

Toyota Reaffirms Commitment to U.S. Olympic and Paralympic Dreams

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PLANO, Texas (December 10, 2020) – As a mobility company, Toyota is proud to support Olympic and Paralympic athletes and hopefuls in achieving their goals — because no matter the challenge, when a person is free to move, anything is possible. That’s why Toyota is looking beyond the present and into the future, reaffirming its commitment to the Olympic and Paralympic Movements by extending contracts with six summer National Governing Body (NGB) partners: USA Skateboarding; USA Surfing; USA Swimming; USA Track & Field; USA Triathlon; and the National Wheelchair Basketball Association. In addition, Toyota has extended its relationship with U.S. Masters Swimming.

“Over the past two years, we’ve continued to cultivate strong relationships with our summer NGB partners, even in these uncertain times,” said Dedra DeLilli, group manager, Olympic and Paralympic Marketing, Toyota Motor North America. “We think that can be attributed to our similar foundational values and shared commitment to supporting NGBs’ athletes, their members and the broader Olympic and Paralympic Movements. The sponsorship landscape has had to rapidly evolve over the last year and these NGBs have demonstrated the ability to deliver value in entirely new ways. These extensions allow us to continue to develop plans that will garner value at the grassroots level, with dealers across the U.S., and support our brand and marketing efforts at Toyota. NGB partners have diverse, avid fanbases and we look forward to connecting with them.”

These seven NGBs round out Toyota’s portfolio of 10 summer NGBs, which also includes U.S. Paralympics Track & Field, U.S. Paralympics Swimming and U.S. Paralympics Cycling. The NGBs provide a direct and authentic line of communication to consumers across generations, backgrounds and passions. With custom content and tailored messaging, Toyota will be able to demonstrate its commitment to mobility and societal contributions through each sport.

In addition to NGBs, Toyota has also recently renewed its long-standing support of Adaptive Action Sports (AAS), a nonprofit that promotes action sports events as well as camps and clinics for youth, young adults, and veterans living with permanent physical disabilities and post-traumatic stress disorder (PTSD). Toyota and AAS have worked together since 2011 to help change attitudes worldwide in how individuals with “disabilities” are perceived.

In March of 2015, Toyota became a TOP (The Olympic Programme) partner of the International Olympic Committee and International Paralympic Committee in the newly created mobility category for 2017 through 2024. In addition to its relationship with the IOC and IPC, Toyota is a partner of Team USA; US Speedskating; U.S. Figure Skating; USA Hockey and the U.S. National Sled Hockey Team; USA Curling; USA Skateboarding; USA Surfing; USA Swimming; USA Track & Field; USA Triathlon; the National Wheelchair Basketball Association; U.S. Masters Swimming; U.S. Paralympics Alpine Skiing; U.S. Paralympics Nordic Skiing; U.S. Paralympics Snowboarding; U.S. Paralympics Cycling; U.S. Paralympics Swimming; and U.S. Paralympics Track & Field. More information on Toyota’s NGB partnerships can be found [here](#) and [here](#) on the Toyota Newsroom.

Beyond the Olympic and Paralympic Games, Toyota strategically uses its relationships with sports properties and athletes as a way to connect with consumers in the United States.