Nickelodeon and Toyota Partner to Create 2015 Toyota Sienna Inspired by the SpongeBob Movie: Sponge Out of Water

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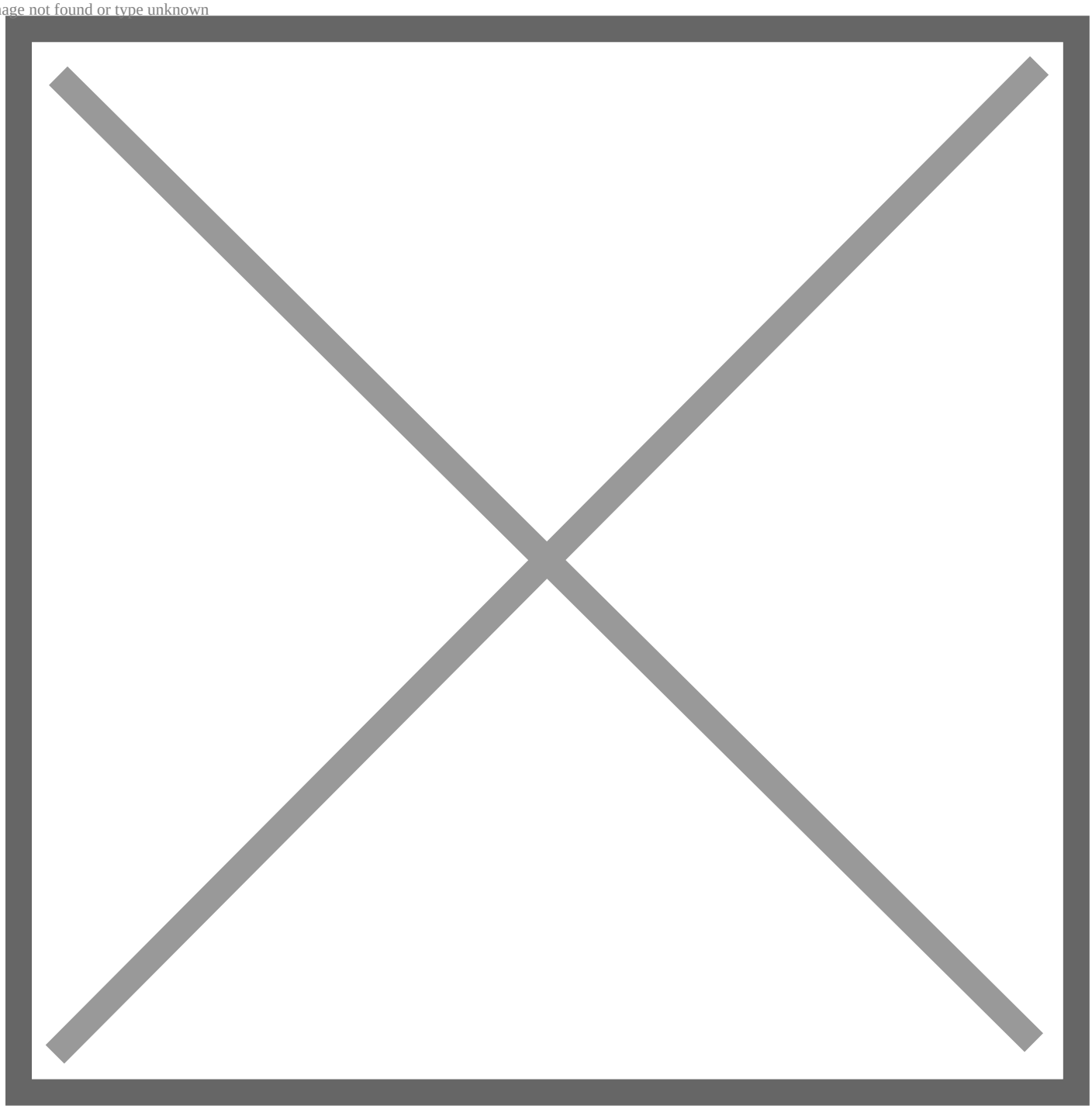

NEW YORK – Nov. 18, 2014 – Nickelodeon and Toyota have partnered to transform everyone's porous pal into a new 3-D concept car based on Paramount Pictures and Nickelodeon Movies' upcoming film, *The SpongeBob Movie: Sponge Out of Water*. *The SpongeBob Movie* 2015 Toyota Sienna features a custom three-dimensional SpongeBob SquarePants exterior, complete with the character's Superhero Incredibubble mask that blows real bubbles at the top of the car. The interior features seating inspired by each of SpongeBob's Bikini Bottom pals, along with a wood-grain dashboard, a custom Captain's steering wheel, a blue-sky head liner and a sand-inspired floor. The one-of-a-kind vehicle will be unveiled on Nov. 18 at the LA Auto Show and will then roll out on a cross-country promotional tour leading up to *The SpongeBob Movie*'s Feb. 6, 2015 premiere.

"SpongeBob SquarePants continues to be at the center of pop culture, and through this promotion with our wonderful partners at Toyota, we have created his next iconic moment with a truly unique vehicle that captures all of the high-octane energy of Paramount's highly anticipated feature film," said Pam Kaufman, Chief Marketing Officer, Nickelodeon Group.

"Toyota is again teaming up with SpongeBob to help him and his friends go places in a custom ride inspired by their upcoming dry land adventures," said Jack Hollis, vice president of marketing for Toyota. "The 2015 Sienna is a perfect choice for families and superheroes alike – offering seating for up to eight and a bubble blower attachment feature to boot."

The SpongeBob Movie-themed 2015 Toyota Sienna will bring SpongeBob's special brand of nautical nonsense to several family-friendly locations, including select Bass Pro Shops across the US, Nickelodeon Suites Resort, Orlando, Fla.; Nickelodeon Universe at Mall of America, Minneapolis, Minn.; the Chicago Auto Show, Chicago, Ill.; and the New York Auto Show, New York, NY. These events will feature character meet-and-greets and photo opportunities, a SpongeBob-inspired crane game; giveaways and more.

The SpongeBob Toyota Sienna promotion will also be supported online with a custom channel on nick.com and promoted through on-air as well as digital display advertising and social media. Beginning Dec. 15 fans can log onto **www.nick.com/sienna** to get more information on tour stops and access a gallery of images of the SpongeBob Movie vehicle. On Jan. 5 users can log on to the site for more SpongeBob branded fun and activities, including quizzes, a comic creator and videos. Additionally, through Jan. 19 kids and families can log onto the site to enter a sweepstakes for a chance to win a trip for a family of four to the *SpongeBob Movie: Sponge Out of Water* premiere.

In "The SpongeBob Movie: Sponge Out of Water," from Paramount Pictures and Nickelodeon Movies, SpongeBob SquarePants, the world's favorite sea dwelling invertebrate, comes ashore to our world for his most super-heroic adventure yet. Starring Antonio Banderas, Tom Kenny, Clancy Brown, Rodger Bumpass, Bill Fagerbakke, Carolyn Lawrence and Mr. Lawrence

Produced by Paul Tibbitt and Mary Parent, with live action direction by Mike Mitchell. Based on the series "SpongeBob SquarePants" created by Stephen Hillenburg. Story by Stephen Hillenburg & Paul Tibbitt, screenplay by Glenn Berger & Jonathan Aibel and Paul Tibbitt and directed by Paul Tibbitt.

The 2015 Toyota Sienna made its debut earlier this year, featuring refreshed exterior styling packed with added safety, convenience and multi-media features. The updated Sienna, the only family van to offer an all-wheel drive option, is the ideal choice for transporting a large family, or loading up all your stuff for a weekend getaway. Inside, Sienna really shines with an array of upgraded interior appointments and new convenience features allowing the family hauler to remain kid-friendly, but in a parents-rule environment.

High-resolution images of the SpongeBob Sienna are available at www.toyotanewsroom.com.