

# Toyota Joins Latin Music Rising Star, Danny Ocean, on Long-Awaited North American Music Tour

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**PLANO, Texas (Sept. 20, 2024)** – Venezuelan singer and songwriter Danny Ocean has launched his highly anticipated “Reflexa” tour across the United States and Canada, electrifying audiences with his signature energy. The tour, which kicked off last week, features stops in major U.S. and Canadian cities, offering fans a mix of fresh, innovative tracks and the beloved hits that have earned him a global following.

Toyota has proudly teamed up as the presenting sponsor of the tour, giving fans a unique chance to experience their favorite artist up close. The collaboration brings the vibrant energy of Danny’s performances to life, ensuring an unforgettable experience that goes beyond the music. The tour represents a defining chapter in Danny Ocean’s career, offering fans a front-row seat to witness his artistic evolution.



“Toyota is a champion of music discovery and always looking for authentic ways to connect with guests through live performances,” said Steve Appelbaum, senior manager, sponsorship integration, Toyota. “We are genuinely excited to partner with a gifted artist like Danny Ocean, who brings his talent and passion to every performance, along with his genuine appreciation for the brand.”

A unique feature of the tour is the Toyota Music Den – an interactive fan zone open before select concerts, offering vehicle activations, exclusive giveaways, and an exciting atmosphere that brings music and Toyota to life. The dynamic and sporty GR86 is the tour’s featured vehicle. Fans can also enjoy performances from other

emerging Latin artists, with special announcements of the lineup leading up to shows in Los Angeles, Phoenix, Wallingford, Conn., Washington, D.C., and Miami.

Toyota will further enhance the tour experience for all fans with exclusive behind-the-scenes content and unique opportunities to discover new music through Toyota Latino social media channels including Instagram and Facebook. The tour kicked off with a video highlighting Danny Ocean's most recent album, "Reflexa".