

# Toyota and Longtime Partner Bass Pro Shops and Cabela's Extend Partnership for Additional Five Years

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**PLANO, Texas (September 23, 2020)** – Toyota and partner Bass Pro Shops and Cabela's are thrilled to announce the renewal of a longstanding partnership for an additional five years, which will lead the brands into 20 years of collaboration together.

“Whether it’s on the water, on the track, or in a store, Toyota and Bass Pro Shops and Cabela’s are a natural fit, and we’re thrilled to extend our partnership to 2025,” said Vinay Shahani, vice president, Integrated Marketing Operations, Toyota Motor North America. “It’s been a rewarding partnership since the beginning, and we look forward to additional years of supporting our customers with continued synergy.”

As the Official Vehicle and Mobility Category Partner of Bass Pro Shops and Cabela's, Toyota is proud to partner with a brand that aligns with Toyota's brand ethos, “Let's Go Places.”

In similar style, at Bass Pro Shops and Cabela's, "Your Adventure Starts Here" by helping customers connect with the outdoors through the gear, apparel and expertise they need.

"We're honored to extend our partnership with our friends at Toyota, a brand proudly made in the USA and trusted by millions of sportsmen and women to help connect them to nature," said Jack Wlezien, communications director, Bass Pro Shops and Cabela's. "Beyond serving everyone who loves the outdoors, we are grateful to Toyota for their continued support of our conservation mission, which allows us to protect vital wildlife habitat and inspire the next generation of outdoor stewards."

Throughout the years, the brands have worked together in numerous ways, including: partnering on vehicle launches, including the Toyota Tundra; Toyota vehicle displays in and outside of Bass Pro Shops and Cabela's stores; annual co-branded sweepstakes with a Toyota vehicle as the grand prize; and, vehicle ride-and-drive events with Bass Pro Shops and Cabela's gift card giveaways. The partnership has also included a rich history of bass fishing and motorsports support, as both brands sponsor B.A.S.S., Major League Fishing, as well as Team Toyota athletes including NASCAR driver Martin Truex Jr. and Major League Fishing pro angler Kevin VanDam. Both Truex Jr. and VanDam have participated in Bass Pro Shops and Cabela's in-store autograph signings and fan meet-and-greet events.

"It's pretty cool that two of my biggest partners in NASCAR are also teaming up off the racetrack," said Martin Truex Jr., NASCAR Driver and Team Toyota Athlete. "I've been fortunate to drive for Toyota for many years and bring them a NASCAR Cup Series championship with Bass Pro Shops on the side of my Toyota Camry. Both of these companies have become more than just sponsorship partners in racing, they're family and they also reflect my passions for the outdoors and spending quality time with family."

"Both Toyota and Bass Pro Shops are the best in their class, and their commitment to safety, quality and sustainability is something I'm really proud to be associated with," said Kevin VanDam, Team Toyota Pro Angler.

In addition, both brands have a shared interest in corporate initiatives to support important environmental and conservation efforts. For example, the [Toyota Environmental Challenge 2050](#) has strived to reduce the environmental burden attributed to automobiles to as close to zero as possible, with the aim of achieving a sustainable society. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops and Cabela's has restored millions of acres of habitat, enhanced public access and worked to connect millions of kids to nature for the first time.