

Toyota Premieres Powerful First Olympic and Paralympic Television Commercial as it Transitions from an Automobile to Mobility Company

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PLANO, Texas, Nov. 16, 2017—Toyota’s television commercial [“Mobility For All”](#) will air for the first time on television in the U.S. tonight on NBCSN during the Winter Olympic Trials with an Olympic and Paralympic message that delivers hope and breaks new ground for Toyota as it evolves from an automobile company to mobility company.

Created as part of the company’s eight-year global sponsorship of The Olympic and Paralympic Games and as the first-ever Mobility Partner in the history of The Olympic Partner (TOP) Programme to sponsor the mobility category, “Mobility For All” leads Toyota’s first global campaign, “Start Your Impossible.”

The campaign is a reflection of the company’s transition to a mobility company. As the anthem to inspire and enable the pursuit of all things impossible through movement, “Mobility For All” highlights mobility stories of Olympic and Paralympic athletes and other individuals (ages 1 to 100) in every stage of life. The 60-second spot also introduces transportation solutions, next-generation mobility, and advanced technologies researched and developed by Toyota.

A group of 16 distinguished athletes taking part in “Mobility For All” includes: Tatyana McFadden, the world’s leading wheelchair racer, who has won 17 Paralympic medals across five Games for the USA; Brad Snyder, American Paralympic swimmer, former captain of the U.S. Naval Academy swim team and three-time gold medalist at the Paralympic Games Rio 2016; and Rami Anis, a swimmer from Syria, part of the Refugee Olympic Team at the Olympic Games Rio 2016.

While the ad is the first spot to debut, Toyota will roll out nine additional commercials globally through The Olympic and Paralympic Winter Games in 2018. Each commercial will feature inspirational stories and Toyota’s range of mobility products, a mix of conceptual inventions used for research and development purposes, as well as products that Toyota has committed to deliver to the market.

Toyota’s new website, [MobilityForAll.com](#) (to be rolled out in phases), was built in consultation with the National Center for Accessible Media. The site was designed to be accessible for users with various impairments. Whether set to default, visually impaired, hearing impaired, mobility impaired or cognitively impaired, all coding and design features work to make the experience equally enjoyable for all users.

Launching in addition to the new broadcast campaign are “Start Your Impossible” digital and social amplifications including:

- **Relay Your Challenge:** With the belief that achieving the impossible begins by setting goals and declaring them aloud, Toyota encourages consumers and its team members to share their ‘impossible statement’ and relay it forward so that people worldwide can participate and challenge themselves. Visit [RelayYourChallenge.com](#).
- **Impossible Stories:** These are inspiring in-depth long form videos of 10 impossible challengers in 10 countries, three of which are available at launch. The documentaries convey a deeper understanding of Toyota’s vision for the future through the challengers’ stories of starting their own “impossible.”

“I can’t think of any better stage to announce our evolution as The Human Movement Company than the pinnacle of human movement, The Olympic and Paralympic Games,” said Jack Hollis, group vice president and general manager, Toyota Motor North America. “At Toyota, we believe that movement is a human right. With the ‘Start Your Impossible’ campaign, we aim to inspire people and as a company, aspire to solve challenges and create solutions to mobility barriers that limit human potential.”

“The campaign, was born out of an unprecedented move by Toyota and our long-standing agency partners at Saatchi & Saatchi (Los Angeles and Dallas) and Dentsu (Tokyo) that broke down agency walls to collaborate as one integrated team,” said Hollis.”

To view and learn more about Toyota and the “Start Your Impossible” campaign, please visit MobilityForAll.com.