

Disney's 'Muppets Most Wanted' Hitch a Ride with Toyota for a Super Bowl First

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TORRANCE, Calif. (Jan. 30, 2014) – The Muppets gang and Toyota will take a ride into history this year, connecting with Latinos across the country for the upcoming Toyota Highlander launch and the Muppets' all-new big-screen adventure “Muppets Most Wanted,” in theaters March 21, 2014.

The team will appear in two 30-second television commercials for the all-new 2014 Toyota Highlander that will debut on Fox Sports Deportes during the historic first Spanish-language broadcast of the Super Bowl on Sunday, February 2. In each of the spots, dancing, singing and fun-loving Muppets show that with room for up to eight human passengers, or over a dozen Muppets, the Toyota Highlander has plenty of room for everything—everything except boring.

“Toyota is thrilled to take part in a defining moment in U.S. sports history,” said Jack Hollis, Vice President of Toyota Division Marketing at Toyota Motor Sales, U.S.A., Inc. “Connecting with Hispanic consumers has been a longstanding priority for Toyota. Engaging them in-language, in-culture and with such iconic characters on such a grand stage is very exciting.”

Both commercials will debut and air twice during the second quarter of the game.

In addition to the television spots, Toyota will publish real-time Spanish-language content featuring the Muppets during the big game through Toyota's Latino-specific Vine, Twitter and Facebook properties. Hispanic influencers will also be part of the mix through their own channels to add an additional layer of real-time conversation.

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