

# Get “Up to Speed” with The All-New Motorsports Campaign

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Toyota's new racing brand, Toyota Gazoo Racing North America (TGRNA), is building something extraordinary as it introduces the Gazoo nameplate to North America – they are setting records, making history and sharing the thrill of every victory. The all-new motorsports advertising campaign, “Up to Speed,” invites fans to go beyond watching from the sidelines and become part of the action.

The campaign fosters a deeper connection to the sport and its fans across nine high-energy spots that debuted in conjunction with Daytona 500 and will run throughout Motorsports season. The creative emphasizes the thrill of being part of something greater and showcases the energy and passion that define TGRNA.

The first piece of creative, also named “Up to Speed”, is a fast-paced introduction to the excitement of TGRNA. The spot highlights all racing circuits under the Toyota Gazoo Racing banner, featuring iconic moments and electrifying races. This spot ensures fans old and new get up to speed with Gazoo Racing.

“Big 3” highlights Toyota's powerhouse NASCAR teams: 23XI Racing, Joe Gibbs Racing, and Legacy Motor Club featuring NBA legend Michael Jordan, Super Bowl-winning coach Joe Gibbs, and seven-time NASCAR Cup Series champion Jimmie Johnson. The spot showcases the unparalleled talent and teamwork that defines Toyota's NASCAR legacy.

“Anime to Reality” is blurring the lines between art and speed. This spot celebrates Toyota's collaboration with artist Kyle Monteiro, known for transforming cars into anime masterpieces. Featuring the GR Corolla and Toyota's *Grip Series* anime work, this spot brings fans along as the custom-painted car makes its way to its final destination.

“Motorsports is about more than just competition – it's about connection, passion and being a part of a community that celebrates every win together,” said Paul Doleshal, group manager, motorsports, Toyota Motor North America. “With the ‘Up to Speed’ campaign, we're inviting fans to experience the energy, excitement and incredible stories that make TGRNA more than just a racing team.”

As the season progresses, six additional spots will debut, diving deeper into the culture of TGRNA, exploring the unspoken rules and dynamics of motorsports. The campaign reflects Toyota's commitment to creating a community where fans and drivers alike share in every moment of the journey, together.