

Toyota to Display GR Corolla Official NASA Pace Car at 35th Annual Performance Racing Industry Show

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PLANO, Texas (Dec. 5, 2023) – Last seen leading the pack at the 2023 National Auto Sport Association (NASA) Championships at Pittsburgh International Race Complex, Toyota’s GR Corolla MORIZO Edition Pace Car will continue its celebrity tour this December with NASA at the Performance Racing Industry (PRI) Show in Indianapolis, Ind.

Taking place December 7-9 at the Indiana Convention Center and Lucas Oil Stadium, the gathering is widely considered to be the world’s premier auto racing trade show. It’s a must-attend event for businesses and professionals from across the automotive racing spectrum.

“At Toyota, we have a passion for motorsports and it’s an honor to support racing enthusiasts and the motorsports industry,” said Mike Tripp, group vice president Toyota division Marketing. “Having the GR Corolla Pace Car at PRI reflects our ongoing commitment to engineer track-inspired and fun to drive vehicles for our customers, and we’re excited to be in the NASA booth this year.”



As part of a program created by [Toyota](#) and NASA, every customer who buys a new 2024 Toyota GR Corolla receives a complimentary one-year NASA membership and one complimentary track day at a NASA High Performance Driving Event. This program started in 2019 as a way to give GR Supra owners a performance driving experience under the tutelage of expert instructors. The program has expanded to include all GR sports cars, with the GR86 and the GR Corolla joining their GR Supra stablemate.

The 2024 GR Corolla features a turbocharged, three-cylinder engine delivering 300 hp and 273 lb.-ft. of torque. This remarkable 1.6-liter engine is mated to Toyota's rally developed GR-FOUR AWD system, which gives

drivers a choice of 60-40, 50-50 or 30-70 power distribution to the front and rear wheels. Drivers can also select from four drive modes, ECO, Normal, Sport, or Custom to fit a wide variety of driving situations.

Available exclusively with an intelligent Manual Transmission (iMT), the 2024 GR Corolla is available in three grades: the GR Corolla Core, Premium and Circuit Edition.

“We’re thrilled with our partnership with Toyota,” said NASA CEO, Jeremy Croiset. “Together, we’ve created an amazing way to introduce sports car owners to the world of performance driving in a safe and responsible manner. And it just made sense to have the GR Corolla Pace Car in the NASA booth at PRI this year for everyone in the industry to check out.”

For additional press materials about the GR Corolla please visit the Toyota USA Newsroom [here](#).