition.

Toyota U.S. Ski & Snowboard Athlete Ambassadors

- Rosie Brennan (Cross-Country Skiing; Drives a Toyota RAV4)
- Ryan Cochran-Siegle (Alpine Skiing; Drives a Toyota GRAND HIGHLANDER)
- Alex Ferreira (Freeski Halfpipe; Drives a Toyota TUNDRA), gold,
- Nick Goepper (Freeski Halfpipe; Drives a Toyota TUNDRA)
- Jaelin Kauf (Freestyle Moguls; Drives a Toyota RAV4)
- Bea Kim (Snowboard Halfpipe; Drives a Toyota LAND CRUISER)
- Paula Moltzan (Alpine Skiing; Drives a Toyota TUNDRA)
- Nick Page (Freestyle Moguls; Drives a Toyota RAV4)
- River Radamus (Alpine Skiing; Drives a Toyota BZ4X)
- Gus Schumacher (Cross-Country Skiing; Drives a Toyota TACOMA)

Toyota's Long-Term Commitment to Athletes
Toyota's support of world-class athletes spans winter and summer sports through long-standing partnerships with U.S. Ski & Snowboard, USA Track & Field and USA Swimming, including entitlement events such as the Toyota U.S. Grand Prix series, Toyota National Championships and Toyota U.S. Open.

Additionally, since 2017, Toyota Racing Development (TRD) has partnered with U.S. Para athletes to apply performance engineering and technology to training and competition. TRD worked with Andrew Kurka on a custom sit-ski he later debuted at the Paralympic Winter Games Beijing 2022 and collaborated with Oksana Masters on performance-driven equipment innovation, including wheelchair glove design and a custom mono Nordic ski.

Fans can keep up with Team Toyota on Instagram (@TeamToyota).