

Toyota Releases Official Campaign Teaser 'Heck on Wheels' Leading Up to Super Bowl 50

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TORRANCE, Calif., Feb. 4, 2016 — Today, Toyota unveiled the 90-second spot, “Heck on Wheels,” developed with agency of record, Saatchi & Saatchi LA, to highlight the unexpected features of the all-new Prius. The teaser touts the hybrid leader’s upgraded performance, fresh suite of safety technology features and sleek new styling.

Viewers will need to tune into the Big Game to learn how the #GoPriusGo hashtag may give them the chance to have their tweet featured in a live commercial airing in one of Toyota’s post-game spots.

On January 11, Toyota announced its return to the Super Bowl for the fifth consecutive year to introduce the 2016 Prius.

Fans can view the teaser prior to the Prius campaign launch on Sunday by visiting [Toyota’s YouTube page](#).