Blue Beetle “Hero” 2024 Toyota Tacoma Ready for its Close-Up at SEMA

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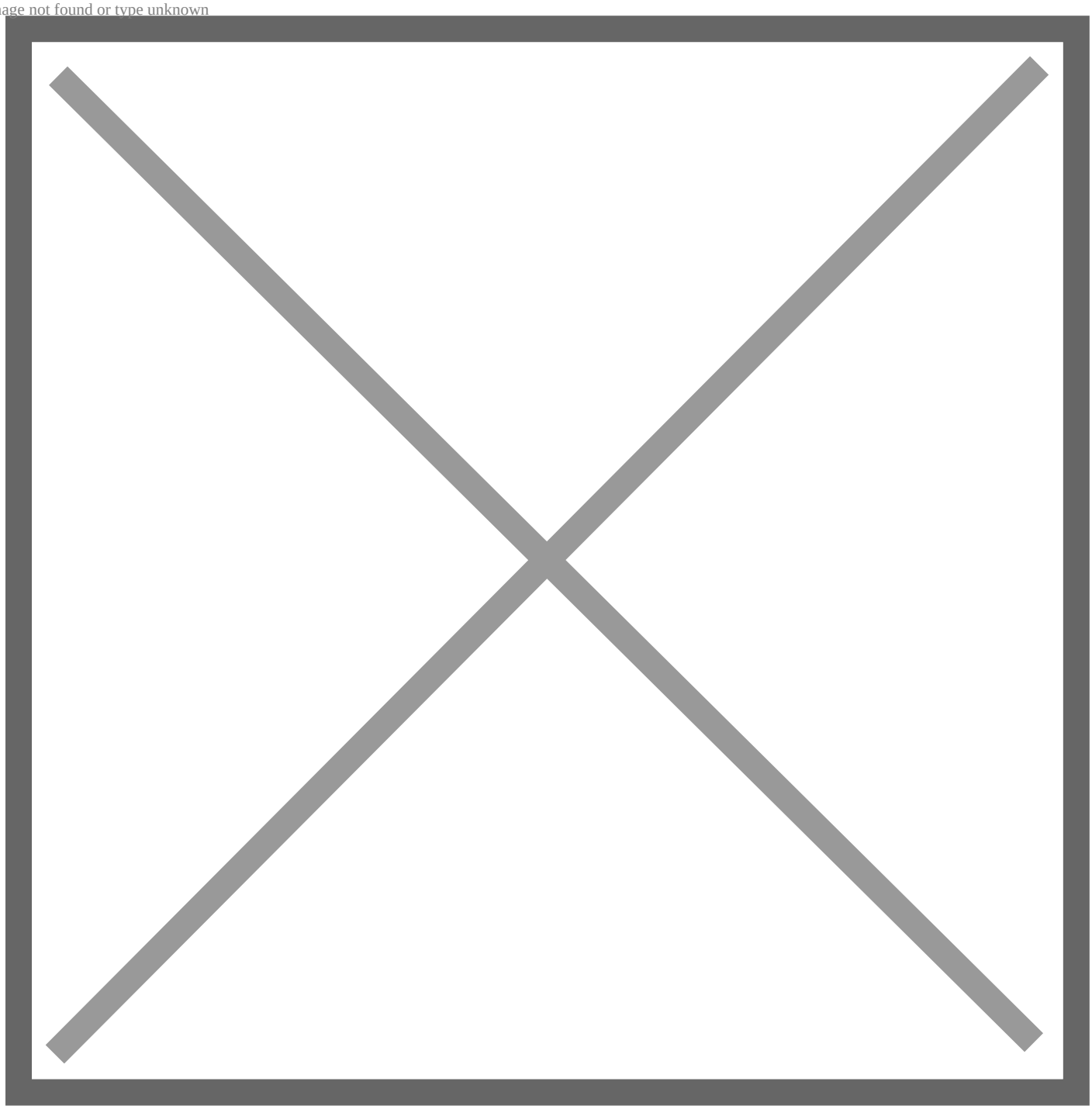

LAS VEGAS (Oct. 31, 2023) – Warner Bros. Pictures and Toyota have collaborated to make the all-new Tacoma a standout in *Blue Beetle*—DC's Super Hero who flew into movie theaters this past summer.

Directed by Ángel Manuel Soto, written by Gareth Dunnet-Alcocer and featuring an almost all-Latino ensemble cast, *Blue Beetle* marks the inaugural appearance of the iconic DC Super Hero on the big screen, making history as DC's first Latino-led superhero movie. And, for Toyota it made perfect sense.

"We do branded entertainment partnerships when we feel they tie back to us authentically as a brand," said Kathleen McCarthy, Toyota brand and social media analyst. "Blue Beetle is DC's first Latino Super Hero to star in his own feature film, and the director and creative team were determined to maintain an authentic, Latino/Mexican American experience throughout the film, and actually scripted a Tacoma as the hero vehicle," she said.

The SEMA Blue Beetle Tacoma was designed for the film's promotional tour and represents a collaborative effort between Toyota's Calty Studio Design team and Warner Bros.

"We accessorized and wrapped our new 2024 Tacoma for the promo tour and premiere in a way that invokes the Blue Beetle suit itself," said Chris Ogg, Toyota vehicle marketing and communication analyst. "It brings the excitement of the next generation Tacoma to *Blue Beetle* as an actual character," he said.

The Blue Beetle build begins with Toyota's own Super Hero— the all-new 2024 Tacoma. Warner Bros. designers produced the wrap concept, which was inspired by the Blue Beetle character, drawing references from the iconic Blue Beetle suit and the overall aesthetics of the film. Printed and applied by Complete Customs of McKinney, Texas, the treatment features a compelling graphic design that incorporates subtle pink and magenta elements to the deep blue foundational color as a subtle nod to the vibrant colors used in the film. To complete the look, Toyota Genuine Predator Tube Steps and exhaust tips were also added.

The Blue Beetle Tacoma will be at SEMA from Oct 31 – Nov 4 in Las Vegas (Central Hall, Booth 22200). Warner Bros. Pictures' *Blue Beetle* is now streaming on a variety of online platforms and available to own on Digital, 4K UHD and Blu-ray.

Vehicle referenced is a special project prototype vehicle, modified with parts and/or accessories not available from Toyota that may void the vehicle's warranty, may negatively impact vehicle performance and safety, and may not be street legal.