Toyota Will Be Back for the 2021 Super Bowl

Toyota is back in the Super Bowl for the fourth year in a row.

Jack Hollis, senior vice president of automotive operations at Toyota Motor North America, confirmed to Adweek that “Toyota will be part of the advertising lineup for Super Bowl LV 2021 on CBS. We look forward to sharing additional details as we get closer to the Big Game.”

The ad is Toyota’s ninth Super Bowl appearance in the last 10 years. The brand and its agencies are known for making a splash: Last year’s ad from Saatchi & Saatchi starred Cobie Smulders as a blockbuster hero saving the day in her Highlander.

Three years ago, Saatchi & Saatchi created an ad focused on the story of eight-time Paralympic gold medalist Lauren Woolstencroft. And two years ago, Toyota and Burrell Communications made a big statement, featuring the story of football star Toni Harris, the first woman to nab a college scholarship in a non-kicking position.

In 2018, the brand also relaunched its Supra model after 20 years away from the market.

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