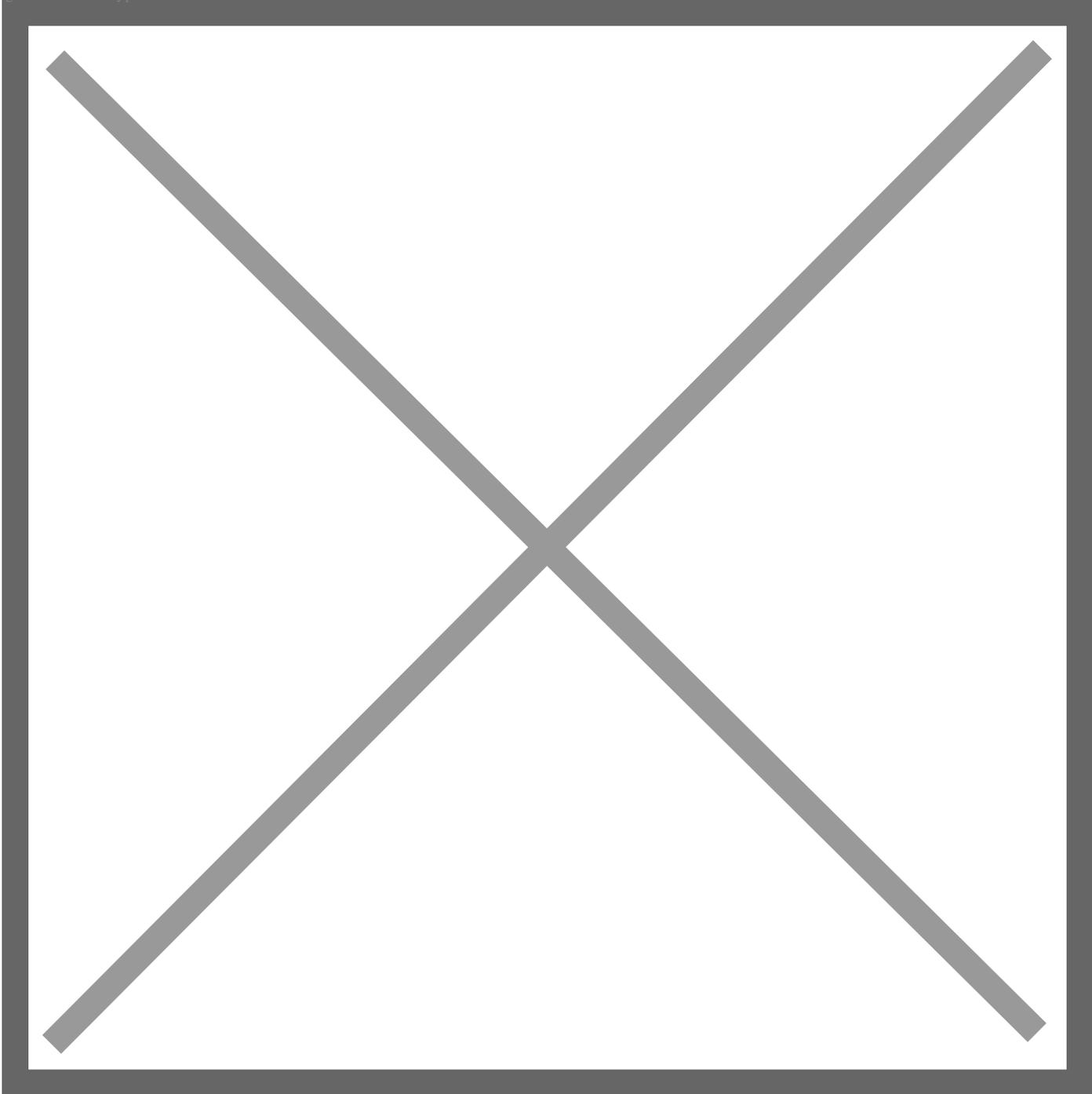


# Toyota Teams Up with Tristar Pictures' Upcoming Family Comedy, "The Breadwinner," Starring Nate Bargatze

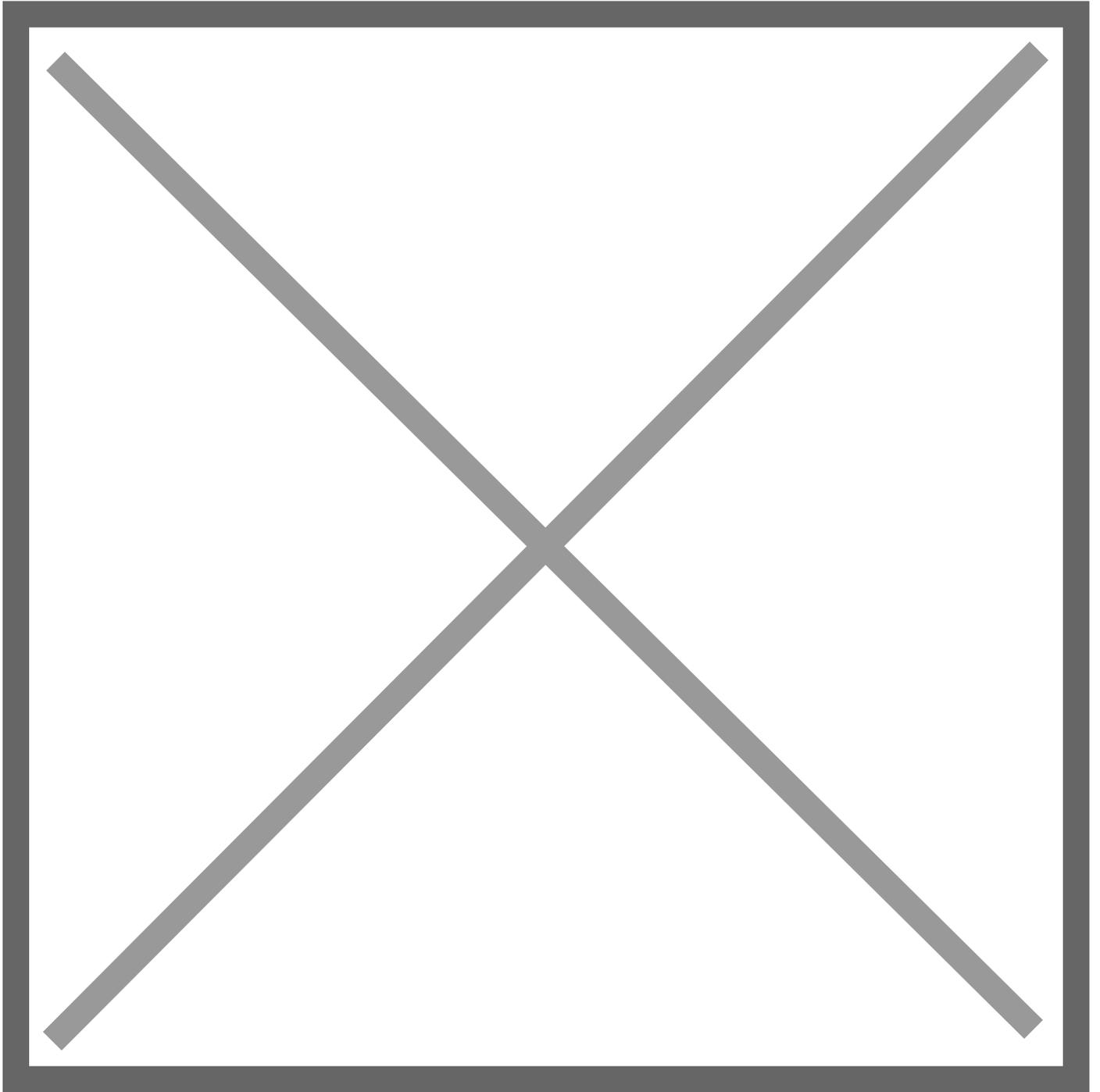
April 01, 2026

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This spring, Toyota is bringing heart, humor and everyday relatability to the big screen through a promotional collaboration with TriStar Pictures' new family comedy, *The Breadwinner* starring record-shattering comedian in his first feature film, Nate Bargatze and arriving in theaters May 29, 2026.

With the Toyota Sienna at the center, and integrations across the Tacoma, Land Cruiser and Camry, the collaboration celebrates modern family dynamics, shared responsibilities and moments that bring people together.



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*The Breadwinner* stars Nate Bargatze as salesman Nate Wilcox and Mandy Moore as his wife, Katie. To Nate and their three children, Katie is the ultimate mom – she manages their comically chaotic household with equal parts efficiency and love, and everything runs perfectly.

But when Katie’s household invention leads to a once-in-a-lifetime deal on Shark Tank and takes her on a prolonged business trip, Nate has to figure out how to keep the house from (literally) falling apart. He and his

kids soon learn that while he may not do it like mom, he can figure out how to do it his way. Welcome to the dad era.

Toyota will debut two co-branded spots, “He Gets People” and “He Knows Cups,” grounded in real-life moments and inspired by the film’s comedic tone.

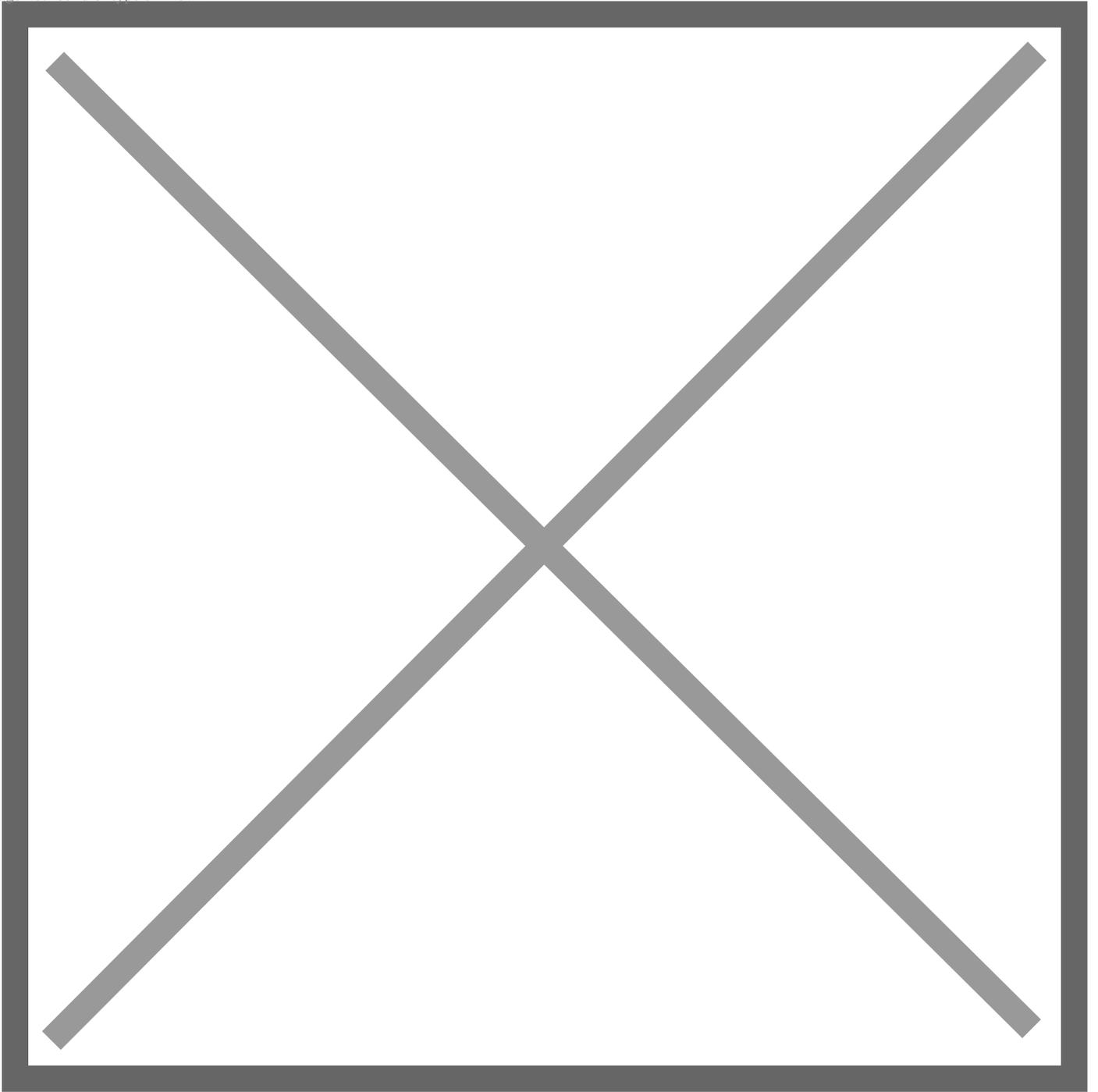
In “He Gets People,” audiences follow a family who found a moment of genuine connection with Nate when they visit a Toyota dealership to buy a vehicle and leave with three – a RAV4 GR SPORT, Grand Highlander, and Sienna.

In a social-first spot “He Knows Cups,” a hockey mom finds hydration help for her whole family thanks to the Toyota Sienna’s 18 cupholders and Nate’s excellent salesmanship. “He Gets People” and “He Knows Cups” were both created by Saatchi & Saatchi and directed by [Speck & Gordon](#) at Furlined.

Together, the spots highlight Toyota’s role in everyday family life – from carpools and chaos to connection and laughter – reinforcing the brand’s belief that while roles may change, showing up for one another is what matters most.

“In collaboration with TriStar Pictures’ *The Breadwinner*, Toyota invites audiences to see themselves in a story about family, balance and showing up for one another,” said Dedra DeLilli, vice president, marketing communications, Toyota Motor North America. “With the Toyota Sienna at the center, the film reflects how our vehicles are built for the real moments bringing people together.”

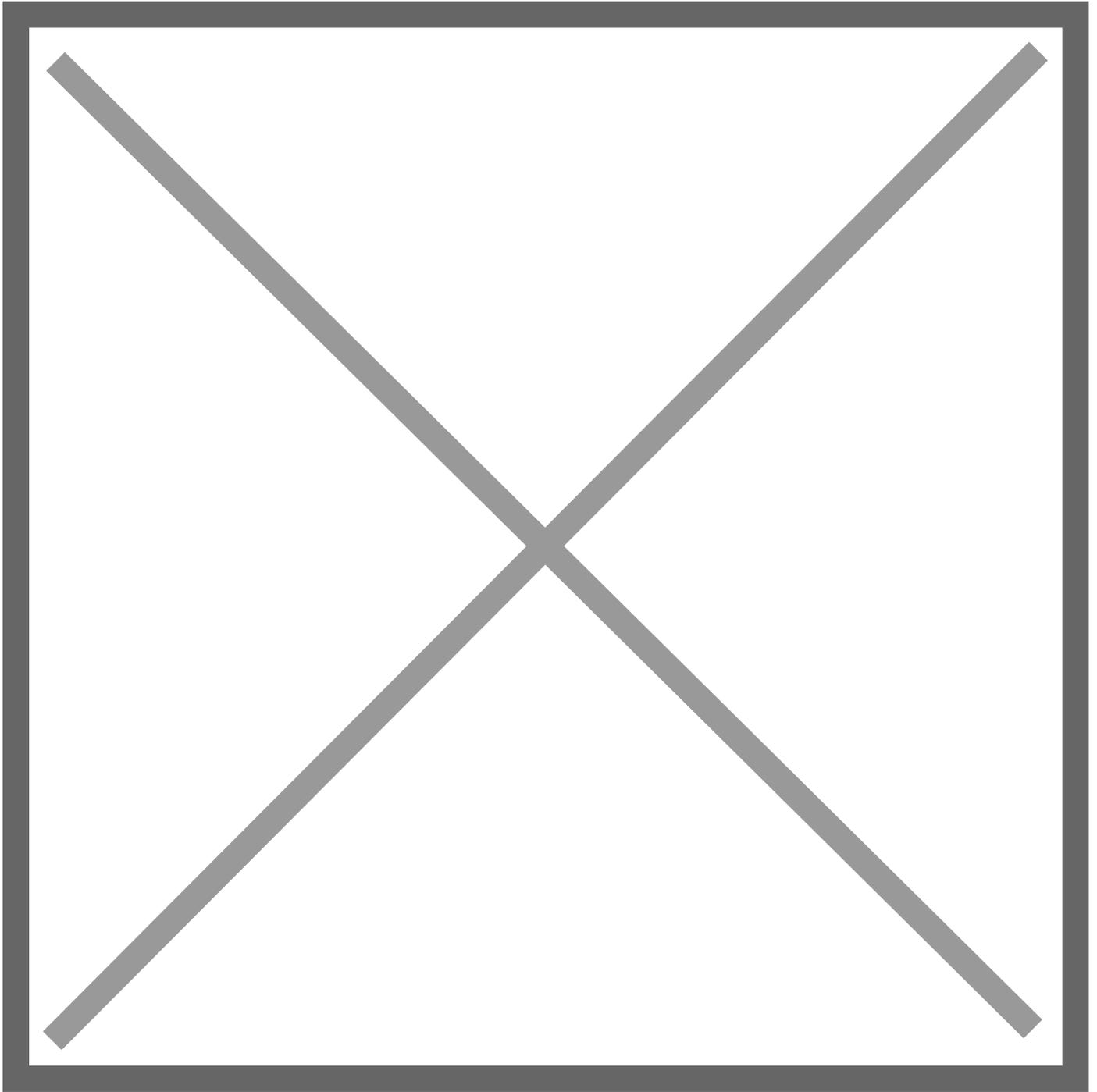
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Within the film, Toyota plays an integral role in Nate's world. A proud employee of a fictional Toyota dealership, Nate is driven to be the best on the sales floor while learning how to be present at home.

The Wilcox family relies on their Toyota Sienna throughout pivotal moments, from school drop-offs to family errands, while additional Toyota models – including Land Cruiser, Tundra, RAV4 and Camry – appear across the fictional dealership and throughout the film.

“Both Toyota’s seamless integration into the film as well as their excellently crafted spots amplify the central theme of the film and embody the dependability families need through every stage of life,” Jeffrey Godsick, EVP, Brand Strategy & Partnerships, Sony Pictures Entertainment.



The integrated campaign will roll out across a mix of paid and owned channels, supporting the film’s release and bringing the collaboration to life through custom content and storytelling that underscores Toyota’s human-centric approach. Running April 1-June 15, programming highlights and digital content partnership include Disney, HBO Max, Hulu, Netflix, Roku, Tubi, YouTube. Paid Social will run on Meta and Snapchat.

*The Breadwinner* arrives exclusively in theatres nationwide on Friday, May 29, 2026. For images and credits, click [here](#).