

TOYOTA Teams Up with Young Creators to Shine Spotlight on Athletes

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TOYOTA CITY, Japan (Sept. 3, 2024) – Toyota Motor Corporation (Toyota) is launching the GTTA DIRECTORSCUT, a collaborative project with global para-athletes and creators, driven by the desire to support athletes striving to overcome all kinds of barriers. TOYOTA DIRECTORSCUT is a collaborative project to share the self-directed work of various creators with the world.

Following on from the initial Yaris series, which began in August 2023, GTTA DIRECTORSCUT marks the project's second iteration. Toyota has long supported athletes from around the world, Global Team Toyota Athletes (GTTAs), in various ways. For this series, 14 highly original creators will harness their unique talents to produce videos of para-athletes, and the teams that support their passions, as they tackle daily training and new challenges. These works will be gradually released around the world, including on the project website and Toyota's official social media.

Working with different themes, Toyota will continue using DIRECTORSCUT to provide a platform for diverse individuals who tirelessly pursue creative endeavors.

The creators from the various background express their unique characteristics in their works.

- Champ Panupong Techawongthawon

- Lucid Monday(Biibocc)

TOYOTA DIRECTORSCUT

A collaborative platform that allows Toyota to connect openly with creators. Toyota continues to develop new co-creation projects that combine company assets such as the Yaris series (car model) and GTTAs (athletes) with the diverse talents of global creators.

Global Team Toyota Athletes (GTTAs)

In addition to Toyota employee athletes, this group includes competitors from various countries selected for their embodiment of Toyota's philosophy and values: challenge, continuous improvement, sincerity, teamwork, humility and gratitude, accountability, and honesty.

Website links

TOYOTA DIRECTORSCUT Project website: <https://global.toyota/info/toyotadirectorscut/gttadirectorscut/>

Global TEAM TOYOTA ATHLETES website: https://toyotatimes.jp/en/sports/teams_athletes/

Participating athletes

- Andrew Kurka (USA) Alpine skiing
- Angel Camacho (Mexico) Swimming
- Danelle Umstead (USA) Alpine skiing
- Diego López Díaz (Mexico) Swimming
- Evan Strong (USA) Snowboard
- Ezra Frech (USA) Athletics
- Jarryd Wallace (USA) Athletics
- Jessica Long (USA) Swimming
- Keely Shaw (Canada) Cycling
- Luis Jabdiel Perez (Puerto Rico) Judo

- Melissa Stockwell (USA) Triathlon
- Marissa Papaconstantinou (Canada) Athletics
- Oksana Masters (USA) Cycling
- Pilar Jauregui Cancino (Peru) Badminton
- Ryley Batt (Australia) Wheelchair rugby
- Steve Serio (USA) Wheelchair Basketball
- Hajimu Ashida (Japan) Athletics
- Kakeru Ishida (Japan) Athletics
- Koto Kawaguchi (Japan) Table tennis
- Keita Sato (Japan) Athletics
- Tomoki Suzuki (Japan) Athletics
- Shunya Takahashi (Japan) Athletics
- Shizuka Hangai (Japan) Judo
- Takuya Miki (Japan) Tennis
- Momoka Muraoka (Japan) Alpine skiing
- Taiki Morii (Japan) Alpine skiing
- Masateru Yugami (Japan) Athletics

Contributing creators

- Champ Panupong Techawongthawon
- Lucid Monday(Biibocc)
- Additional creators to be announced