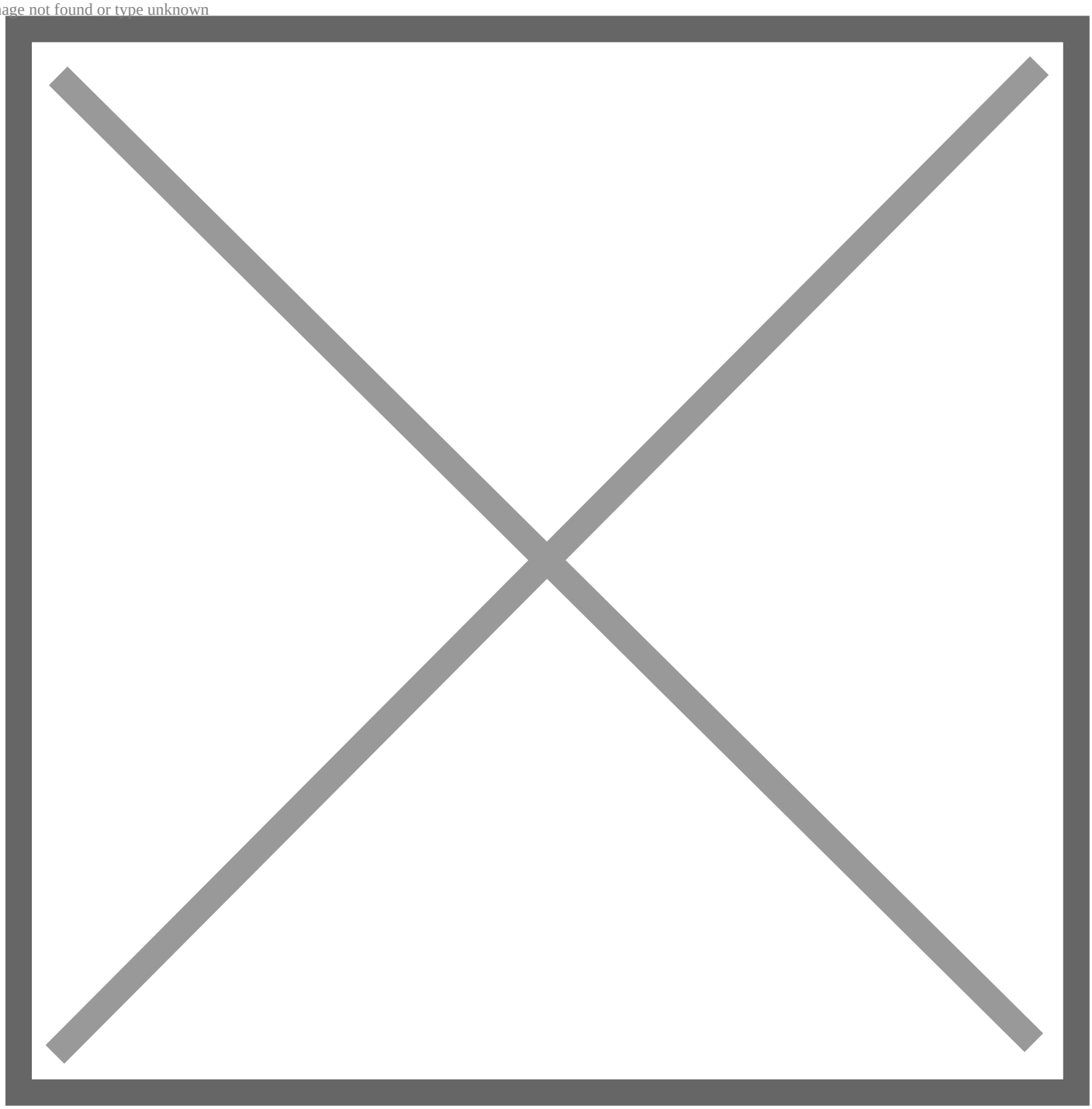
Toyota Celebrates Team Toyota Athletes, including Andrew Kurka and Oksana Masters for Their Recent Achievements at the Highest Levels of Global Competition

March 20, 2026

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PLANO, Texas (March 20, 2026) — Toyota celebrates Team Toyota athletes Andrew Kurka and Okana Masters for their recent success on the global sports stage, alongside the continued achievements of its full roster of Team Toyota winter athletes and U.S. Ski & Snowboard ambassadors during the 2026 season.

“We congratulate Andrew, Oksana and all our Team Toyota athletes and ambassadors for their achievements this season,” said Dedra DeLilli, group vice president, Toyota Motor North America. “We’re proud to support our athletes in ways that go beyond a traditional partnership, working with them to meet their unique needs as they train, compete and excel.”

Where Motorsports Engineering Meets Adaptive Sport: Toyota Racing Development (TRD)

Toyota's commitment to athletes and adaptive sport extends beyond sponsorship through its work with Toyota Racing Development (TRD), where motorsports engineering expertise is applied to the ongoing development and refinement of athlete equipment.

Working closely with Kurka, TRD developed Toyota's first custom sit-ski, engineered to support stability, energy transfer and responsiveness at speed. The effort included extensive research, design and on-snow testing, with the sit-ski first hitting the snow in early 2021 and later debuting at the Paralympic Winter Games Beijing 2022. The design continues to evolve through direct athlete feedback and real-world testing, reflecting a shared belief that performance is built over time through constant learning and improvement.

TRD has also worked alongside Masters to address the unique equipment demands of her multi-discipline career. Through close collaboration to understand how she interfaces with her equipment across sports, TRD has supported innovations including performance-driven wheelchair-glove design, custom mono Nordic ski development and enhancements to hand-control systems used in cycling, all tailored to improve efficiency, control and overall experience in competition.

This work reflects Toyota's engineering approach, grounded in real-world testing, careful refinement and close partnership with athletes.

"Working with world-class athletes like Oksana and Andrew requires a deep understanding of their unique strengths and how they interact with their equipment in real-world conditions," said Tyler Gibbs, President of TRD U.S.A. "Every detail matters, from how an athlete interfaces with their equipment to how it responds over the course of a race. These collaborations are grounded in passion, hard work, dedication and trust, with a focus on delivering equipment that maximizes each athlete's talents in competition."

Andrew Kurka (Para Alpine Skiing; Team Toyota Athlete since 2020; Drives a Toyota TUNDRA)

Kurka is a U.S. national champion and three-time Paralympic medalist who has been part of Team Toyota since 2020. He worked closely with Toyota Racing Development to help design and refine Toyota's first custom sit-ski, bringing athlete insight directly into the engineering process. Off the slopes, Kurka owns a bed-and-breakfast in Alaska focused on creating outdoor experiences for people with disabilities. He also earned his Sport Pilot's license through Able Flight at Purdue, reflecting his passion for independence and exploration.

Oksana Masters (Para Nordic skiing and Para biathlon; Team Toyota Athlete since 2017; Drives a Toyota SIENNA that she named "Pickles")

Masters is an eight-time U.S. Paralympian, the most decorated winter Paralympian of all time and the third most decorated U.S. Paralympian with 24 medals, including 12 gold. She has competed in both the winter and summer Games in Para Nordic skiing, Para biathlon, Para cycling and Para rowing. She is engaged to U.S. Paralympian and World Champion Aaron Pike and was recently featured in Toyota's 2026 Super Bowl commercial "Where Dreams Began," alongside fellow Team Toyota athletes NASCAR driver Bubba Wallace and NFL wide-receiver Puca Nucua.

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.

Beyond celebrating Kurka and Masters, Toyota also recognizes Toyota U.S. Ski & Snowboard athlete ambassador Zachary Miller (Para Snowboarding; Drives a Toyota SUPRA) for his outstanding season.

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