

Toyota Launches the Toyota Racing Dream Build Challenge Contest

August 30, 2012

TORRANCE, Calif., August 30 — Toyota Motor Sales, U.S.A., Inc. today announced the Toyota Racing Dream Build Challenge, a vehicle-modification build competition where the fans get to determine the winner. Any fan in the world will be able to go to www.ToyotaRacingDreamBuild.com to watch the builds take shape through a series of reality-style “minisodes.”

NASCAR stars Kyle Busch and Clint Bowyer will be modifying a Camry sedan and a Prius hybrid, respectively, while NHRA standouts Antron Brown will be building a Sequoia SUV and Alexis DeJoria a Tundra pickup truck. Though the drivers are competing for glory against one another, the real victor will be the winning driver’s charity of choice, which will receive a \$50,000 check from Toyota.

“The Toyota Racing Dream Build Challenge highlights Toyota’s commitment to great cars, great racing, and our great fans,” said Keith Dahl, Toyota national motorsports and engagement marketing manager. “Each driver was given the same resources to ensure a fair fight, and we ourselves are thrilled to see it all unfold.”

Voting will open on Oct. 20 and continue for 10 days. Fans will be able to vote once per day via Facebook and enter to win prizes, including a Toyota Racing “Dream Trip”, which will be given away to one lucky fan.

The final vehicle builds will be unveiled at a press conference in the Toyota display at the SEMA show in Las Vegas on Oct. 30. Fans will be able to tune in live to watch the entire press conference and see the winner announced in real time.