

Toyota Enters into Multi-Year Partnership with Texas Rangers

April 21, 2016

Arlington, Texas, April 21, 2016 — The Texas Rangers and Toyota today announced that the club and the automobile manufacturer have entered into a multi-year partnership. Under the agreement, Toyota becomes the Official Truck Sponsor of the Texas Rangers. The sponsorship will highlight Toyota's two Texas-built trucks, Tacoma and Tundra.

“The Rangers are thrilled to welcome Toyota to North Texas and the Rangers corporate partner family,” said Joe Januszewski, Texas Rangers executive vice president, Business Partnerships & Development. “We pride ourselves in working with best in class companies, and Toyota certainly represents excellence in the automotive industry.

“As the official truck of the Rangers, our fans will see Toyota's involvement in a wide variety of programs, from entitlement of the parking lots at Globe Life Park, to in-park promotions, to community initiatives. We look forward to partnering with Toyota for many years to come.”

The multi-year partnership extends through 2018 and also provides Toyota with branding and naming rights for 12 of the Rangers' parking lots adjacent to Globe Life Park in Arlington. A complete list of the Toyota-branded lots is included below. In addition, Toyota receives outfield wall, video board, home plate, and LED signage and becomes the exclusive sponsor of video replays at Globe Life Park in Arlington.

Toyota employees are also expected to have strong participation in the volunteer efforts of the Texas Rangers Baseball Foundation within the community.

“Toyota has always had a strong commitment to community,” said Ed Laukes, Toyota Motor Sales, U.S.A. “With the relocation of our headquarters to Plano, becoming the official truck sponsor of the Texas Rangers makes sense. We see this partnership as a great opportunity to further our relationship with fans and to cheer for our new home team. Let's play ball!”

“Toyota has long enjoyed being a community partner with several prestigious sports franchises throughout Texas,” said Brent Hillyer of Gulf States Toyota. “These partnerships reflect Toyota's dedication to being a part of the communities we work and live in.”

The Globe Life Park in Arlington Toyota-branding parking lots:

- Lot A — Camry
- Lot B — Tundra
- Lot C — Corolla
- Lot D — Tacoma
- Lot E — Avalon
- Lot F — Prius
- Lot G — Land Cruiser
- Lot J — Rav4

Lot K — 4Runner
Lot L — Sequoia
Lot M — Sienna
Lot N — Highlander