

# Rock On! Toyota Rolls with Marathon Series for 2016

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**DALLAS**, March 20, 2016 – Toyota and CGI are taking to the track – and stage – again, but the real winners will be the 600,000 athletes that participate in a Rock ‘n’ Roll Marathon Series event in 2016.

On the heels of last year’s wildly successful partnership, Toyota and Competitor Group, Inc. (CGI), the organizer of the series, have renewed their partnership for 2016. The result? Toyota is again the official vehicle of the marathon series and title sponsor of the Toyota Rock ‘n’ Roll Concert Series. The concert series, a highlight of the race experience, features headliner performances at finish line festivals across the United States.

“At Toyota, we look forward to continuing our relationship with Competitor Group and the Rock ‘n’ Roll Marathon Series” said Ed Laukes, vice president, marketing, performance and guest experience, Toyota Motor Sales, U.S.A., Inc. “The first year of the partnership has been exceptional for the Toyota brand, and we look forward to cementing our place as the official automobile partner of a property that allows to reach our guests on a personal level in so many different markets across the country.”

The sponsorship connects marathon runners with Toyota's innovative brand through unique onsite activations and digital media engagement. As part of the agreement, Toyota will continue to host the “Toyota Ride and Drive” at select pre-race Health & Fitness Expos, giving marathon runners an exclusive opportunity to experience a Toyota vehicle.

“Toyota has been a phenomenal partner to work with this past year, celebrating and inspiring a passion for the active lifestyle,” said John Smith, SVP of CGI. “Both of our brands are committed to energizing communities around shared passions of music and fitness, providing customers with a memorable experience, whether it’s live entertainment on the course or the Toyota Rock ‘n’ Roll Concert Series at the finish line.”

The largest experiential sports platform in the active lifestyle industry, more than 600,000 professional and amateur athletes from around the world will participate in a Rock ‘n’ Roll Marathon Series event in 2016. The musically-themed races have spearheaded an active lifestyle movement that provides unique entertainment for people from all walks of life.

For more information about the Rock ‘n’ Roll Marathon Series, visit [RunRocknRoll.com](http://RunRocknRoll.com) or follow [@RunRocknRoll](https://twitter.com/RunRocknRoll) on Twitter.