

2022 Toyota Tundra is ‘Born from Invincible’

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PLANO, Texas (September 19, 2021) – Whether it’s the African savanna, Arctic tundra, Australian Outback or the asphalt of a NASCAR track, Toyota trucks have helped intrepid explorers truly go places for over 70 years. And as the all-new 2022 Toyota Tundra makes its global debut, this adventure-ready truck lineage will be highlighted in a new spot titled, “Born from Invincible.”

“From the birth of the first Land Cruiser in 1950 to the next-generation Tundra, Toyota has designed, engineered and built some of the toughest, most dependable trucks in the world,” said Lisa Materazzo, group vice president, Toyota Marketing, Toyota Motor North America. “The all-new 2022 Tundra builds on that unique heritage and leads us into an even more exciting future for Toyota trucks.”

“Born from Invincible” showcases an unparalleled international truck history in a wild ride down memory lane. Toyota’s rich history of building world-class body-on-frame vehicles is highlighted in an action-packed montage that culminates with the global debut of the star of the show, the all-new 2022 Toyota Tundra. In addition to the next-generation Tundra, Toyota trucks featured in the spot include: the 1987 4Runner SR5, 1960s Australian Troopy FJ45, 2007 FJ Cruiser, 2017 Tundra SR5, 2012 Tundra Platinum, 2021 NASCAR Trucks, 1985 Tacoma SR5, 1991 Australian FJ75 and Baja Truck. Keen viewers might even catch a glimpse of a 1980s icon that took us back to the future. For a deeper dive into Toyota’s truck history, click [here](#).

“‘Born from Invincible’ shines a spotlight on the legendary Toyota trucks we’ve grown to love around the globe,” said Jason Schragger, chief creative officer, Saatchi & Saatchi. “The all-new Tundra is the result of decades of incredible experience on every continent across every terrain. We are excited to highlight that history and showcase the future with the all-new 2022 Tundra.”

“Born from Invincible” was developed by Toyota’s agency of record, Saatchi & Saatchi, and directed by Antoine Bardou Jacquet. “Born from Invincible” makes its debut in NBC Sunday Night Football on September 19, followed by NFL Network Thursday Night Football and NASCAR. Creative includes a 60-second broadcast spot, as well as a mix of 30-second, 15-second and 6-second cut down spots for digital placements.

[VIEW](#) the 60-second “Born from Invincible” spot. For credits, please click [here](#).

For product information on the all-new 2022 Toyota Tundra, please click [here](#).