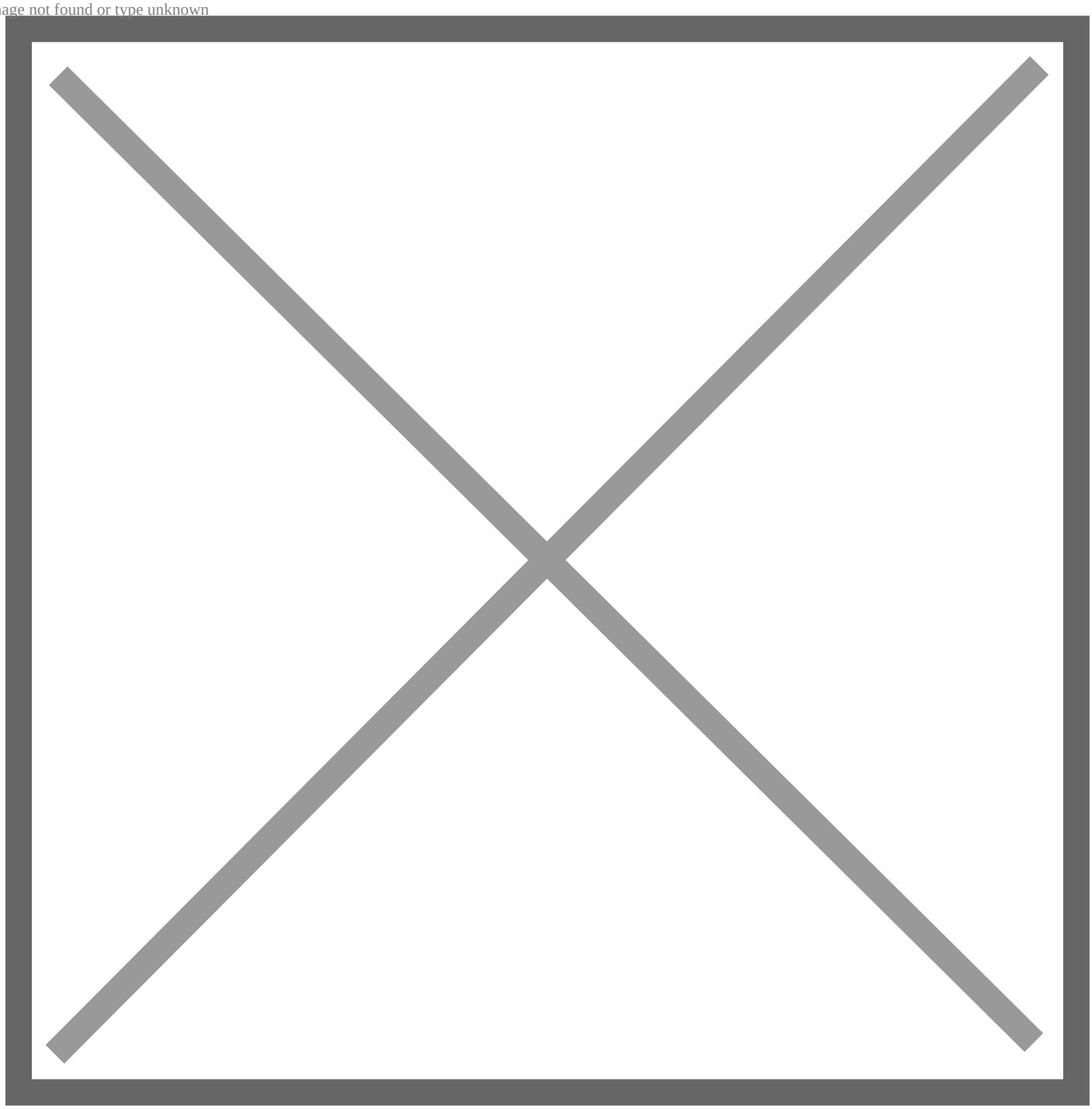
Sung Kang’s Toyota Story Comes Full Circle at Bay Area FuelFest

May 29, 2026

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- Actor and car enthusiast Sung Kang reflects on his lifelong connection to Toyota and the community that shaped his passion for drifting.
- Fans at Bay Area FuelFest get an up-close look at “Lola,” the iconic Toyota AE86 featured in Kang’s upcoming film, “DRIFTER.”
- Toyota also premieres a 2027 GR86 on display, offering enthusiasts a preview of its updated exterior and interior treatments, with more details to come.

For actor, director and car enthusiast Sung Kang, car culture has never been just about horsepower.

It’s about people.

Long before he became known through one of Hollywood’s most recognizable car franchises, Kang’s connection to Toyota was already taking shape. Family rides in Camrys and a Toyota Tercel that carried him through college eventually sparked a deeper appreciation for car culture and led him to the world of Japanese Domestic Market (JDM) vehicles and drifting.

That same enthusiast spirit drives Toyota’s GAZOO Racing team, which continues to refine the GR lineup year after year with input shaped by motorsports, track testing and the people who live and breathe performance.

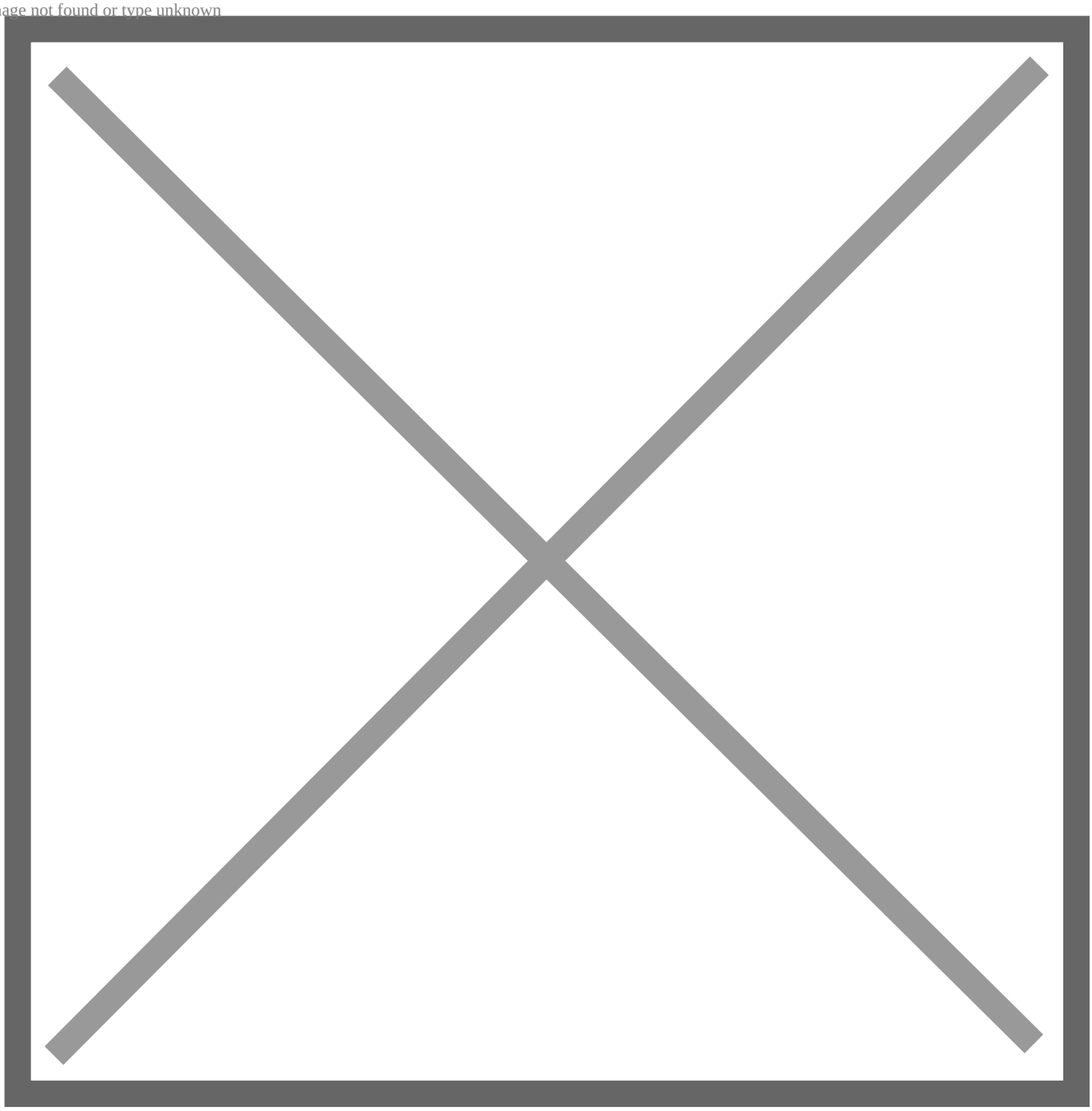
At Bay Area FuelFest on May 30, Kang is set to bring that passion full circle.

Fans at the event will be able to meet Kang and get an up-close look at “Lola,” the iconic Toyota AE86 featured in his upcoming film, “DRIFTER,” a project deeply rooted in the same enthusiast community that helped shape his automotive journey.

For Kang, Toyota has always felt personal.

“Toyota has been a part of life since high school,” he said, recalling the family Tercel that eventually became his own while attending college.

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“Lots of memories in Camrys,” Kang said. “Families bought Camrys and Corollas because they were reliable.”

While Toyotas were already part of everyday life, Kang grew up in Georgia surrounded by American muscle cars. Japanese performance culture came later, and what drew him in wasn’t just the machinery, but the people behind it.

“When you go to a drift event, it always felt like a family picnic,” Kang said. “It’s about the passion behind motorsport and community.”

For many enthusiasts, Toyota sits at the heart of that story. Vehicles like the Toyota AE86 helped lay the foundation for drifting culture, earning legendary status thanks to their lightweight dynamics, approachable nature and enduring enthusiast appeal. For Kang, there's a certain poetry in the fact that the AE86 became the hero car in "DRIFTER."

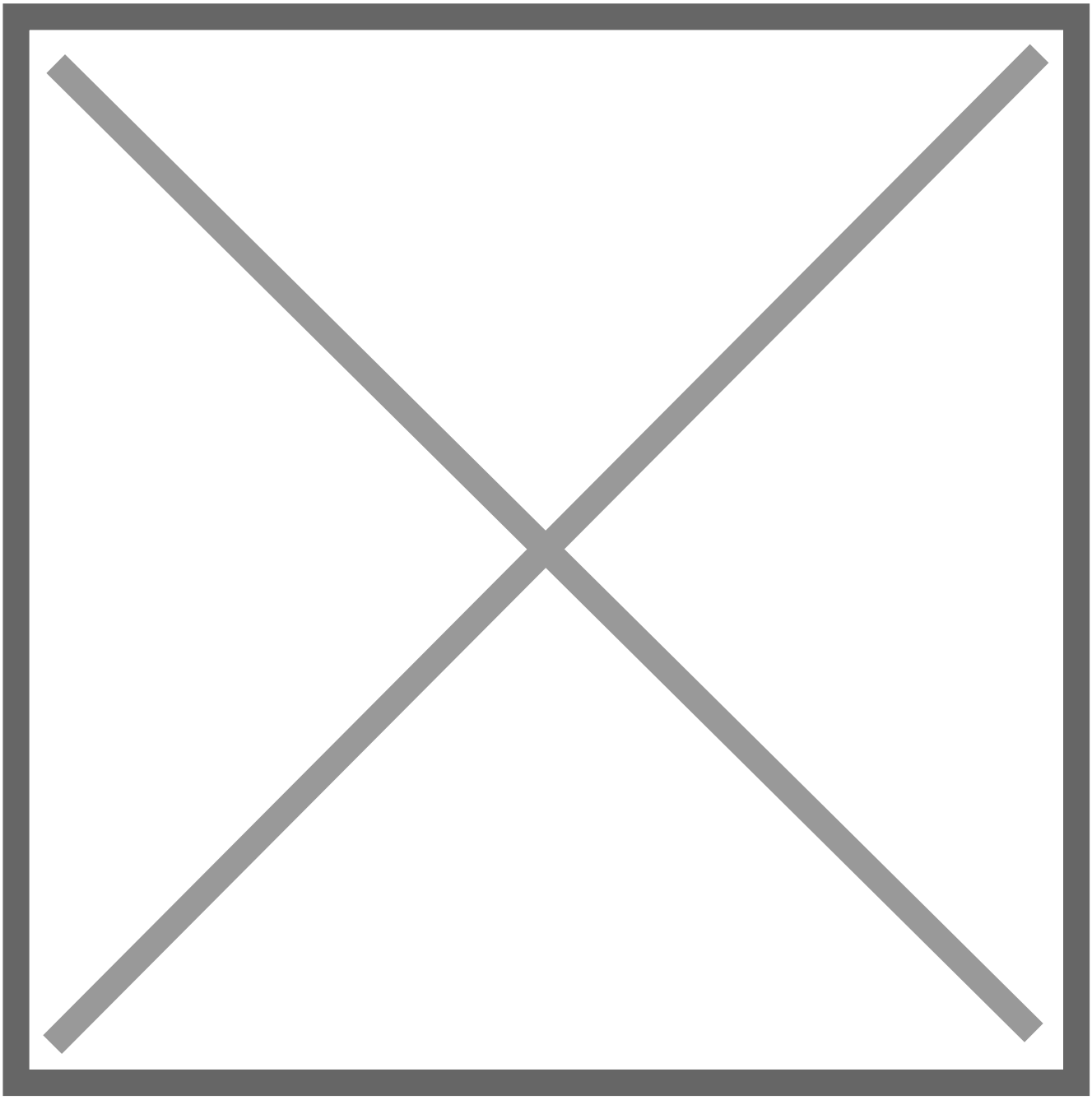
"It never feels forced," he said of his connection to Toyota. "It feels organic and meant to be."

That connection between Toyota's enthusiast roots and modern performance will also be on display at FuelFest. Alongside Lola, Toyota is set to premiere a 2027 GR86, giving attendees an early look at the model and with more details on its updated exterior and interior treatments to come.

"With our performance lineup of GR products being niche, we're meeting enthusiasts where they are, through motorsports and grassroots events," said Dedra DeLilli, vice president, Toyota Marketing, Toyota Motor North America. "Our obsession with ever-better vehicles led us to partner with enthusiasts who share that same passion. Sung was one of those enthusiasts at the top of the list, with his passion for cultivating and welcoming car culture."

That welcoming spirit is what Kang said kept him coming back.

JDM culture, he said, has long carried an underdog mentality in the broader American car scene, and with that comes empathy.



“The people that are the pioneers of the community know what it feels like being on the outside,” Kang said. “But I always felt welcome at JDM and drift events. Even if I didn’t have a car, people were willing to educate or teach.”

It’s also why FuelFest is a natural fit.

To Kang, FuelFest is more than a car show. It’s a gathering place for families, enthusiasts and multiple generations connected by a shared passion.

“One word is family,” he said. “It’s a car meetup for families that want to spend the day with like-minded folks.”

That sense of connection helped inspire “DRIFTER,” a film Kang wrote, directed, produced and stars in after yearning for opportunities to tell stories with greater emotional depth. While cars and drifting provide the backdrop, Kang said the film is ultimately about purpose, perseverance and finding a community that helps dreams take shape.

“When people watch the movie, I hope they find that passion that wakes them up in the morning,” he said. “And that they find the community that supports those dreams.”

FuelFest attendees will experience some of that passion firsthand, from meeting Kang and seeing Lola in person to connecting with the broader enthusiast community that helped shape his story.

So, which Toyota would Kang choose if he could have just one to drive forever?

Not a sports car.

Not a drift build.

The answer, he said, is simple: the Toyota Sienna.

“It’s like chicken soup for the car soul,” Kang said. “It calms me down when I get in it.”