

Motorsports Activities

Business Overview

Toyota views motorsports activities as a valuable component of the process of conceiving vehicles that embody dreams and excitement.

Activities Summary

In 2009, Toyota was a prominent participant at the highest levels of automobile racing, including the Formula One World Championship (F1) races around the globe, SUPER GT and Formula Nippon series races in Japan, and NASCAR* races in the United States. In addition, we played a part in developing young drivers through activities including the Toyota Young Drivers Program (TDP).

In 2010, we will continue to participate in the top categories of SUPER GT, Formula Nippon and NASCAR and develop the skills of young drivers through TDP activities while increasing our involvement this year in motorsports activities in which customers participate.

* The National Association for Stock Car Auto Racing (NASCAR) is the largest sanctioning body of stock car racing in the United States, consisting of a variety of race series using modified stock cars run primarily on the North American continent.

SUPER GT

On the domestic racing scene, Toyota Technocraft Co., Ltd. (TRD), supported teams running the Lexus SC430 vehicles participated in GT500 races, the top class of SUPER GT. In the GT300 class, we provided support for teams racing the Lexus IS350 and Toyota Corolla Axio. In 2009, the GT500 and GT300 class driver and team each won top awards.

Additional details available at [URL](#)

Formula Nippon

In Formula Nippon, the premier formula racing category in Japan, Toyota supplied RV8K V8 3.4-liter engines for eight cars driven by five racing teams. In 2010, we aim to recapture the title with a car powered by a Toyota engine.

NASCAR

In the NASCAR Sprint Cup Series, NASCAR's highest-ranking races, as well as the Nationwide Series, we captured the series championship for the second consecutive year in 2009 with the Toyota Camry, and look for another victory this year.

The Toyota Tundra will again compete in the NASCAR Camping World Truck Series, where we have captured the manufacturer's championship for four straight years.

Toyota Young Drivers Program (TDP)

This program supports the ongoing skills development of promising young drivers with the objective of cultivating talented racing drivers to compete in top category races in Japan and overseas.

Grassroots Motorsports Activities

We support customer-participatory programs such as the Hybrid Driving Challenge through the promotion of GAZOO Racing activities, which convey the dreams and excitement of automobiles and enable participants to experience motor sports and circuits firsthand.

Also, the Lexus LFA was the winner in its class* at the 2010 24-Hour Nürburgring race, where it competed for the third straight year.

* Close-to-production engine (4,000 cc to 6,250 cc class).



SUPER GT



Formula Nippon



NASCAR



Grassroots Motorsports: the Hybrid Driving Challenge



Winning TDP drivers in the GT500 class
(Center left: Hiroaki Ishiura; center right: Kazuya Oshima)
<2010 SUPER GT, Race 3>