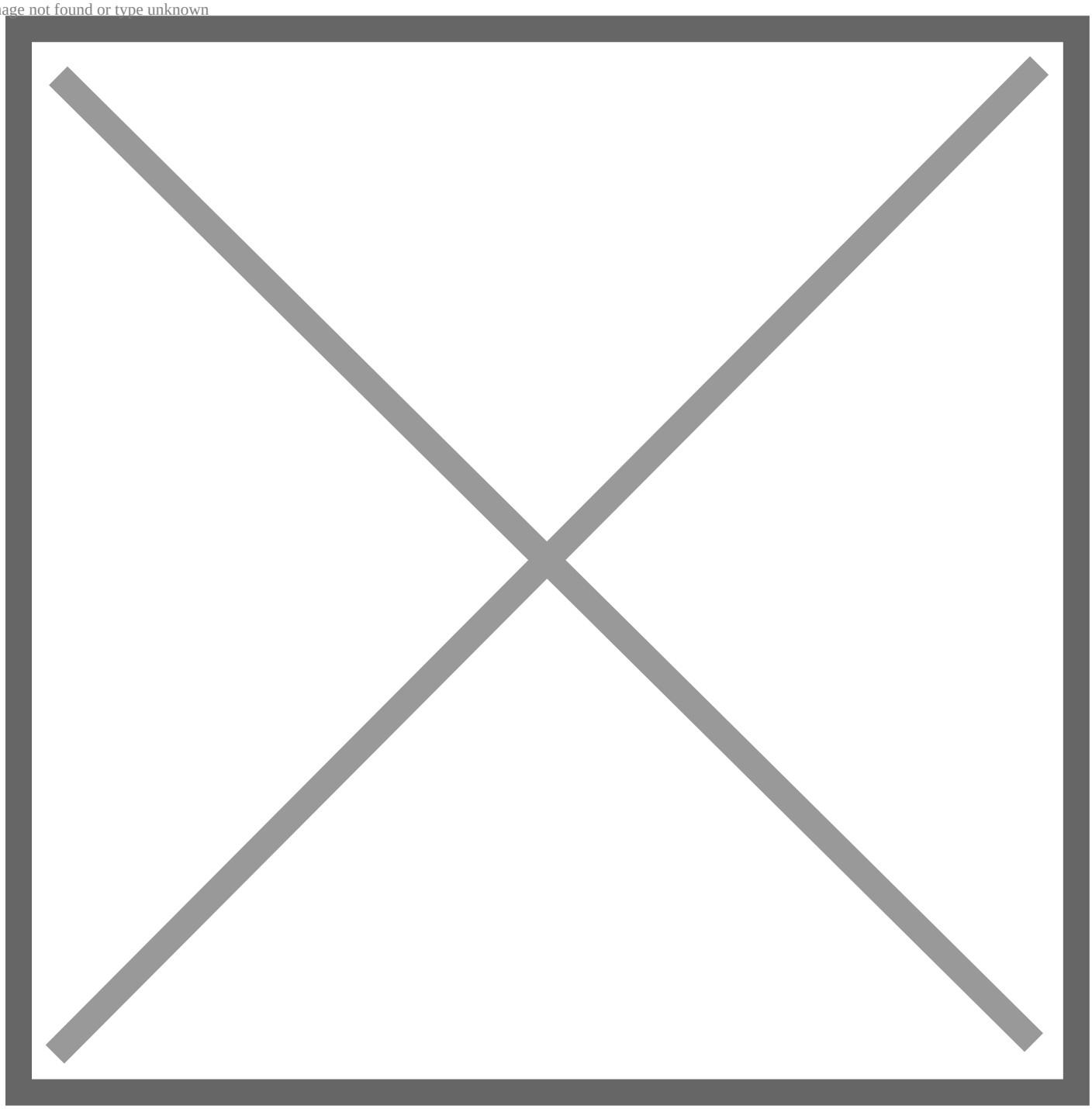
New Toyota Racing Campaign Celebrates the Stories Behind the Speed

March 30, 2026

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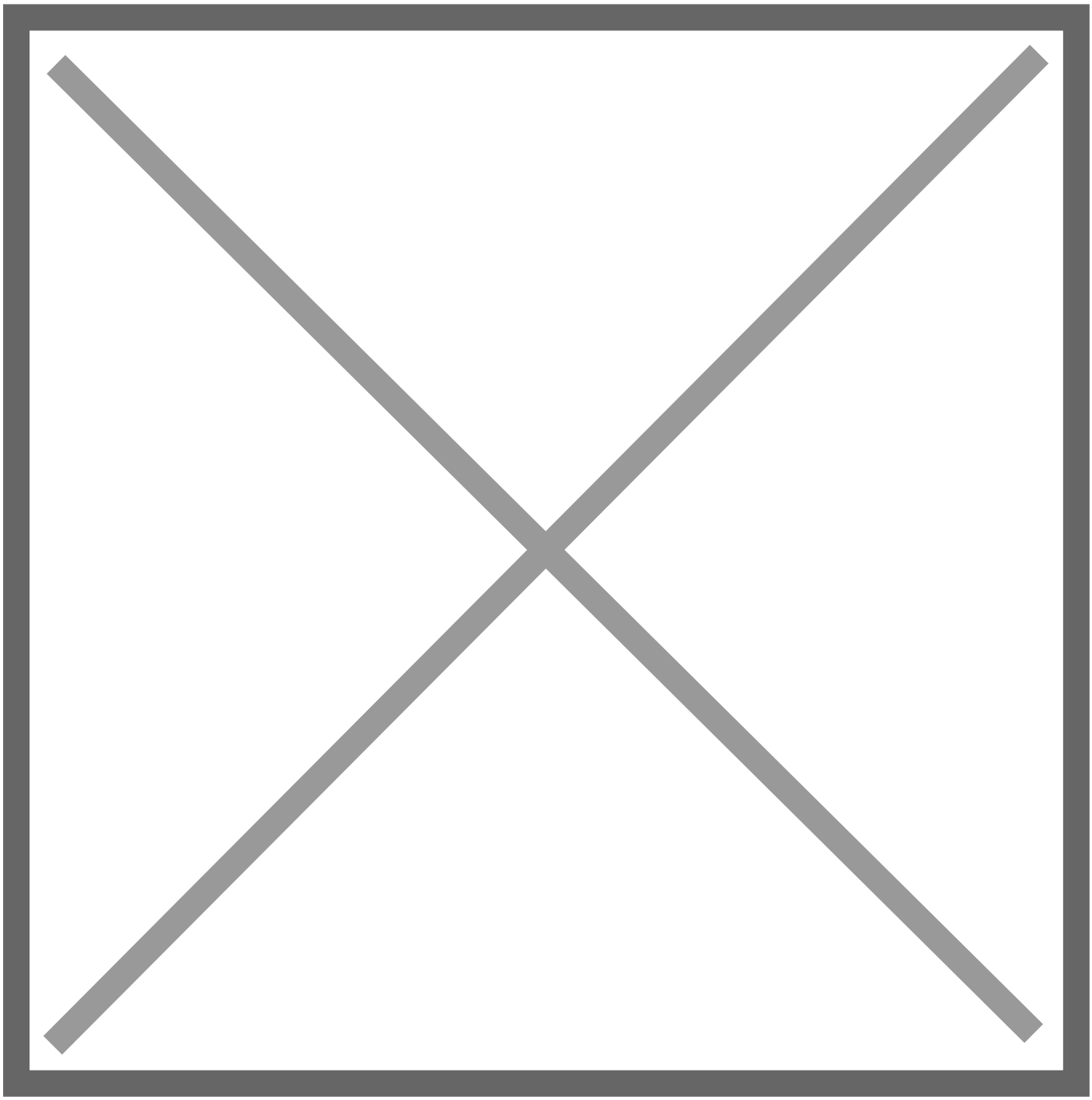


Toyota is inviting fans to look beyond the checkered flag in its new Toyota Racing advertising campaign, “Your Race. Your Story.”

The campaign shines a light on the resilience, determination, inspiration, and personal journeys that shaped Team Toyota drivers Bubba Wallace, Christopher Bell and Jade Avedisian – both on and off the track.

On the NASCAR® track, storylines are written quickly: underdog, fan favorite or future champion – but beyond the spotlight lies something deeper: the grind, the setbacks and the small victories that ultimately define a driver’s path.

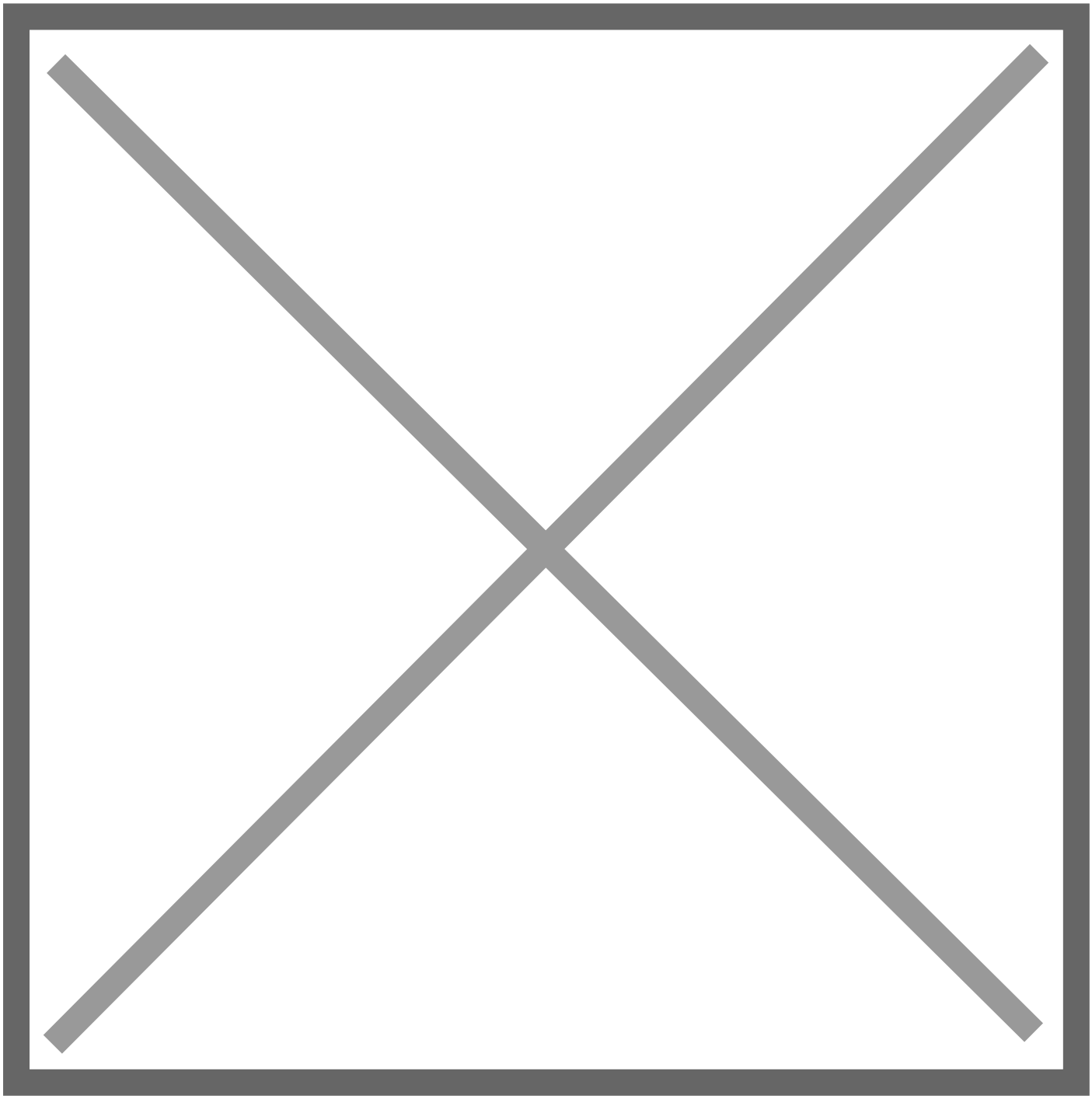
Through this campaign, Toyota spotlights the human side of racing while showcasing the tools and support it provides to help drivers take control of their own story. The campaign launched during the 2026 Daytona 500® and will continue throughout the NASCAR season.



The anthem spot, “Your Story,” debuted in February to kick off the racing season. The creative pulls back the curtain on the fast-moving world of NASCAR, showcasing the resilience and dedication required to compete at the highest level.

Developed for Toyota by Saatchi & Saatchi and directed by Brent Harris, the campaign focuses on the belief that behind every helmet is more than a label – it’s a journey shaped by hard work, determination and the constant pursuit of improvement.

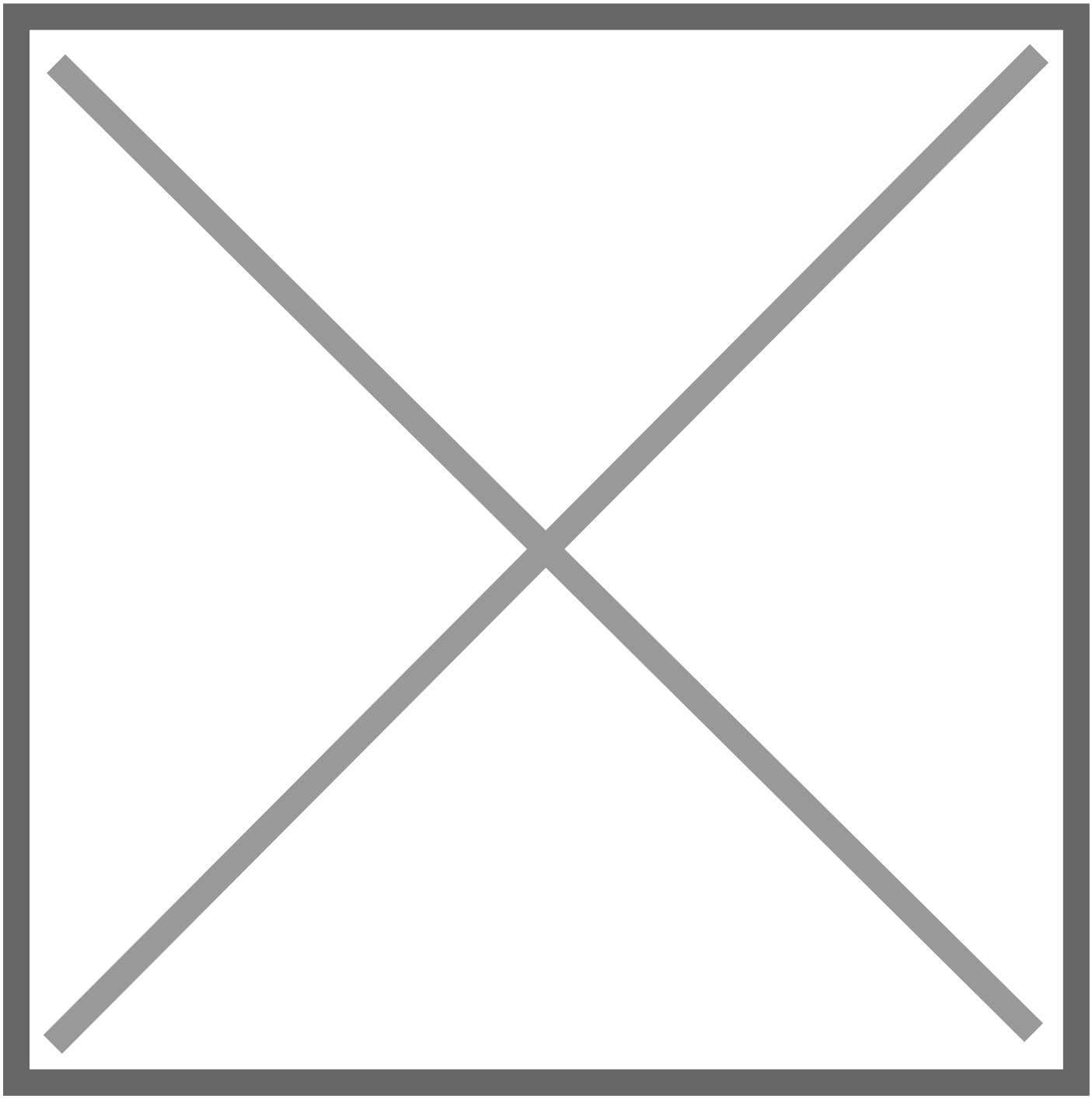
“Jade’s Story” spotlights driver Jade Avedisian, whose story reflects the determination required to rise through the ranks and compete against the very best. In her spot, viewers see the mindset that fuels her journey as she continues to push boundaries and help shape the future of racing for women.



“I’m proud to be part of a campaign that shows what really goes into becoming a driver,” said Jade Avedisian. “Toyota has supported me every step of the way – not just with the cars, but with the training, mentorship and resources that help me keep improving and writing my own story.”

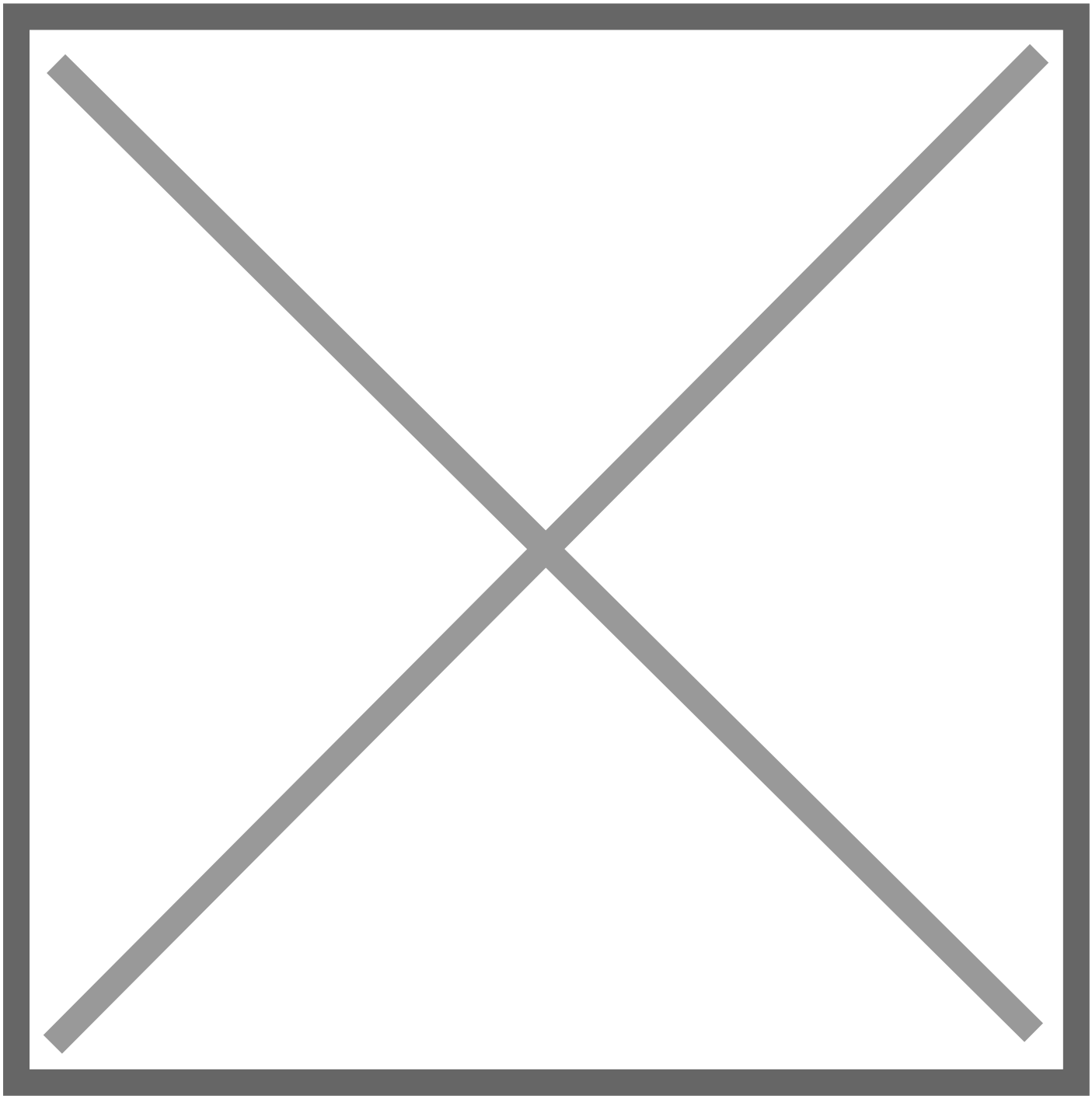
As the season progresses, additional Team Toyota driver stories will be revealed in upcoming media placements, each highlighting the unique paths, challenges and motivations that drive them forward.

“At Toyota, racing is about more than the finish line – it’s about the experiences, challenges and growth that shape each driver along the way,” said Paul Doleshal, general manager, Toyota Motorsports North America. “This campaign reflects how we invest in our drivers at every stage, equipping them with the support and resources they need to keep improving and defining their own path.”



A key focus of the campaign is Toyota’s long-standing commitment to driver development. Through resources like the Toyota Performance Center (TPC), drivers gain access to advanced training, performance insights and mentorship designed to strengthen both their skills and confidence.

This approach mirrors Toyota’s broader racing philosophy — using competition to push innovation, build stronger teams and cultivate talent for the long term.



The campaign, titled “Your Race. Your Story,” debuted in February and new creative will debut throughout the NASCAR® season, culminating with the 2026 November playoffs.

The live spots can be viewed here.