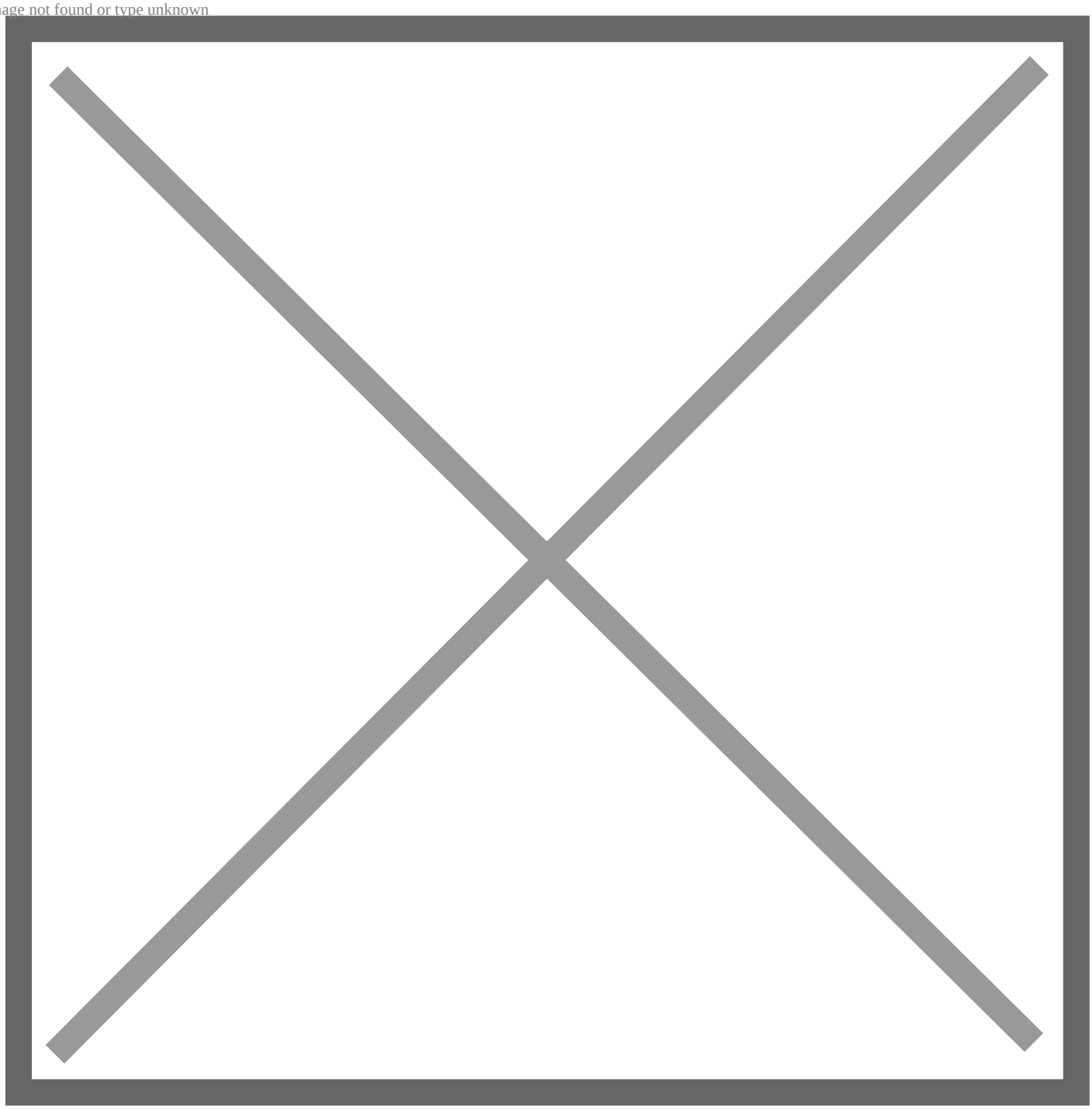
Toyota and onX Expand Partnership to Advance Trail Access, Stewardship and Outdoor Exploration

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PLANO, Texas (July 7, 2026) – Toyota and onX, the nation's leading outdoor digital navigation platform, today announced an expansion of their partnership to empower more people to confidently access and enjoy the outdoors while supporting responsible recreation and trail stewardship.

Rooted in the shared belief of *more adventure for all*, year two's partnership combines Toyota's capable trucks with onX's industry-leading navigation technology to help outdoor enthusiasts discover new places, plan their journeys and navigate with confidence. Together, Toyota and onX are making it easier than ever to get outside and explore.

As part of the expanded partnership, eligible owners of select 2026 Toyota Tundra, Tacoma, 4Runner, Sequoia and Land Cruiser models will receive six months of complimentary onX Elite access – empowering exploration from the start of their ownership experience. Toyota and onX are also launching the Trail Creators Program, a community of outdoor enthusiasts and storytellers who will inspire responsible recreation through content and education, while expanding their Trail Revival Project across the country to help preserve access to public lands for future generations.

"Toyota and onX share a passion for helping people explore the outdoors with confidence while preserving the places that make those adventures possible," said Owen Peacock, General Manager, Vehicle Marketing & Communities at Toyota Motor North America. "Whether helping drivers discover new trails, navigate remote destinations, or support stewardship of our public lands, this partnership is about empowering more people to create memorable outdoor experiences and venture farther with confidence."

The complimentary Elite membership gives owners access to detailed trail information, land ownership data, hunting maps, fishing access points and backcountry routes across the United States. Additionally, newly added features to onX Offroad will allow users to report trails in need of restoration. Users can also download maps before leaving cellular service, allowing them to navigate confidently even when venturing off-grid. Membership benefits span the onX ecosystem, including onX Offroad, onX Hunt, onX Backcountry, TroutRoutes Pro and onX Fish.

The Trail Creators Program will bring together a community of outdoor enthusiasts, storytellers and advocates who will showcase responsible recreation practices and inspire others to discover new outdoor experiences. Through content creation, education and community engagement, participants will demonstrate how technology and stewardship can work together to enhance outdoor exploration.

Beyond helping people access the outdoors, Toyota and onX remain committed to protecting the places that make those experiences possible. Through the Trail Revival Project, the brands are investing in trail maintenance, restoration projects and sustainable recreation efforts that help preserve access to public lands for future generations. Future initiatives will focus on maintaining and enhancing trail systems, preserving natural resources and creating meaningful volunteer opportunities for local communities and outdoor enthusiasts.

"At onX, we believe the future of outdoor recreation depends on more than helping people find incredible places—it depends on ensuring those places remain accessible for generations to come," said Andrew Willard, General Manager of onX Offroad. "Expanding our partnership with Toyota allows us to combine industry-leading navigation technology with meaningful stewardship, giving more people the confidence to explore while empowering them to be active caretakers of the trails and public lands we all depend on. Together, we're building a stronger outdoor community where exploration and conservation go hand in hand."

Additional information about the partnership can be found at https://www.onxmaps.com/toyota.