

Toyota Is Going Places with Ximena Sariñana

August 09, 2013

TORRANCE, Calif. (August 9, 2013) – Latino music fans can get the inside scoop on the [2013 Outside Lands Music and Arts Festival](#) in San Francisco, thanks to Toyota and Latin pop music star [Ximena Sariñana](#). Toyota will be there every step of the way, with Ms. Sariñana chronicling the event in a week-long social media series centered on music and culture.

Dubbed “Música y Destinos,” the journey will begin on August 9 with Sariñana travelling from Los Angeles to the iconic festival in a [Toyota Prius](#). Music fans can follow Sariñana on Twitter ([@XimenaMusic](#)) as she interviews artists, exhibitors and attendees and comments on all the festival happenings. Some of Sariñana’s curated festival experience will also be highlighted via [@ToyotaLatino](#).

“Partnering with Ximena Sariñana gives our Toyota fans and followers a unique look at the festival through the eyes of this talented, Latin Grammy-nominated artist,” said David Chung, Toyota.

In addition to sharing Sariñana’s take on the festival, Toyota will also host two on-site experiences. Festival goers can visit the Hybrid House Party, which will feature Prius c and other hybrid vehicles. The Hybrid House Party space will have a street art look and feel and will offer fans activities such as a flashback hair station, silkscreen posters and totes, a charging station and a ‘mini’ recording studio where participants can create their own tracks by following prompts. Separately, the Soundwave space will offer exclusive onsite programming in collaboration with Toyota and SPIN Media, including artist interviews and Q&As, behind the scenes photography, guest DJs and bands, and vehicle interactions.

Featuring an incredible lineup of renowned artists from Paul McCartney and Willie Nelson to Nine Inch Nails and the Red Hot Chili Peppers, the Outside Lands Festival has become one of the premier cultural events in the United States. The festival also features attractions that focus around food, wine, and art. As many as 150,000 people will attend the three-day extravaganza.

“Music is a particularly important touch-point for the U.S. Latino audience, who spend 57% more per concert event than the national average,” said Ross Ludwig, Conill, Toyota’s agency of record for the Hispanic market. “We couldn’t ask for a more organically influential ambassador than Ximena.”