

Toyota Super Bowl Spot to Feature All-New 2020 Highlander

December 18, 2019



PLANO, Texas (December 18, 2019) – Toyota today confirmed that it will be part of the advertising lineup for Super Bowl LIV on FOX TV Sunday. The :60-second Toyota spot, created by Saatchi & Saatchi, will feature the all-new 2020 Highlander. The spot marks the launch of the larger Highlander vehicle campaign, which runs through mid-July 2020.

“We’re excited to feature the all-new 2020 Highlander in our spot in the Big Game,” said Ed Laukes, group vice president, Toyota Marketing, Toyota Motor North America. “The Highlander is currently the best-selling model in the midsize SUV segment, and there’s no better way to kick off the marketing campaign for the fourth generation of this benchmark SUV than during the most-watched television event of the year.”

Toyota has a long and successful history of leveraging the Super Bowl stage to launch landmark products. 2012 and 2015 spots featured Camry, America's best-selling passenger vehicle for the past 17 years, while the 2019 Game packed a one-two punch of the 2019 RAV4, the best-selling mid-sized SUV in the country, and the fierce return of the all-new 2020 Supra. In 2018, Toyota utilized the Big Game and the Opening Ceremony of the Olympic Winter Games PyeongChang 2018 shortly after to launch the first-ever global marketing campaign, "Start Your Impossible", highlighting Toyota's shift to a mobility company.

The larger Highlander vehicle campaign follows the Total Toyota (T²) cross-agency model with collaboration from Saatchi & Saatchi, Burrell Communications, Conill Advertising, and Intertrend, with Zenith Media responsible for TV and Outdoor media buying.

For more information on the all-new 2020 Highlander, click [here](#).