

## **MEDIA ADVISORY**

Attention: Editors/Producers/Reporters

March 12, 2025

### **Toyota to drive the world and unveil FIFA ambassadors**

Toyota is making a major investment in more than sports, travel, and hospitality. The multinational brand will host a press conference to announce its multi-million-dollar sponsorship of the FIFA 2026 and 2027 World Cups and unveil its brand ambassadors.

**WHO:** Toyota Motor Corporation executives, brand ambassadors, and legends Billie Jean King, Christine Sinclair and Marta.

**WHAT:** Press conference announcing co-branded partnerships and elevating sports with top executives and global sports figures.

**WHERE:** Rogers Centre, Toronto, Canada.

**WHEN:** Tuesday, March 18, 2025, at 1 p.m. ET

**WHY:** Toyota is expanding its sports partnerships to connect fans, inspire young athletes, and support the growth of football, including the women's game.

**MEDIA OPPORTUNITIES:** Media will have the opportunity for one-on-one interviews, photos, and exclusive insights into Toyota's global sports initiatives.

**RSVP required:** Please confirm attendance by Monday, March 17, 2025, by contacting Giselle Pretto.

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#### **Media Contact:**

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