

Toyota Tacoma Shifts into High Gear in Blue Beetle

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PLANO, Texas (July 25, 2023) – This summer, the highly anticipated first-ever *Blue Beetle* film takes audiences on an action-packed journey with Jaime Reyes and the entire Reyes family as he undergoes an incredible transformation to become Blue Beetle.

Toyota is Warner Bros. Pictures' official automotive partner in the feature film, in theaters August 18, 2023. The film, marking the DC Super Hero's first time on the big screen, is directed by Ángel Manuel Soto, and stars Xolo Maridueña in the title role as well as his alter ego, Jaime Reyes.

The story follows recent college grad Jaime Reyes, who returns home full of aspirations for his future only to find that home is not quite as he left it. When fate intervenes, Jaime unexpectedly finds himself in possession of an ancient relic of alien biotechnology: the Scarab. When the Scarab suddenly bonds to Jaime, he's bestowed with an incredible suit of armor capable of extraordinary and unpredictable powers, forever changing his destiny as he becomes Blue Beetle.

A Tacoma appears throughout the film as the Reyes' beloved family vehicle, referred to as the "Taco" – the pride and joy of Jaime's Uncle Rudy. With its rugged capability, the Tacoma joins the exhilarating escapade with a starring role in the new film. Additionally, the all-new 2024 Tacoma also makes a special cameo.

"We can't wait for viewers to see the unstoppable Tacoma in theaters with *Blue Beetle*," said Lisa Materazzo, group vice president, Toyota Marketing, Toyota Motor North America. "The Tacoma was the perfect co-star for the thrilling, action-packed adventure marking the DC Super Hero's first time on the big screen."

Additionally, Toyota created a *Blue Beetle*-inspired [2024 Tacoma](#) campaign in support of the film partnership. In the spot featuring *Blue Beetle* star Xolo Maridueña, a lively discussion about the Tacoma vs. Blue Beetle's powerful and heroic capabilities ensues until a resolution is determined – the two icons should simply team up!

"We were thrilled when the *Blue Beetle* filmmakers opted to include a true 'role' for the Tacoma in the film, one that allows the 'Taco' to drive the action alongside our stars," said Louise Soper, Senior Vice President, Global Brand Partnerships, Warner Bros. Pictures. "Toyota is an iconic global brand and a terrific partner, and together we are eager to deliver the action to audiences everywhere when the film debuts in theaters."

Be sure to check out the film available only in theaters beginning August 18, 2023. For more information, please visit – <https://www.bluebeetlemovie.net/>.