



TOYOTA

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Toyota Motor Sales USA has enjoyed a longstanding and fruitful partnership with Willow Springs Raceway, an alliance that began in 1982. This 32-year relationship encompassed support for the Toyota Pro/Celebrity Race training facility, a fixture at Willow Springs for six days each March, contributing to the race's impressive 38-year run as part of the Toyota Grand Prix of Long Beach. Furthermore, Toyota expressed immense satisfaction with the burgeoning Toyota Southwest Superlate (SWS) series, which started in 2012 under Matt Jackson's leadership. With its highly competitive field, live race coverage and named drivers, the Toyota Southwest Superlate Series is becoming a premier West Coast Stock Car racing venue. This provides a prominent platform for Toyota's brand visibility, exceeding Toyota's expectations. To further demonstrate its commitment, Toyota announced the donation of a fully loaded Toyota Tundra, to be awarded to a lucky team owner at the year-end SWS Series Championship awards banquet.

Toyota valued its association with Willow Springs, which provided significant brand visibility to a diverse audience through strategically placed signage and various racing events, highlighting the track's unique position as the only major road racing facility in Southern California.

Sincerely,
Les Unger
National Motorsports Manager
Toyota Motor Sales USA