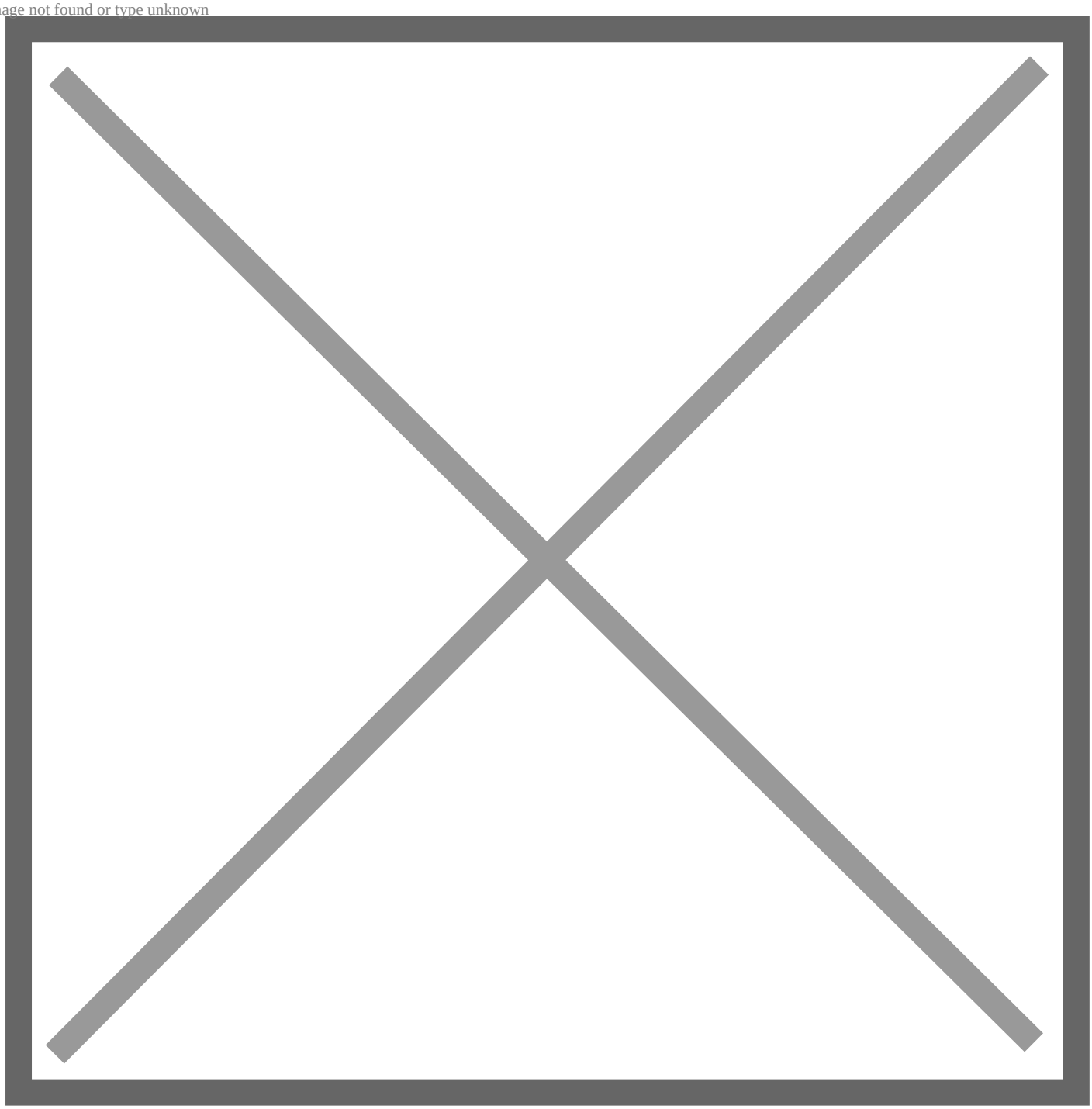
Toyota Earth Cross 1 Powers Alyssa Carson’s Cross-Country Journey in “Driven to Explore”

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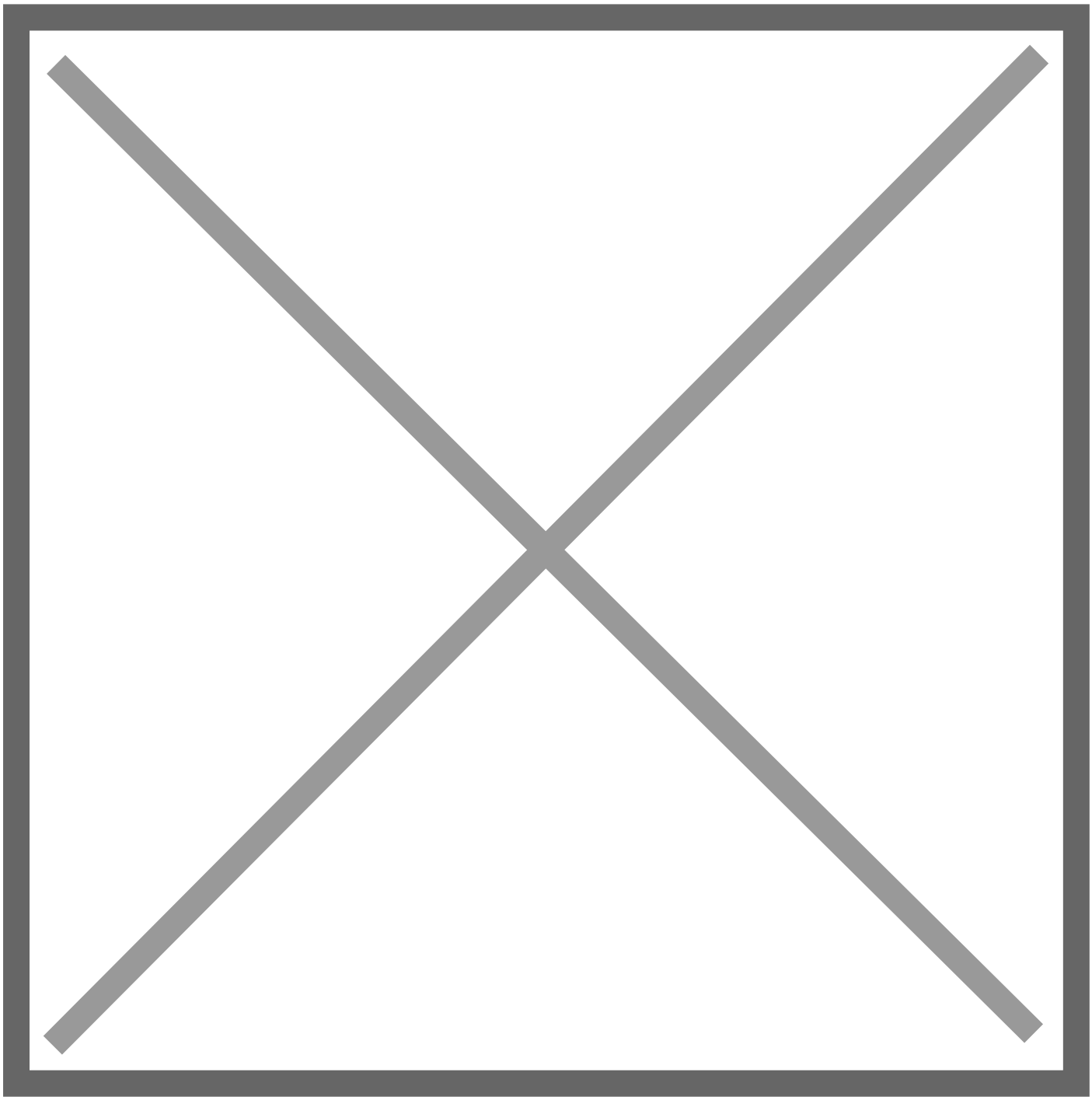
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Toyota helped bring a new exploration story to life through its support of “Driven to Explore,” a feature documentary following astrobiologist and aspiring astronaut Alyssa Carson on a 10-day, 3,000-mile journey across the United States. Timed to NASA’s Artemis II mission, the first crewed lunar mission in more than 50 years, the project captures a parallel mission on Earth highlighting the people and perspectives shaping the future of space exploration. “Driven to Explore” is expected to be completed by Spring 2027.

Beginning in Cape Canaveral, Florida and concluding in San Diego, California in time for splashdown, the documentary will capture stories in real time as Carson travels cross-country meeting women across science, engineering and aerospace. Many of those featured are contributing to missions like Artemis II, offering a closer look at the individuals behind this pivotal moment in spaceflight.

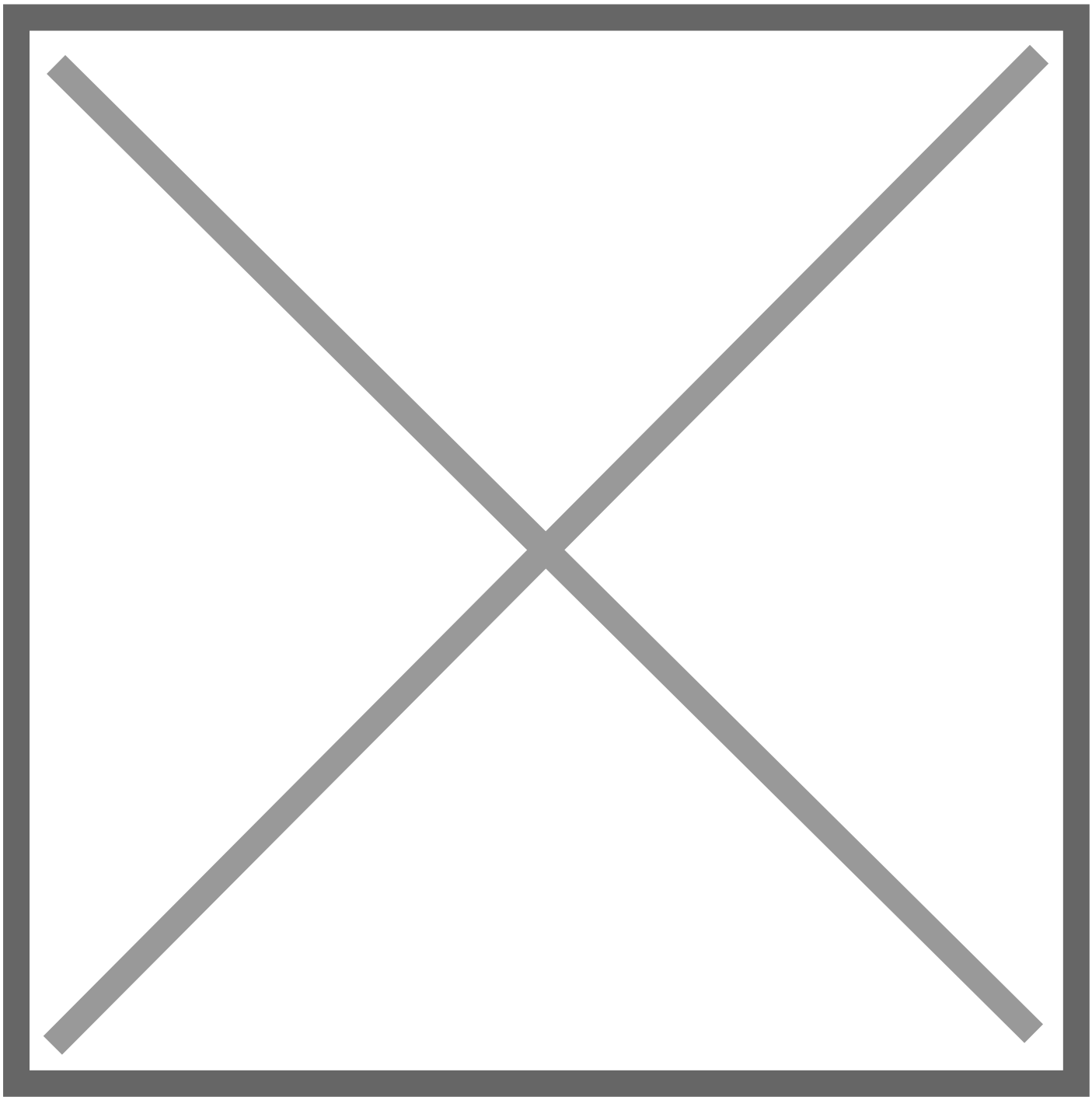
Toyota’s involvement in “Driven to Explore” reflected a broader commitment to supporting those who pursue non-traditional paths and expanding access to opportunities across STEM (Science, Technology, Engineering, Mathematics). Through the collaboration, the project will bring visibility to the next generation of explorers – both in space and here on Earth.



At the center of the journey was the Earth Cross 1, a Toyota Corolla Cross that served as Carson’s home base throughout the trip. Built to support long-distance travel and constant movement, the vehicle enabled the team to manage the demands of a fast-paced, multi-day production while staying focused on storytelling.

“Driving across the country in the Earth Cross 1 really made it feel like we were on our own mission,” Carson said. “We had our vehicle, loaded it with everything we needed, and set off—it became our vessel, allowing us to focus on telling these stories and connecting with incredible women along the way.”

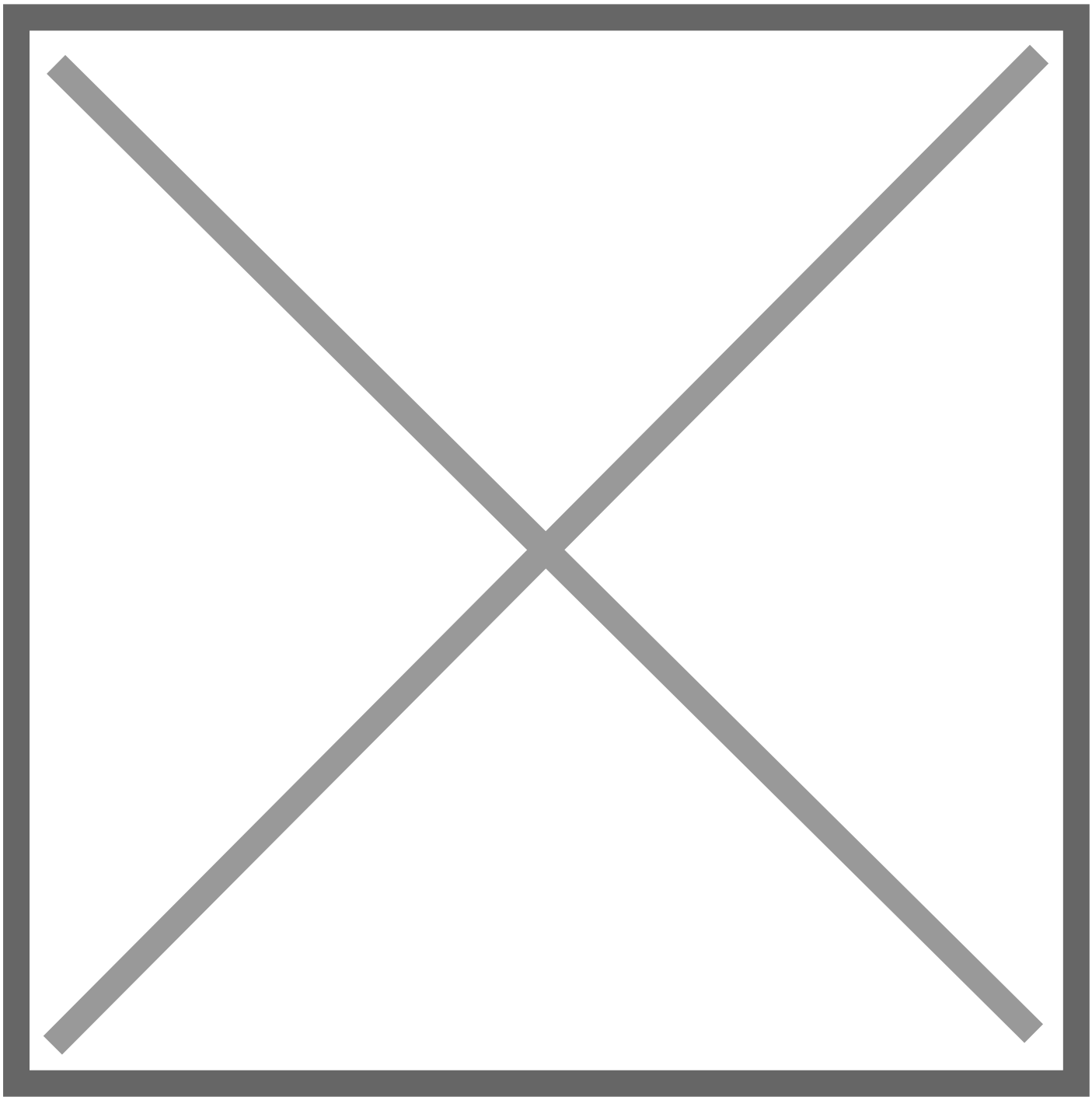
Over the course of the journey, the Earth Cross 1 became more than transportation. It functioned as a mobile command center supporting everything from equipment storage and interviews to day-to-day travel across multiple states. As captured in the behind-the-scenes video “Sometimes Car,” the vehicle became whatever the mission needed it to be – at times as an observatory, diner, newsroom and even a “payload bay” for the tools and technology powering the mission. With a tight timeline and thousands of miles to cover, the vehicle provided the flexibility and dependability needed to keep the mission moving forward.



“At Toyota, we’re on a mission to help drivers pursue non-traditional ambitions and we’re inspired by the stories of how people like Alyssa use their Toyota vehicles to do it,” said Nick Miller, senior manager of Toyota Vehicle Marketing and Communities. “On her cross-country mission, Alyssa is turning her Toyota Corolla Cross, known as Earth Cross 1, into a mobile command center – powering her journey and connecting her with the women trailblazing the next era of space.”

Carson’s journey was rooted in a lifelong passion for space and growing focus on STEM communication. While she continues working toward her goal of one day traveling to Mars, the documentary will highlight her efforts to connect with the next generation and make careers a space more accessible.

“I hope that people really see the impact space exploration can have on all of us as humanity,” Carson said. “When humans first went to the moon, women were not allowed to join the astronaut corps and now we have a woman flying to the moon while showcasing the many women who helped make that mission possible.”



By pairing a cross-country journey with defining moment in space exploration, “Driven to Explore” will underscore a shared idea: exploration is not limited to one destination. With Toyota helping power the experience, Carson’s mission demonstrated how mobility can support discovery, amplify voices and help make what’s next feel within reach.