

All-New Toyota Highlander Goes Wherever It's Needed in 2020 Big Game Ad

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PLANO, Texas (February 1, 2020) – From aliens and adventure to wild west outlaws, Toyota brings the action to this year’s Big Game to spotlight the all-new 2020 Toyota Highlander. In the spot, titled “Heroes”, actress Cobie Smulders is behind the wheel of the powerful SUV in the role of action hero and mother, as she rescues a cast of characters in familiar movie moments.

“This commercial truly highlights the all-new Highlander’s incredible array of features, even greater capabilities and spacious interior,” said Ed Laukes, group vice president, Toyota Marketing, Toyota Motor North America. “The spot’s message of ‘go wherever they need you’ speaks to the adventurous spirit of Highlander and its ability to help drivers tap into their inner hero.”

The spot, which will appear in the first ad break of the fourth quarter, features the Highlander Platinum grade. The ad kicks off the “GO HIGHLANDER” campaign for the fourth-generation Highlander, the best-selling retail model in the midsize SUV segment since 2016.

“When Toyota approached me, I felt very flattered getting to play the hero in my first-ever Big Game commercial,” said actress Cobie Smulders. “I’m a mom, and I love that I’m playing a mom in this ad. When I think of heroes, I think of women and moms – the toughest people out there – and to be able to represent that is a wonderful thing.”

The spot was created by Toyota’s agency of record, Saatchi & Saatchi. A high-intensity movie trailer music piece, which was uniquely composed for the spot, carries the viewer through each twist and turn of the Highlander’s exciting journey.

For credits, please click [HERE](#).

Toyota’s Big Game spot, “Heroes”, features actress Cobie Smulders playing the action hero in her all-new 2020 Toyota Highlander.

Ed Laukes, group vice president, Toyota Marketing, Toyota Motor North America

Actress Cobie Smulders