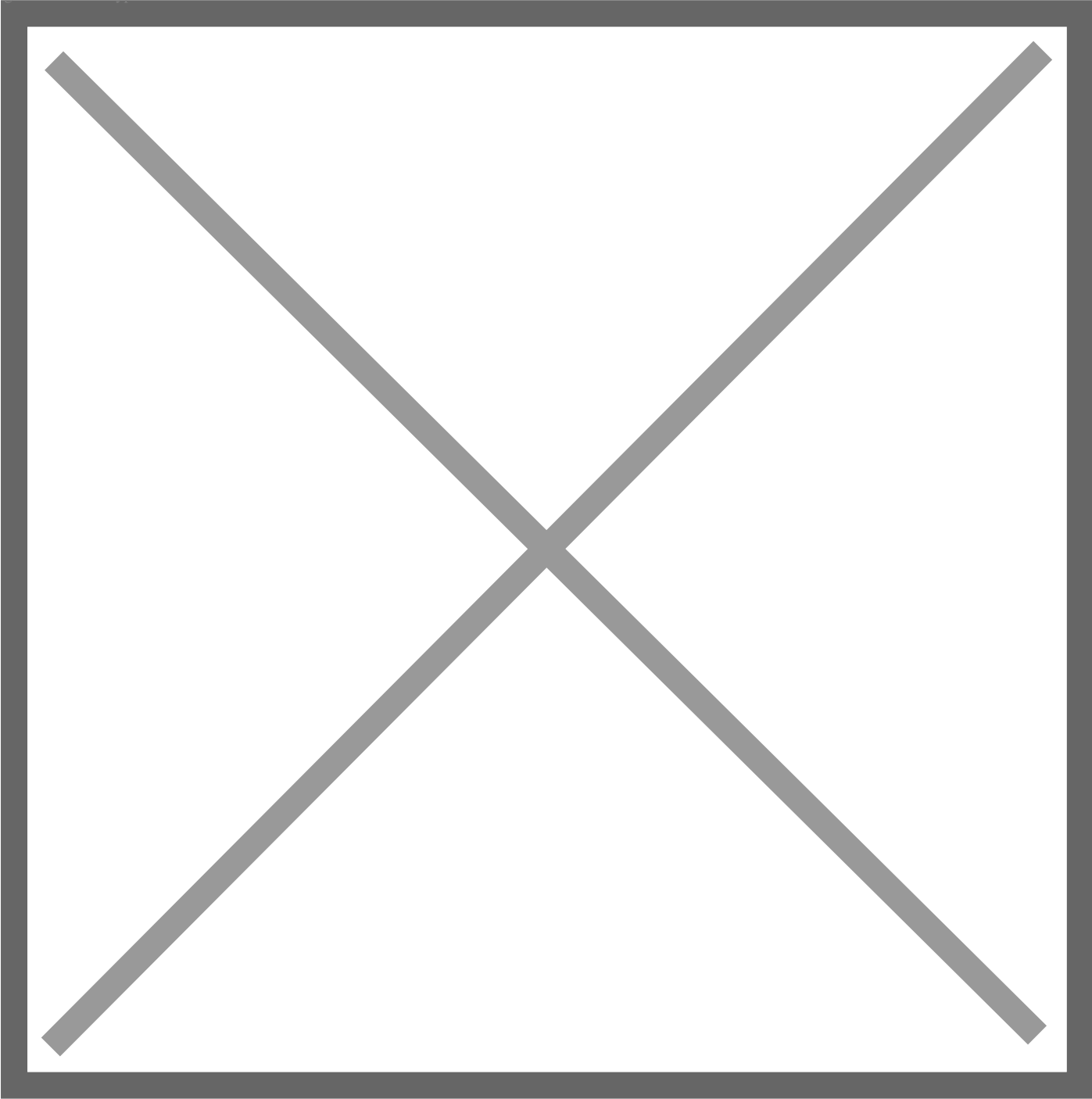


# Toyota Renews Commitment to Rebelle Rally for 2024

June 26, 2024

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**PLANO, Texas (June 26, 2024)** – Toyota Motor North America (Toyota) today announced it has renewed its commitment to Rebelle Rally, the leading women-only off-road navigation rally, as a sponsor and multi-team participant for the third consecutive year. This year, fourteen Toyota team members are organized into seven competing teams, including one team marking Toyota’s debut in the X-CROSS class. The remaining teams will showcase their skills in the 4×4 class. Competitors come from various divisions within Toyota, including Research and Development, CALTY Design and Vehicle Performance. Additionally, Toyota is once again the presenting sponsor of the event’s live webcast.

“Rebelle Rally provides a unique opportunity for our team members to explore the capabilities of Toyota vehicles and challenge themselves in a secure and inclusive environment,” said Mike Sweers, executive vice president and chief technology officer, Toyota Motor North America, Research and Development (TMNA R&D). “As we venture into a new chapter with our debut in the X-CROSS class, we hope to bring valuable experiences to enhance our innovation and enrich our collective journey at Toyota.”

In preparation for the upcoming rally, Toyota participants undertake comprehensive training, including specialized courses and private driving and navigation. These multi-day events are hosted by Rebelle U, Rebelle’s training arm and focus on developing essential rally skills, including navigation fundamentals, mapping techniques and driving skills. A video highlighting the latest intensive training session is available to view [here](#).

[https://toyota-cms-media.s3.amazonaws.com/toyota-videos/TMNA\\_rebelle\\_rally\\_trailer\\_captioned\\_1080p.mp4](https://toyota-cms-media.s3.amazonaws.com/toyota-videos/TMNA_rebelle_rally_trailer_captioned_1080p.mp4)

This year’s competition takes place from October 10 – 19, 2024, showcasing participants’ resilience and expertise as they traverse over 1,500 miles of rugged landscapes across the deserts of California and Nevada. The 8-day endurance challenge stands out for its navigation guidelines, mandating participants to rely solely on a map and compass, without GPS or internet-aided devices.

As an event Silver Sponsor and the presenting sponsor of Rebelle Rally’s Live Webcast, Toyota supports the live broadcast of the event on multiple platforms, including the event’s website, YouTube and Facebook. The streamed content includes event highlights, engaging competitor interviews, live course updates, current standings and an exclusive look into team strategies and preparations.

“The Rebelle Rally epitomizes empowerment and adventure, aligning perfectly with Toyota’s commitment to progress and promoting diversity,” said Susann Kazunas, president of Toyota Motor Manufacturing, Texas, Inc. “Returning as both a Silver Sponsor and the official Presenting Sponsor of the Live Webcast, we are thrilled to witness competitors embark on this transformative journey. We take pride in celebrating the incredible women participating in this year’s event.”

Stay updated on Toyota’s teams and their progression alongside fellow participants as they navigate the demanding desert terrain at [Live – Rebelle Rally](#).

More details on the Toyota teams competing in Rebelle Rally will be announced at a later date.