

Toyota Injector Rises at New Daytona

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DAYTONA BEACH, Fla. (Feb. 18, 2016) – The Toyota Injector at Daytona International Speedway is officially open and will host tens of thousands of enthusiastic NASCAR fans for the Daytona 500 on Sunday, February 21.

The Toyota Injector, a four-level fan entryway filled with Toyota activities, vehicles and displays, is a large part of the Daytona Rising renovation to Daytona International Speedway, intended to build the world's first motorsports stadium.

“We’re incredibly proud of our Toyota Injector and honored to be the first founding partner of the Daytona Rising project,” said Keith Dahl, General Manager for Motorsports and Asset Management for Toyota Motor Sales, U.S.A., Inc. “Our Injector allows us to engage with visitors in an environment filled with Toyota activities, information and branding – it gives us the opportunity to bring our message to fans in an inspiring manner.

“Furthermore, this partnership with Daytona reinforces Toyota’s commitment to NASCAR and to motorsports fans, and allows us to showcase that Toyotas are made in America by your neighbors and members of your community,” added Dahl.

In total, the Toyota Injector features more than 166,000 square feet of indoor and outdoor activation space, including:

- The largest Toyota logo in the U.S. at 29.5’ wide, 19’ tall and mounted more than 100’ in the air
- A replica of Camry driver Kyle Busch’s 2015 NASCAR Sprint Cup Series (NSCS) championship car and trophy
- A replica nose cone from the Endeavour Space Shuttle, along with the Tundra that was on standby when a Toyota Tundra towed Endeavour in Los Angeles in 2012
- A Toyota Marketplace with displays featuring Toyota production vehicles and TRD products
- A touch screen wall in the Toyota Marketplace that highlights Toyota’s presence and contribution in America and the latest Toyota vehicles
- The Toyota Driving Experience where fans can test Toyota production vehicles in an off-road style closed course or take a thrill ride with a professional driver
- A Toyota Camry ride that tilts to demonstrate the banking at various NASCAR tracks, including Daytona
- Interactive touch screen walls that highlight Toyota’s presence and contribution in America and activities where fans can “race” alongside Toyota drivers and share it through social media
- Historic Toyota racing entries hung overhead
- The Toyota Roadhouse restaurant area that features bench seating made from Tundra tailgates.

Toyota was the first founding partner of the Daytona Rising project and committed to an 11-year agreement with Daytona. Toyota's Injector is part of an overall \$400 million renovation project at Daytona International Speedway and was completed just prior to 2016 Speedweeks, which will culminate with Sunday’s Daytona 500.

In addition to making news off the track, Toyota will, of course, make news on the track at Daytona this week.

The 2016 Toyota Camry will serve as the official pace car for the Daytona 500, which marks the first race since Toyota and Camry driver Kyle Busch won their first NSCS championship in 2015.

The Camry also paced 'The Great American Race' in 2012 and 2015.

The 58th running of the Daytona 500 is on Sunday, February 21 at 1 p.m. ET.