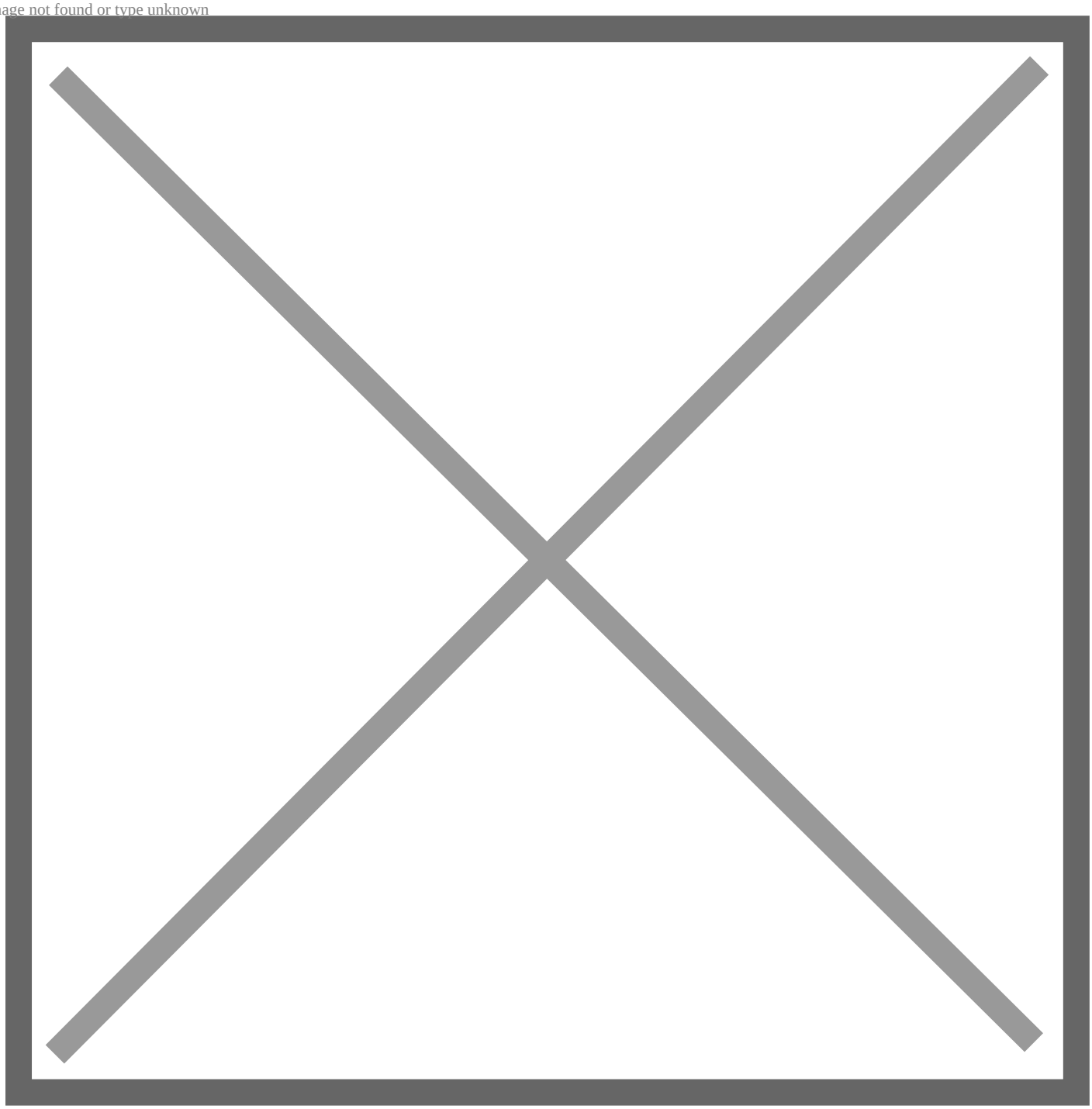
Toyota Celebrates Latino Fans’ Unwavering Passion with Soccer Campaign Rooted in Endurance

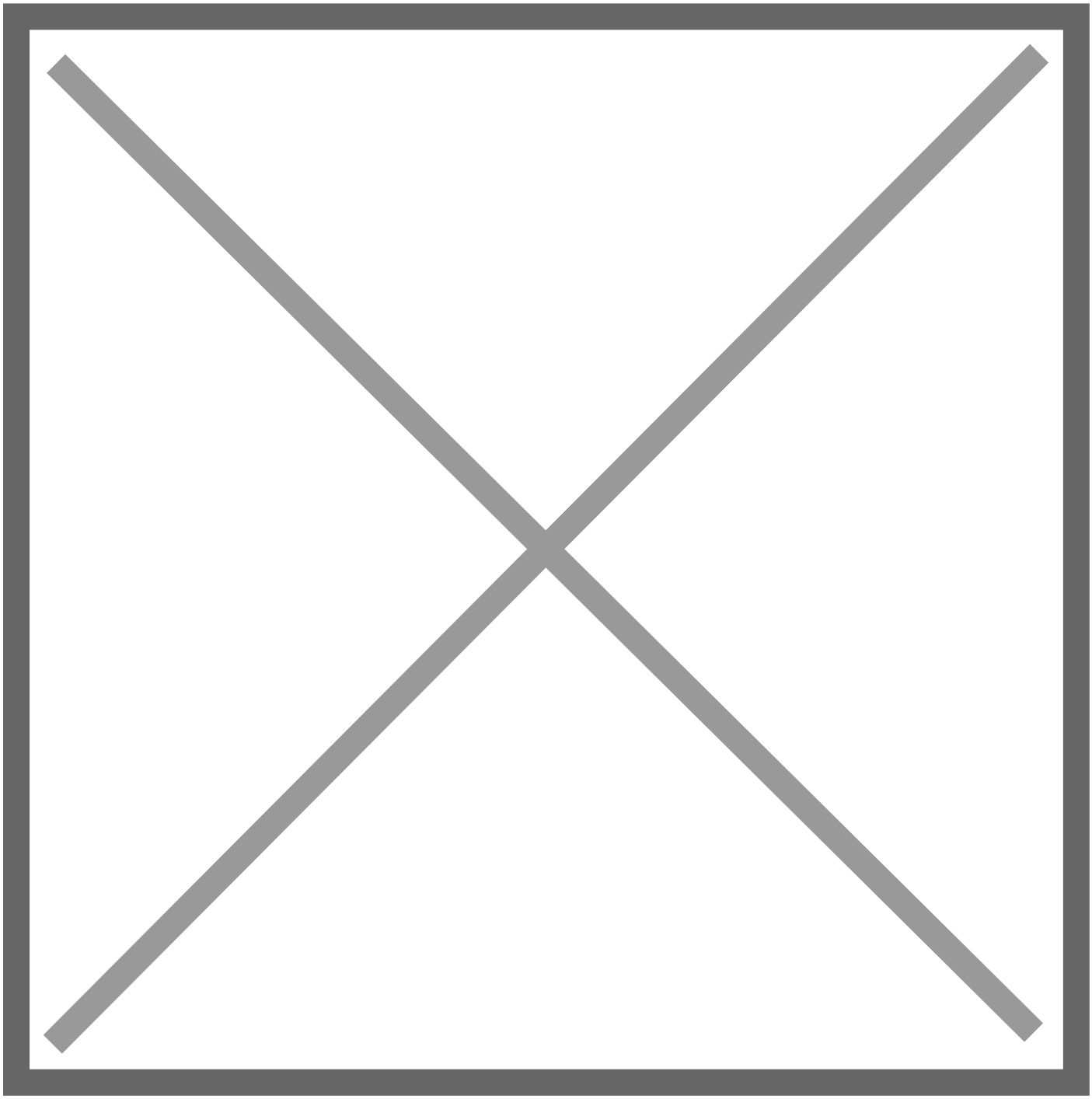
June 11, 2026

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PLANO, Texas (June 11, 2026) — This summer, Toyota is spotlighting the unwavering passion of Latino soccer fans with the launch of **"Endurance Is Our Game,"** a culturally driven campaign that celebrates belief, resilience, and the refusal to give up. Inspired by the insight that Latino *fútbol* fans stay committed through every high and low, the campaign draws a powerful parallel between that enduring spirit and Toyota trucks which are built to go the distance.

The dynamic campaign comes to life through linear, digital, and social creative that focuses on fans' unwavering spirit and the exceptional durability of Toyota trucks as they push through and endure because for Latinos giving up is never an option.



“Endurance is our Game” draws a powerful parallel between fans enduring spirit and the exceptional durability of Toyota trucks which are built to go the distance.

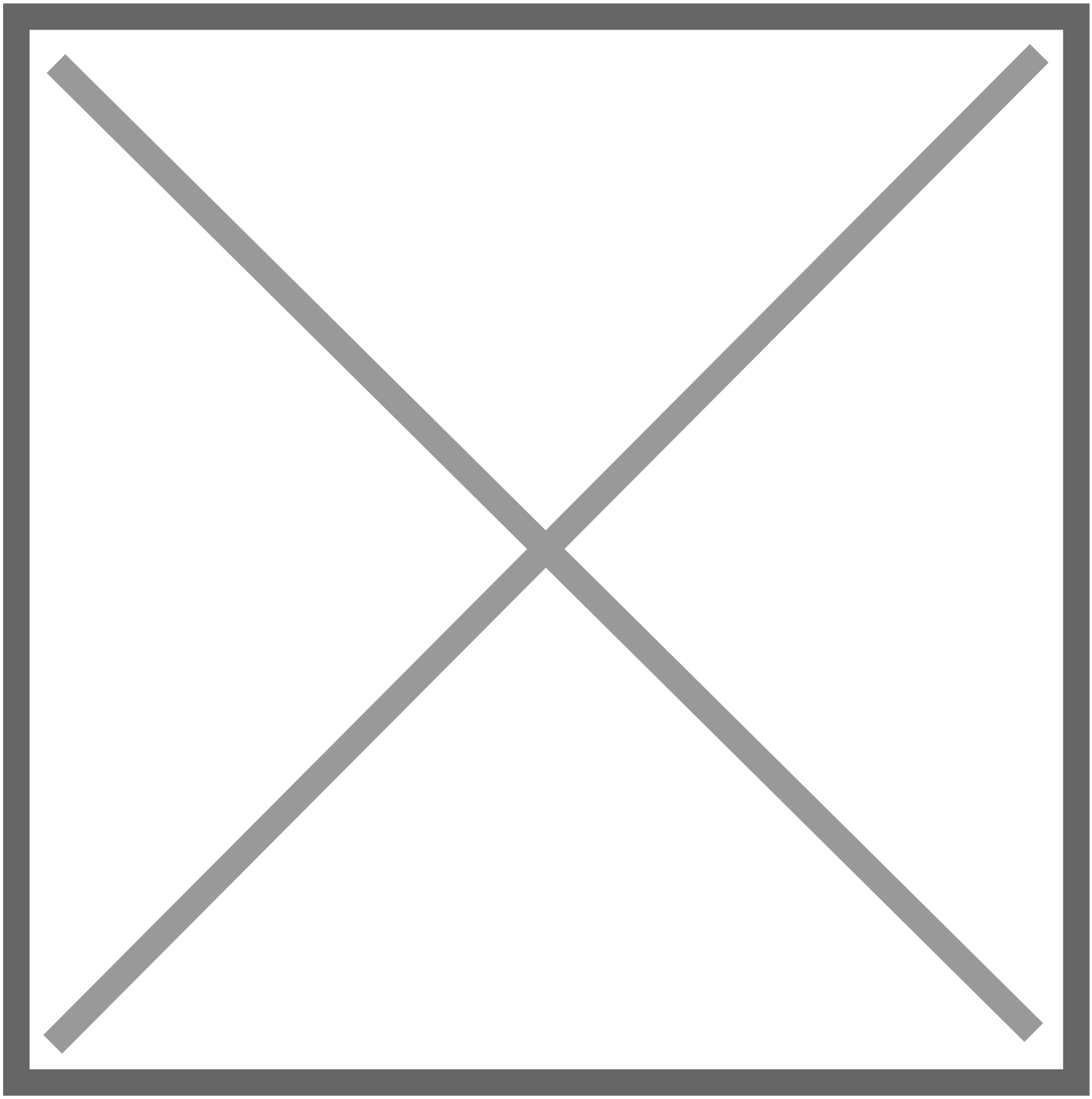
“For Latino soccer fans, endurance is measured not just by strength alone, but also by belief,” said Mike Tripp, group vice president, Toyota Marketing. “For more than a decade, Toyota has been part of soccer culture, building authentic connections with fans whose passion runs deep across generations. That same spirit is reflected in our trucks, built to go the distance and never quit.”

The centerpiece of the creative is “Tear Storm,” a cinematic :30-second spot that follows a group of friends driving through a downpour in their Toyota truck while singing a new arrangement of Cielito Lindo with custom lyrics. The storm serves as a metaphor for the ‘llorones’ – the sideline soccer complainers – because tears are inevitable, though the reasons vary. Rain or shine, fans will go the distance, in their Toyota trucks, because quitting is not an option. The campaign extends to social featuring actor and singer Anthony Ramos, playing a weatherman forecasting an oncoming “tear storm,” in addition to participating in a series of high-energy soccer chants.

The campaign will come to life for soccer enthusiasts of all ages at the Toyota Fútbol Club (Toyota FC), an experiential space designed to transform the campaign into a vibrant celebration of futbolismo. Toyota is hosting two events:

- Houston, Texas – June 27 and 28 at Toros HTX
- Miami, Florida – July 11 and 12 at Stadio Soccer

The TFC will feature music, art, a streetwear boutique, 3v3 tournaments, and Toyota trucks, creating a space where fans with *aguante* can weather the storm together.



In “Endurance is our Game”, viewers see that, rain or shine, fans go the distance, in their Toyota trucks because quitting is not an option.

Toyota’s connection to soccer is more than a moment. For more than a decade, Toyota has invested in the sport and its culture, supporting *fútbol* as a way of life and a powerful connector across generations. Toyota’s sustained presence in the sport reinforces its authentic bond with fans, not as spectators, but as a brand that has shown up consistently in support of the culture and the game.

To learn more about the campaign and Toyota FC event information, follow @ToyotaLatino and visit **www.toyota.com/espanol/trucks/aguante**. #vayamosjuntos