

Toyota Expands Partnership With U.S. Ski & Snowboard Teams Ahead of Olympic Winter Games PyeongChang 2018

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PARK CITY, Utah (June 20, 2017) – U.S. Ski & Snowboard has named Toyota as the official automotive and mobility partner of the U.S. Ski & Snowboard Teams, bringing the world’s top automaker together with America’s best winter athletes to achieve success at the upcoming Olympic Winter Games and beyond.

Toyota’s partnership with U.S. Ski & Snowboard began last season as it stepped in as the title sponsor of the U.S. Grand Prix, one of U.S. Ski & Snowboard’s premiere event properties and the official Olympic qualification series for snowboarding and freeskiing.

With the expanded partnership, Toyota will now have a presence across multiple U.S. Ski & Snowboard events, including the U.S. Alpine Championships and domestic World Cups across all sports. The company will also receive logo exposure on alpine, freestyle and cross country athlete uniforms.

“With a record number of digital impressions and TV viewers last season, U.S. Ski & Snowboard events continue to bring incredible value to our partners and are key in the promotion of our athlete and sports,” said Tiger Shaw, U.S. Ski & Snowboard president and CEO. “Through its expanded partnership, Toyota is demonstrating confidence in its ownership of the Toyota U.S. Grand Prix and a dedication to supporting all of our national teams. We are looking forward to continuing to add value to this relationship.”

Commitment to advanced mobility, innovation and a passion for the outdoors aligns Toyota with U.S. Ski & Snowboard’s organizational vision, and both parties are working together to grow the visibility of winter action sports. In the lead-up to the Olympic Winter Games in PyeongChang, Toyota will also support some of U.S. Ski & Snowboard’s top athletes, including U.S. Snowboard Team’s Chloe Kim and Hailey Langland, and U.S. Freeski Team’s Torin Yater-Wallace and Gus Kenworthy.

“Toyota’s first year as a partner of U.S. Ski & Snowboard was invaluable to us as a brand making its initial foray into the Olympic movement,” said Ed Laukes, group vice president, marketing, Toyota. “Adding the U.S. Ski Team to the mix for this season, especially heading into the Olympic Winter Games in PyeongChang, is very exciting.”

The 2017-18 Toyota U.S. Grand Prix schedule will be announced this week at U.S. Ski & Snowboard Partner Summit.