

FOR IMMEDIATE RELEASE

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Toyota drives the world with FIFA, unveiling global ambassadors

TORONTO, March 19, 2025 – Toyota Motor Corporation is making a bold move in global sport, announcing a multi-million-dollar partnership with FIFA for the 2026 and 2027 World Cups. As part of this initiative, Toyota is unveiling three global sports icons as brand ambassadors, tennis legend Billie Jean King, Canadian football star Christine Sinclair, and Brazilian football great Marta.

Through this partnership, Toyota reaffirms its commitment to driving innovation, mobility, inclusion, and excellence in football, investing in programmes that inspire athletes and connect fans worldwide.

“Sport has the power to unite people, and football is at the heart of this global movement,” said Koji Sato, CEO of Toyota Motor Corporation. “With our FIFA partnership and our incredible brand ambassadors, we are reinforcing our commitment to the beautiful game and the communities it touches.”

Toyota’s partnership with FIFA is an exciting opportunity to support soccer and empower the next generation of athletes,” said Billie Jean King. “I’m thrilled to be part of an initiative that champions diversity, equity, inclusion, and inspires future stars.”

The collaboration will see Toyota work closely with FIFA and its ambassadors to expand grassroots football, encompassing initiatives that promote mobility in sports, and elevate the visibility of women’s football worldwide. This aligns with Toyota’s broader mission of prioritising mobility for all and enhancing the fan experience at every level.

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Toyota is committed to creating a lasting impact through this win-win-win partnership, ensuring that the values of teamwork, respect, and humanity are at the forefront of its initiatives. The company aims to inspire a new generation of athletes and fans, making football accessible to all.

About Toyota Motor Corporation

Toyota Motor Corporation works to develop and manufacture innovative, safe, and high-quality products and services that create happiness by providing mobility for all. We believe that true achievement comes from supporting our customers, partners, employees, and the communities in which we operate. Since our founding over 80 years ago in 1937, we have applied our Guiding Principles in pursuit of a safer, greener, and more inclusive society. Today, as we transform into a mobility company developing connected, automated, shared, and electrified technologies, we also remain true to our Guiding Principles and many of the United Nations' Sustainable Development Goals to help realize an ever-better world, where everyone is free to move.

About FIFA

FIFA, founded in 1904 and headquartered in Zurich, Switzerland, is the global governing body of football, overseeing 211 national associations and organising world-class tournaments, including the FIFA World Cup™ and FIFA Women's World Cup™. Visit www.fifa.com | @FIFAcem.

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