

# Toyota Tundra Hauls in Another Prestigious Award for Endeavour Campaign

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DETROIT (Jan. 14, 2014) – All eyes were on the Toyota Tundra in October 2012 when the unmodified half-ton pickup truck successfully towed the space shuttle Endeavour and dolly – a combined weight of nearly 300,000 pounds – across the Manchester Boulevard Bridge and across the 405 Freeway on the shuttle’s journey to its permanent home at the California Science Center. The world took notice again today, as the campaign that documented the once-in-a-lifetime accomplishment received top honors in the experiential advertising category at the inaugural One Club Automobile Advertising of the Year Award.

“It’s an honor to be recognized by The One Club for the campaign capturing Toyota Tundra’s historic achievement,” said Jack Hollis, vice president of marketing for Toyota. “The monumental Tundra Endeavour tow truly launched an exciting new direction for Toyota and helped introduce our ‘Let’s Go Places’ movement.”

The One Club’s awards presentation, held in conjunction with the North American International Auto Show, recognized creative excellence in five categories: Print & Outdoor, Broadcast TV, Online Video, Interactive and Experiential Advertising. The One Club received over 500 entries from around the world; submissions were judged by a panel of 50 creative directors and journalists.

The Tundra Endeavour tow, developed with Toyota’s marketing agency of record, Saatchi & Saatchi LA, was a result of a more than 20-year partnership between Toyota and the California Science Center to raise awareness of the space program and continue public education through exhibits and events. The Tundra model selected for the historic tow was a stock 2012 Tundra CrewMax 4×4 with Toyota’s 5.7-liter iForce V8 engine. All Tundra trucks are produced exclusively at Toyota Motor Manufacturing, Texas in San Antonio. The truck used to tow the Endeavour was purchased from a Southern California Toyota dealer, with no modifications or special equipment added. For more information about the project, visit [www.toyota.com/tundraendeavour](http://www.toyota.com/tundraendeavour).

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