

Bridgestone Winter Driving School Enters New Era with TOYOTA GAZOO Racing Performance Affiliation

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STEAMBOAT SPRINGS, Colo. (Oct. 3, 2024) – Since 1983, the Bridgestone Winter Driving School has been the longest continually running winter driver education program anywhere in the world. For 2025, the school’s performance education classes are being recast with an exclusive fleet of Toyota Gazoo Racing (TGR) vehicles – the turbocharged [GR Supra](#), the boxer engine [GR86](#), and the 3-cylinder, turbocharged all-wheel drive [GR Corolla](#).

Presented in one- or two-day driving experiences – drivers will have expertly guided use of the full-range of Bridgestone Blizzak shod GR sports cars on the school’s snow- and ice-covered tracks in Steamboat Springs, Colorado.

Toyota’s relationship with the school as sole presenting manufacturer began in 2001, but 2024 marks the first year that the school will have a fleet of performance-oriented vehicles exclusively for use in performance classes. And it was worth the wait, as it all began with former President and Chairman, Akio Toyoda’s decree of “no more boring cars.” Toyota launched this thrilling family of GR performance vehicles between 2019 through 2022, each one personally tested by the master driver himself to deliver on the promise of building ever-better motorsports vehicles.

The school’s daily safety programs will continue to use current-year model all-wheel-drive Camrys, Highlanders and 4-wheel-drive 4Runners. The school’s industry-leading in-car and track-side coaching techniques have helped nearly 100,000 drivers become more confident in all low-traction driving conditions.

The new “Fastest Ride on Ice featuring TOYOTA GAZOO Racing” takes the school’s proven class format and adds a new level of excitement. The GR fleet will consist of both manual and automatic transmission-equipped cars, allowing performance-oriented drivers of all backgrounds to experience Toyota’s newest adrenaline-pumping range of cars on the most challenging driving surface of all – ice and snow.

For more information on the Bridgestone Winter Driving School and to register for any of the school’s broad array of safety and performance classes, visit winterdrive.com

For more information on Toyota’s GR range of performance vehicles, visit toyota.com/grgarage.