

RACER
PRESENTS

TOYOTA
motor sports

Setting the Pace



SPONSORSHIP

Toyota Motorsports has been setting minds racing for a quarter-century. Sponsorship of Champ Car events across the country provides the opportunity to build awareness of the high-performance character of the Toyota brand. It is also a way of getting involved in local communities while developing closer relationships with dealers and employees in exciting settings.



Showing the Flag

By linking its name with Champ Car events at venues ranging from speedways like California (BELOW) and Homestead-Miami (ABOVE) to temporary circuits like Houston (LEFT) and permanent road courses, Toyota gains exposure via television to more than 170 countries around the world. In the grandstands at Champ Car races are some of the most brand-loyal fans in sports, providing an ideal opportunity for Toyota to reach performance-minded customers.



SUPPORT

Toyota's Champ Car program goes well beyond event sponsorship and participation as an engine supplier. As a part of its role as the "Official Truck of CART," Toyota supplies the vehicles that are used exclusively by the CART Safety Team, whose four specially equipped Toyota trucks travel to every FedEx Championship Series race in North America.

The CART Safety Team provides instant emergency response whenever the Champ Cars are on the track. Each of the three trucks are staffed by a physician, a paramedic and at least two specialists in rescue and extrication, along with a full complement of fire-fighting equipment.

Toyota takes a prominent role at the front of the Champ Car fields, too, providing performance-enhanced Solara and Lexus GS 400 Pace Cars for use by CART's PPG Pace Car team.



Rapid Response

New Solara Pace Car (TOP) joins Lexus GS 400 (ABOVE) on the PPG Pace Team, while Toyota trucks enable CART Safety Team (BELOW) to handle any emergency quickly and efficiently.



LONG BEACH

Toyota's commitment to motorsports is exemplified by its 25-year association with the Toyota Grand Prix of Long Beach. Back in 1975, when promoter and visionary Chris Pook first came up with the remarkable idea of bringing major-league auto racing to the downtown area of a sleepy seaside city on the outskirts of Los Angeles, Toyota was quick to sign on.

In the years that followed, the race evolved from a curiosity into one of Southern California's most prestigious sporting events. The city of Long Beach has grown with it, becoming a major tourist destination and business center. It's another example of racing minds working together.



Dreaming On

Out of the curiosity that greeted the first Toyota Grand Prix of Long Beach in '75 (RIGHT), won by Britain's Brian Redman (ABOVE), the race has developed into one of the social events of the year in Southern California. Some 250,000 spectators now take in a weekend of racing whose setting (BELOW) has been reinvigorated by the spirit of the Grand Prix.





SHOWTIME

Among the elements that make the Toyota Grand Prix of Long Beach so special is the annual Toyota Pro/Celebrity Race, held each year during Grand Prix weekend. The race matches a group of celebrities from the motion picture, television, fashion and music industries with professional drivers in identically prepared Toyota Celicas. What happens next is rarely predictable and inevitably spectacular!

The celebrities have a fighting chance thanks to some expert preparation prior to the event. Each invitee undergoes four days of training at the Fast Lane Racing School, based at Willow Springs Raceway on the edge of California's Mojave desert. There, they go through a series of classroom sessions explaining basics of car control and race craft, and then practice what they have learned aboard their Celica race cars under the supervision of Fast Lane's driving instructors.



Famous Excitement

Since its first run in 1977, the Toyota Pro/Celebrity race has been a blast for fans and contestants alike. Luminaries like four-time Indy winner Rick Mears have done battle through the years with movie stars like Cameron Diaz. Entertainer Donny Osmond and actress Laurelee Bell (ABOVE) prepared for the 1999 race with instruction from Danny McKeever and his staff at Fast Lane Racing School.

CHAMP CARS



Toyota enters its fourth season of CART FedEx Championship Series competition as an engine supplier with high expectations, as it powers its strongest field of entries yet. The five drivers campaigning Toyota-powered Champ Cars in 1999 include a pair of proven winners and three of the brightest up-and-coming talents on the CART scene.

"I believe we've improved our program tremendously with our new additions for 1999," said Jim Aust, vice president of motorsports for Toyota Motor Sales, U.S.A., and president and chief executive officer, Toyota Racing Development, U.S.A. "With continued gains in power and reliability, we're confident that we're headed in the right direction."

In addition to the blend of experience and youth on its driving team, the four Toyota race teams employ three different types of chassis between them, providing the widest possible range of opportunities for success. It's a lineup guaranteed to build on the steady progress made during the first three years of Toyota's Champ Car engine program.

Team Gordon

Flamboyant Robby Gordon (RIGHT) has fulfilled a lifelong dream by forming his own Champ Car team for '99. Owner/driver Gordon campaigns a Swift chassis (FAR RIGHT) whose striking color scheme is reflective of sponsorship from Johns Manville, Duracell, Panasonic and Menards.



Arciero-Wells Racing

Ambitious team owners Frank Arciero (BOTTOM RIGHT) and Cal Wells III (TOP RIGHT) have assembled their most powerful combination yet. Accomplished veteran Scott Pruett (ABOVE) drives the team's Pioneer Electronics/MCI WorldCom Reynard (ABOVE CENTER), while '98 Indy Lights champion Cristiano da Matta (RIGHT) pilots the MCI WorldCom Reynard (RIGHT CENTER).





All American Racers

Innovator/car owner/racer Dan Gurney (FAR LEFT) renews his determination to push his AAR team's Eagle chassis (ABOVE) to the front of the Champ Car pecking order with a boost from the blossoming talent of FedEx Championship Series sophomore and '97 KOOL/Toyota Atlantic champion Alex Barron (LEFT).



Della Penna Motorsports

Highly rated young driver Richie Hearn (LEFT) and mentor/car owner John Della Penna (FAR LEFT) have opted to switch to Toyota power for their Budweiser Swift (ABOVE) in their quest to establish status as regular contenders for victory.

TRD

TOYOTA RACING DEVELOPMENT

The variety of motorsports undertaken by Toyota calls for diverse and quick-responding development capability, and this Herculean task is taken up by Toyota Racing Development (TRD, U.S.A.). From its 47,000 square foot facility in Costa Mesa, Calif., TRD assembles, develops and dynamometer-tests each of Toyota's Champ Car engines. A separate facility houses the manufacturing and distribution of spec engine parts for the KOOL/Toyota Atlantic Championship, plus development work for the four-cylinder turbo engines that power Rod Millen's Pikes Peak Tacoma, as well as the V8s destined for Ivan Stewart's and Robby Gordon's off-road Trophy-Trucks.

Along with its pro racing responsibilities, TRD serves Toyota Motor Sales, U.S.A., as the source of high-performance aftermarket products for Toyota vehicles, oriented to both street performance and grassroots racing. This market has grown substantially over the past year, and TRD has moved to meet the increasing demand for its products by providing Toyota dealers around the nation with the ability to order TRD parts directly through Toyota's online parts system.



ATLANTICS

Another prominent part of Toyota's motorsports commitment is its dedication to giving future stars of the sport a chance to shine. Toyota is now in its 11th year with TRD, U.S.A. as the engine supplier and series sponsor for the KOOL/Toyota Atlantic Championship Series, a prime steppingstone for young racers on the road to Champ Cars. Indeed, the 1995, '96 and '97 Atlantic series champions (Richie Hearn, Patrick Carpentier and Alex Barron, respectively) now ply their trade in the FedEx Championship Series, while reigning champion Lee Bentham returns to defend his title.

The opportunity to race in front of the Champ Car teams and fans at some of the most prestigious racing venues in North America, as well as a lucrative points and prize fund, gathers some of the brightest young driving talent in the nation to the Atlantic series each year. Teams and drivers alike hone their racecraft in Atlantics, buoyed by the stable and reliable performance of Toyota's 1.6-liter engines that serve as the series' exclusive power plant.



Finishing School

The promise of high-profile, demanding racing in exciting cars with powerful yet reliable engines makes the KOOL/Toyota Atlantic Championship a vital part of the young racer's résumé. After taking his Player's Swift/Toyota (ABOVE RIGHT) to the title last year, Lee Bentham (ABOVE) returns to defend his crown. Standouts like Andrew Bordin, Buddy Rice and Matt Sielsky (left to right, FAR RIGHT) share that dream, and are encouraged to fulfill it by the equal chance (RIGHT) that the series' spec Toyota engines provide.





GRASSROOTS

Professional racing may grab the headlines, but it is at the grassroots level, where enthusiastic dreams are first converted into reality, that interest in the motorsports lifestyle is developed and nurtured. Toyota plays a significant role here, too, offering a variety of contingency sponsorships to amateur racers and providing ready access to specialty performance parts through the close association between TRD, U.S.A. and Toyota dealers.



Fun for Everyone

Through contingency sponsorship programs for various classes of SCCA Club Racing (LEFT), Toyota helps make it possible for weekend warriors to get in the game. Toyota also provides technical assistance and contingency monies in other categories like the CORR Off-Road Series (FAR LEFT) and SCORE desert racing. Ryan Arciero and Bob Gordon charged to third overall and first in Class 1 at the Baja 1000 last year with a Toyota V6-powered buggy (ABOVE).



His Own Path

Robby Gordon (TOP) first rose to prominence in off-road competition with Toyota, and returns to those roots this November at the Baja 1000. Owner/driver Gordon will match his Menards/Panasonic Toyota Trophy-Truck (ABOVE) against his old rival and Toyota teammate, Ivan Stewart, for top honors at the desert classic.



PIKES PEAK

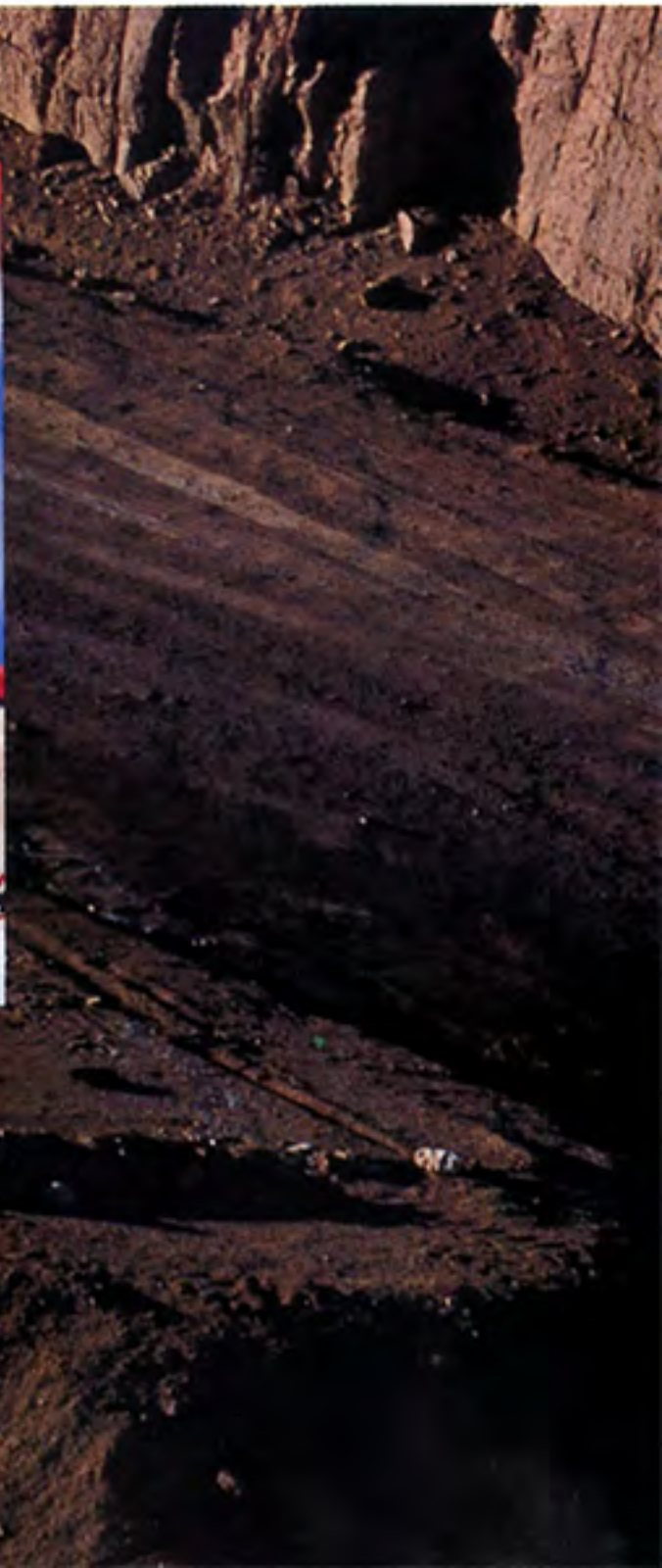
You against the clock, racing to the summit of a 14,110-foot mountain. This is the essence of the Pikes Peak International Hill Climb, one of America's most cherished motorsports events, and it has an irresistible allure for Rod Millen. The New Zealander is dedicated to being the first to complete the tough 12.42-mile route in less than 10 minutes. He's come tantalizingly close while claiming overall victory with his Toyotas four times in the past five years.

Millen returns to Pikes Peak with an enhanced version of his high-tech Toyota Tacoma that won on its debut last July. With a year of development on the Tacoma's sophisticated suspension and aerodynamics, the 10-minute barrier may finally have met its match.



No Limits

With an exotic Toyota Tacoma (RIGHT) that benefits from high technology as well as its driver's practical experience in the art and science of hill climb competition, Rod Millen (ABOVE) is poised to push the envelope back at Pikes Peak once again.



OFF-ROAD

There's no better place to demonstrate the durability of your equipment than off-road racing. So, it's no surprise that Toyota has become synonymous with success in this most grueling form of motorsports. In association with Performance Preparation, Inc., Toyota has claimed 87 race victories, 14 drivers championships and 11 manufacturers titles in 16 years.

Last year was especially rewarding for PPI and Toyota Racing Development, as legendary Ivan "Ironman" Stewart swept to victory in off-road racing's two most prestigious events, the Baja 500 and Baja 1000, with his MCI WorldCom/Toyota Trophy-Truck, powered by a TRD Tundra Racing V8.



True Grit

The incomparable Ivan Stewart (ABOVE), known as the "Ironman" for his ability to complete off-road racing's most grueling courses without need of a co-driver, finds his PPI-designed and developed Toyota Trophy-Truck (LEFT) the perfect complement to his own indomitable spirit.





TOYOTA RACING DEVELOPMENT

LISTEN CAREFULLY AND YOU CAN
HEAR THE SOUND OF OUR ENGINEERS
COMMANDING YOUR RESPECT.



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Back to back IMSA GTP championships. Over eighty off-road victories. The fastest time ever at Pikes Peak. From the drawing board to the cockpit, at TRD our minds are always racing. Visit www.toyota.com/trd and get up to speed.

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