BORN FROM RACING

PUSH. BREAK.
LEARN.
TO MAKE
EVER-BETTER
CARS.







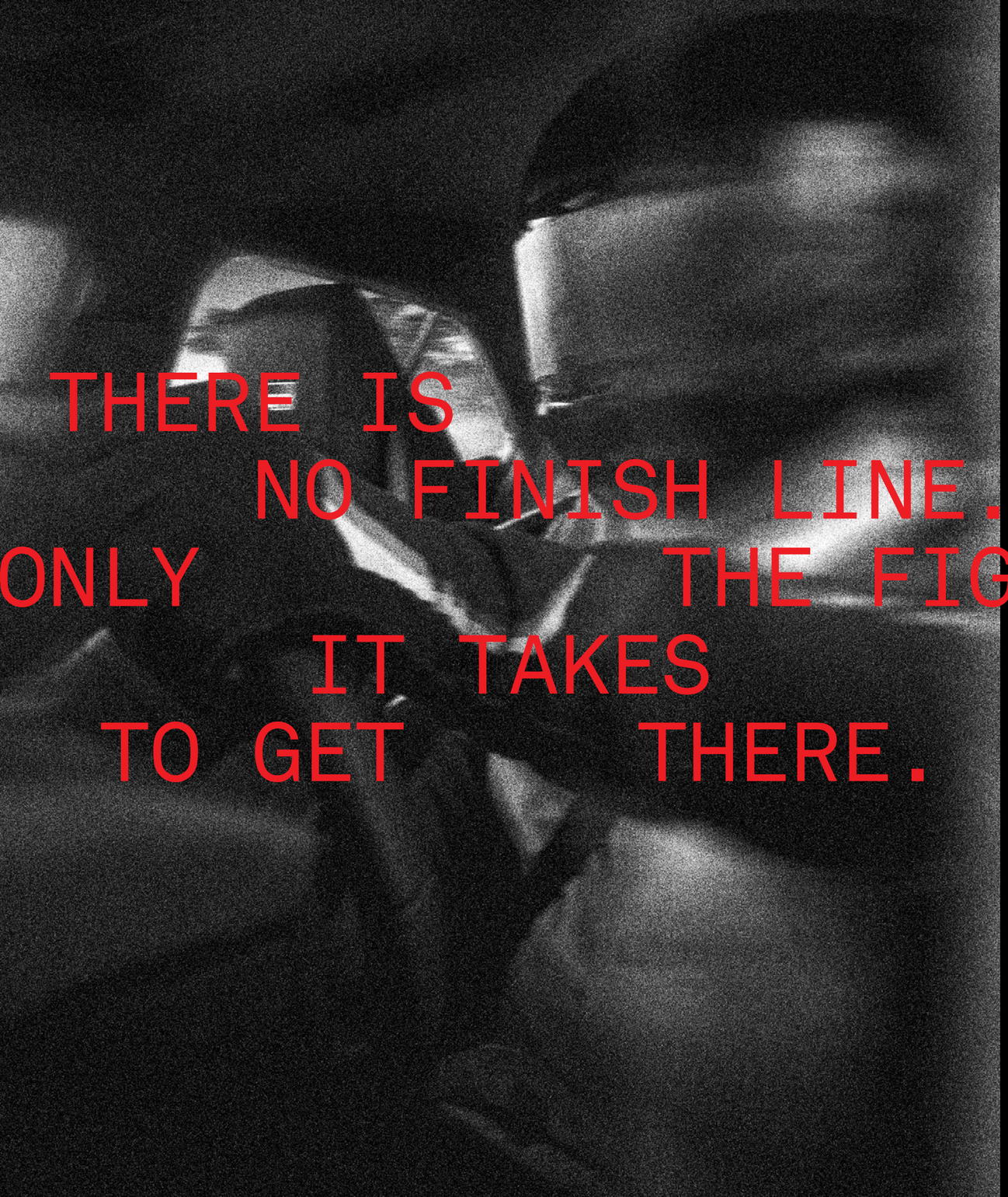



AT THE BEGINNING, MANY PEOPLE TOLD US THAT IT WAS NOT POSSIBLE FOR TOYOTA TO MAKE SUCH CARS. THAT WAS WHY WE BEGAN GAZOO RACING.

Morizo, the racing pseudonym of Toyota Chairman Akio Toyoda, remembers those first days vividly. Back in the early 2000s, he found himself training at Germany's Nürburgring race circuit behind the wheel of a second-hand Supra A80. Production had already ended, but it was the only Toyota capable of withstanding the punishment of the world's toughest track.

Few took Toyota seriously. "Every time another car passed us," he recalls, "it felt like I could hear them saying, 'Hey Toyota, you can't build a car like this.'"

The regret he felt in that moment left a mark. But more importantly, it lit a fire. Not just to prove them wrong. But to push the limits of what a car—and people—could be.




From our earliest days as a lean, volunteer-driven team, GAZOO Racing has been fueled by the fire first ignited in Morizo at Nürburgring in the early 2000s.

A relentless, unshakable pursuit of ever-better.

Whether it's the cars we create, the people who build them, or the drivers behind the wheel, the journey is never straight or smooth. The road twists, dips. Tests. But we don't back down. We lean in. Finding energy in the exhaustion. Learnings in every loss. Progress in every mistake.

Today, GR performs at the highest levels of racing—successfully transferring that knowledge to exhilarating production cars for everyday drivers.

But GR is more than cars. More than a team or brand. It's a rolling testament to decades of determination against the odds. Proof that greatness isn't just about achievement, but about how far you're willing to push—how fiercely you overcome.

If that mindset resonates, you're already one of us.

Thank you for being part of our story.

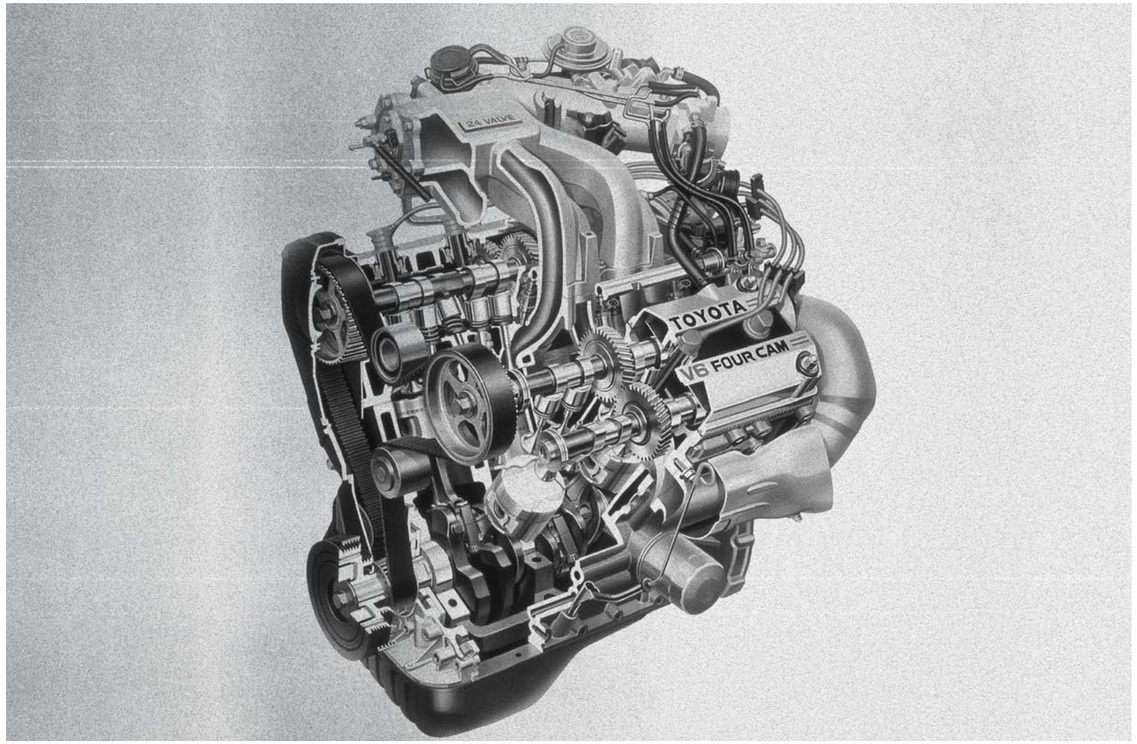
TOMOYA "TK" TAKAHASHI

President
GAZOO Racing Company

L. ANDREW GILLELAND

SVP, Automotive Operations
Toyota Motor North America


DENSO
GR TOYOTA
KeePer
RAYS


24-VALVE
TOYOTA
V6 FOUR CAM




Prologue
Introduction

CARS THAT LAID FOUNDATION
2000GT
Celica GT-Four
Supra A80
LFA

BIRTH OF GR
Naruse + Morizo
Nürburgring 2007

OFF TO THE RACES
Nürburgring 2010
Le Mans 2012
Le Mans 2018
Nürburgring 2019
Dakar 2019
WRC 2021
Le Mans 2021
Dakar 2023
WRC 2024
Nürburgring 2025

RACE CARS INTO ROAD CARS
Shimoyama R&D Center
GR Factory
Grade Structure
GR Supra
GR Yaris
GR86
GR Corolla
GR Garage
Epilogue

GR DNA & TOOLS
GR Philosophy
GR Driving Principles
GR Mindset

Logo + Slogan
Color
Typography
Photography
Graphic Elements
Layout + Composition
Applications

# YOU MIGHT FAIL,
# BUT IF YOU CONTINUE
# THINKING ABOUT WHY,
# YOU WILL ACHIEVE RESULTS.

MORIZO

Racing pseudonym of Akio Toyoda

# CARS THAT LAID THE FOUNDATION



# HONOR THE PAST.
# ENGINEER THE FUTURE.

Inspired by the Japanese ritual of Shikinen Sengu—where sacred shrines are rebuilt every 20 years—Morizo and GAZOO Racing see each generation of performance cars as part of a continuous cycle of learning, passing down knowledge, and pushing boundaries.

From the trailblazing icons of the past to today's GR lineup, every car builds on the legacy before it—laying the foundation for what's next. Because for Toyota and GAZOO Racing, the pursuit of ever-better never ends.





# TAKING THE GLOVES OFF.

In the 1960s, Toyota came to fight.

Sleek, fast, and unlike anything Japan had ever produced before, the 2000GT redefined perceptions of Japanese cars and proved they could rival Europe's best.

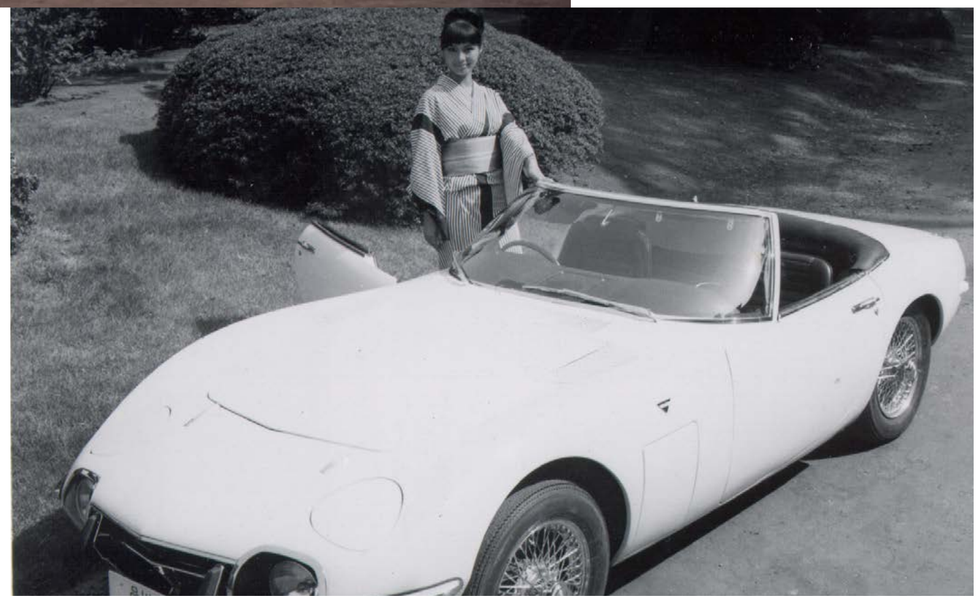
Developed in collaboration with Yamaha and unveiled at the 1965 Tokyo Motor Show, the 2000GT hit the streets two years later. And made history, setting world speed records, winning the 1967 Fuji 24-hour race, and even starring in a James Bond film.

With just 351 ever made, it became Japan's first supercar. And a million-dollar collectible. More than that, it shaped the future of Toyota design, performance, and prestige—influencing later coupes like the Supra and GT86, as well as arguably paving the way for Toyota's entry into the luxury market with Lexus.

The 2000GT didn't just turn heads. It turned the tide.







2000GT










## THE RALLY REVOLUTION.

We'll always have a soft spot for the Celica GT-Four.

Born to race, this turbocharged, all-wheel-drive variant of the Celica Liftback was built to conquer the World Rally Championship. And it did just that.

Produced from 1986 to 1999, three generations (ST165, ST185, ST205) each left a mark. But the ST185 reigns supreme. Between 1992 and 1994, it won 16 WRC events and multiple Drivers' and Manufacturers' Titles, cementing its place in rally history. It was the first time a Japanese AWD turbo car challenged—and beat—the European heavyweights. Toyota would later leave WRC to focus on Formula 1 only to see GAZOO Racing return again in 2017 with the Yaris.

The Celica GT-Four set the bar extremely high. And we've been chasing it ever since.



CELICA GT-FOUR



## NOT JUST A CAR.
## A MOVEMENT.

The Supra A80 did more than earn a reputation. It built a legacy.

Launched in 1993, the fourth-generation Supra (Mk4) became an instant icon with its legendary 2JZ engine built for both track domination and tuner culture.

With its sleek silhouette, German-engineered six-speed manual, and bulletproof performance, the A80 was a true driver's car. It competed in Le Mans and Japan's Super GT series, and even after production ended in 2002, it kept racing—and winning—into the mid-2000s. The A80 was the first car Morizo and a fledgling GAZOO Racing took to Nürburgring.

Beloved by enthusiasts, immortalized by pop culture, and endlessly modifiable, the Supra A80 proved Toyota could build a supercar that thrilled on every level.




LFA



# LIMITS ARE MEANT TO BE BROKEN.

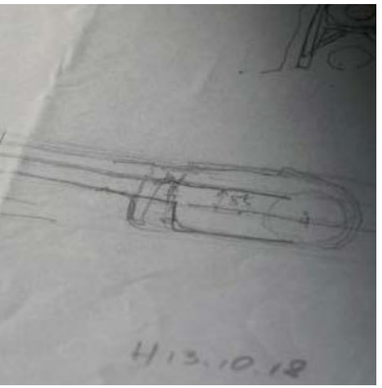
The LFA is what happens when nothing is left off the table.

Born from napkin sketches and Nürburgring laps, the LFA pushed the limits of engineering. And, forever changed the trajectory of Toyota, Lexus, and GAZOO Racing.

In the wake of Toyota's challenge to the luxury market with Lexus in the 1980s, engineer Haruhiko Tanahashi (of Celica GT-Four fame) began designing a new kind of supercar. Alongside Master Driver Hiromu Naruse and Morizo, the project quickly proved to be something bigger: a car not shaped by Lexus, but one that could shape Lexus itself.

With a front-mid engine, carbon-fiber chassis, and near-mythical precision, the LFA was launched in 2010. Its true development cost remains a secret. But its impact? Unmistakable.

While only 500 were produced, the LFA was more than a car. It was the completion of a family recipe. Refined in secret, passed down in spirit, and still fueling the future of GR.











GAZOO Racing
MORIZO

# BIRTH OF GR



# WE STAKE OUR LIVES ON MAKING CARS.

HIROMU NARUSE

Toyota Master Driver

Hiromu Naruse joined Toyota in 1963 as a temporary worker in Vehicle Inspection. But with a deep love of cars, he quickly rose through the ranks—joining Engineering Division No. 7, focused on motorsports, and becoming chief mechanic of the Toyota 7 race car.

In 1973, Naruse traveled to Europe for a six-hour endurance race—his first encounter with the Nürburgring, and the start of a lifelong relationship with the track. It was there he came to believe "Roads make cars." And his intuition behind the wheel earned him the nickname "Top Gun" among Toyota test drivers.

Naruse had a rare gift—he could feel a car, and describe and alter its "flavor" in a way that refined even subtle differences.

That gift would change everything when he met then–Vice President Akio Toyoda. A passionate car enthusiast but not yet a true car *driver*, Akio was met with a challenge from Naruse: "If you don't even know how to drive, I don't want you casually commenting on cars."



## CHASING NARUSE'S TAILLIGHTS.

Naruse believed development shouldn't rely on words or data alone. It had to be felt, through hands-on experience. And so Akio followed Naruse—literally—learning through pursuit, lap after lap, day after day. "We called it training, but I just followed Naruse as he drove his car. All I did was do my best to chase after those taillights."

After five years of training, Naruse suggested they race in Nürburgring 24 Hours. Naruse recalled "[Akio] didn't just jump into the race, but instead spent the next three years intensively training for it."

Their shared passion was blossoming into something much bigger: GAZOO Racing. And from that moment on, Akio became known as "Morizo"—downplaying his executive role in favor of a racer's mindset. Many years and countless races later, Naruse and Morizo's accomplishments were only surpassed by their bond.

On June 23, 2010, Naruse tragically passed away near the Nürburgring. But his legacy will forever live on. In every GR car, in every lap, in every engineer and driver still chasing ever-better: we honor Master Driver Hiromu Naruse.

We no longer have his taillights to follow. Now, Naruse is now coming up from behind. His headlights pushing us forward.






# BORN IN A GREEN HELL.

In 2007, driven by the belief that motorsports could strengthen both people and cars, Toyota entered the legendary Nürburgring 24 Hours—one of the world's most grueling endurance races.

Nicknamed *The Green Hell*, the Nürburgring is infamous for its relentless demands: blind corners, sharp elevation changes, unpredictable surfaces, and a brutal 20-kilometer (12.9 miles) course that compresses the world's roads into one unforgiving loop. Unlike most tracks, its original 1927 paving makes it unusually rough—ideal for revealing the hidden weaknesses of even the most refined vehicles.

For automakers like Toyota, that punishment is invaluable. It's why the Nürburgring is considered the ultimate proving ground—a holy land for development.

At the time, Toyota's participation wasn't official. Instead, the team ran under the newly created name GAZOO Racing, using a small budget, two second-hand Altezzas, and eight drivers—many of them amateurs. The entire effort was led by Master Driver Hiromu Naruse and a young Akio Toyoda, driving under his now-iconic pseudonym, Morizo.

Against the odds, both cars finished the race. A quiet miracle. But one that sparked something greater.



# RACING A DIFFERENT RACE.

In the world of Nürburgring, results matter. But in 2007, GAZOO Racing wasn't chasing trophies. It was chasing truth.

While most teams fielded FIA-GT3 class race cars built purely for speed, GAZOO Racing took a different path. The goal wasn't a fastest lap. It was to take a production-based car, build it from the ground up, and learn exactly where it excelled. And, where it broke.

The mission was clear: survive 24 hours of punishing conditions to prove these cars were not only fast, but safe, stable, and responsive. Even at the limit.

A driver had to be able to push hard and stay relaxed. To do that, the car had to become more than a machine. It had to become an extension of the driver. The car responding without hesitation. The driver moving without thinking. It's not engineering anymore. It's instinct. It's chemistry.

That's what Toyota came to find at Nürburgring. Not just how to build a more capable car—but how to build one that listens, one that feels. One that drives *with* you.

Some truths can only be found on this track. That's why we're still here. Still pushing. Still learning. Because the fire never stops burning.


GR
GAZOO Racing
BILSTEIN
DENSO
KYB
BRIDGESTONE
YAMAHA
AISIN
TOYOTA AUTO BODY
TOYOTA BOSHOKU
A.TOYODA RH+A

# OFF TO THE RACES






# EVOLUTION IS BEST ACHIEVED IN EXTREME CONDITIONS.

Competing in the toughest races in motorsports—operating in the most grueling, unforgiving environments—unexpected events occur and split-second decisions must be made. Racing pushes us and the cars we build, to adapt in real time. To learn. Correct. Be inspired.

There is a rawness to racing. A visceral, transformative experience of human and machine, operating as one, singularly focused on achieving a greater level of excellence. While knowing there is always a path to be ever-better.

This is why we race.

# 2010 NÜRBURGRING 24 HRS






After our 2007 debut, the Nürburgring 24 Hours became a crucial part of GAZOO Racing's development program. And in 2010, the team sought to reach even greater heights.

GAZOO brought two LFAs. Despite being limited-production road cars, the LFAs achieved speeds that kept GR shoulder-to-shoulder with full-fledged race cars in the qualifying round. In the final race, one of the cars kept up a steady pace and led GR to its first class win (SP8), finishing 18th overall. Another LFA also competed, finishing 156th overall after suffering a prolonged pit stop from a fuel pump problem.

# 2012
# LE MANS
# 24 HRS







In 2012, GAZOO Racing returned to Le Mans with two TS030 Hybrids—blending cutting-edge hybrid tech with motorsport performance.

Both cars challenged the leaders early, until disaster struck: one went airborne after contact at Mulsanne Corner, the other suffered mechanical failure. Neither car finished. But the message was clear: Toyota was back, and serious. The TS030s were blisteringly fast, and with another year to improve, the team left Le Mans not discouraged. But determined to win.

# MOTORSPORTS MIGHT SEEM TO BE SIMPLY ABOUT WINNING, BUT... IT'S ABOUT FIGHTING TENACIOUSLY, NEVER GIVING UP.

MORIZO

Racing pseudonym of Akio Toyoda

# 2018
# LE MANS
# 24 HRS

After 19 previous attempts, in 2018, GAZOO Racing finally secured its first Le Mans victory with a dramatic one-two finish in the LMP1 class.

The #8 TS050 Hybrid started from pole position and eventually took the win, with the #8 and #7 TS050 Hybrids dueling over the lead for the first half of the race—winning the World Endurance Championship's Team's Title that year. With the #8 TS050 being permanently loaned to the Le Mans 24 Hours Museum in 2020.





# 2019
# NÜRBURGRING
# 24 HRS







In 2019, alongside a fully reengineered Lexus LC, GAZOO Racing entered a GR Supra into the Nürburgring 24 Hours—marking the first time in 17 years a Supra had competed in the legendary race. The GR Supra finished 3rd in its class. Morizo drove on the second day of the finals, which happened to fall on the anniversary of chief test driver Hiromu Naruse's passing. In that moment, Morizo said he felt Naruse's presence—like they were driving together once again.


323
RedBull
KINTO


sparco
sparco
sparco
WHEELS

# 2019 DAKAR RALLY

In 2019, GAZOO Racing claimed its first-ever Dakar Rally win with drivers Nasser Al-Attiyah and Mathieu Baumel.

The grueling 5,000-kilometer (3,100 miles) race, held entirely in Peru, pushed both team and machine to the limit—through towering dunes, rocky climbs, and deep, powder-like fesh-fesh sand. Fewer than half of the 100 starters finished. Against these odds, Toyota's victory marked a major milestone in endurance racing history.






# 2021 WORLD RALLY CHAMPIONSHIP





Since returning to WRC in 2017, GAZOO Racing steadily mastered the sport's ever-changing conditions.

In 2021, it faced the brutal terrain and unpredictable weather of Safari Rally Kenya—and came out on top. That season, the team secured a championship treble, winning the Drivers', Co-Drivers', and Manufacturers' titles.. Sébastien Ogier claimed his eighth crown, with Julien Ingrassia earning his final co-driver title—capping a season of dominant, consistent performance.




Professional driver on closed course. Do Not attempt. Vehicles specially modified for racing with non-Genuine Toyota parts may void the vehicles' warranty, may negatively impact vehicle performance and safety, and may not be street legal.

# RACING IS THE BEST STAGE FOR DEVELOPING TECHNOLOGIES AND HUMAN RESOURCES. THIS KIND OF EXPERIENCE ELEVATES PEOPLE AND CREATES BETTER CARS.

MORIZO

Racing pseudonym of Akio Toyoda

# 2021
# LE MANS
# 24 HRS

In 2021, GAZOO Racing claimed its fourth consecutive Le Mans win—this time as the first-ever Hypercar winners at the legendary Circuit de la Sarthe.

Driving the #7 GR010 Hybrid, Mike Conway, Kamui Kobayashi, and José María López held the lead for of the race thanks to the team solving a fuel system issue without coming into the garage—showcasing precision, teamwork, and a new era of endurance racing dominance.





# 2023 DAKAR RALLY







The 2023 Dakar Rally in Saudi Arabia was a grueling test of endurance, with flash floods and soaked sand pushing teams to their limits.

GAZOO Racing powered through the 8,549-kilometer (5,312 miles) course to defend its title—winning the rally for a second consecutive year. All three GR crews finished in the top five, with Nasser Al-Attiyah and co-driver Mathieu Baumel maintaining a dominant lead to secure victory by a wide margin.

# 2024 WORLD RALLY CHAMPIONSHIP

The 2024 WRC season brought both highs and hurdles for GAZOO Racing.

From technical stages and shifting grip to dense fog and unpredictable terrain, the team navigated a range of conditions. While strong performances marked the season overall, moments like pace note misreads proved costly for the team—highlighting the razor-thin margin for error in rallying. Still, the team's resilience and adaptability kept them in strong contention throughout the year.



# 2025 NÜRBURGRING 24 HRS

2025 marked GAZOO Racing’s return to the Nürburgring 24 Hours after a hiatus since 2019.

Under the new TGRR structure/banner—a merged collaboration between GR and ROOKIE Racing—the team raced two vehicles: a GR Yaris (SP2T class) and GR Supra GT4 Evo2 (SP8T class). After suffering damage in qualifying, both cars completed  the race with the GR Yaris achieving a class win. With Morizo himself driving 15 laps—a personal best in a single race at Nürburgring.






# RACE CARS INTO ROAD CARS




P1

## SHIMOYAMA R&D CENTER

A WORK IN PROGRESS.



There’s a reason Morizo chose to stand in front of a wrecked GR Yaris—one he had flipped and destroyed—as the backdrop for the 2024 unveiling of Shimoyama, Toyota’s new R&D center. That car wasn’t just scrap metal. It was a symbol of what Toyota and GAZOO Racing believe: that failure is fuel. And that the road to progress is paved with setbacks you learn from.

Built across 650 hectares (2.5 square miles) of mountainous terrain between Toyota City and Okazaki, Shimoyama was designed to make *break it here, fix it here* a daily reality. It’s not just a test track. It’s a proving ground for people and machines. The complex houses a high-speed loop, ten distinct “roads,” and



its crown jewel, the Third Circuit: a near quarter-scale recreation of Nürburgring, packed with countless blind crests and compound corners meant to challenge even the most seasoned drivers.

Here, nearly 3,000 staff work side by side in a pit-lane-style environment—planning, designing, testing, and refining vehicles in real time. Because at Shimoyama, failure isn’t the end. It’s where ever-better begins.



## GR FACTORY

### ASSEMBLY. REIMAGINED BY RACING.

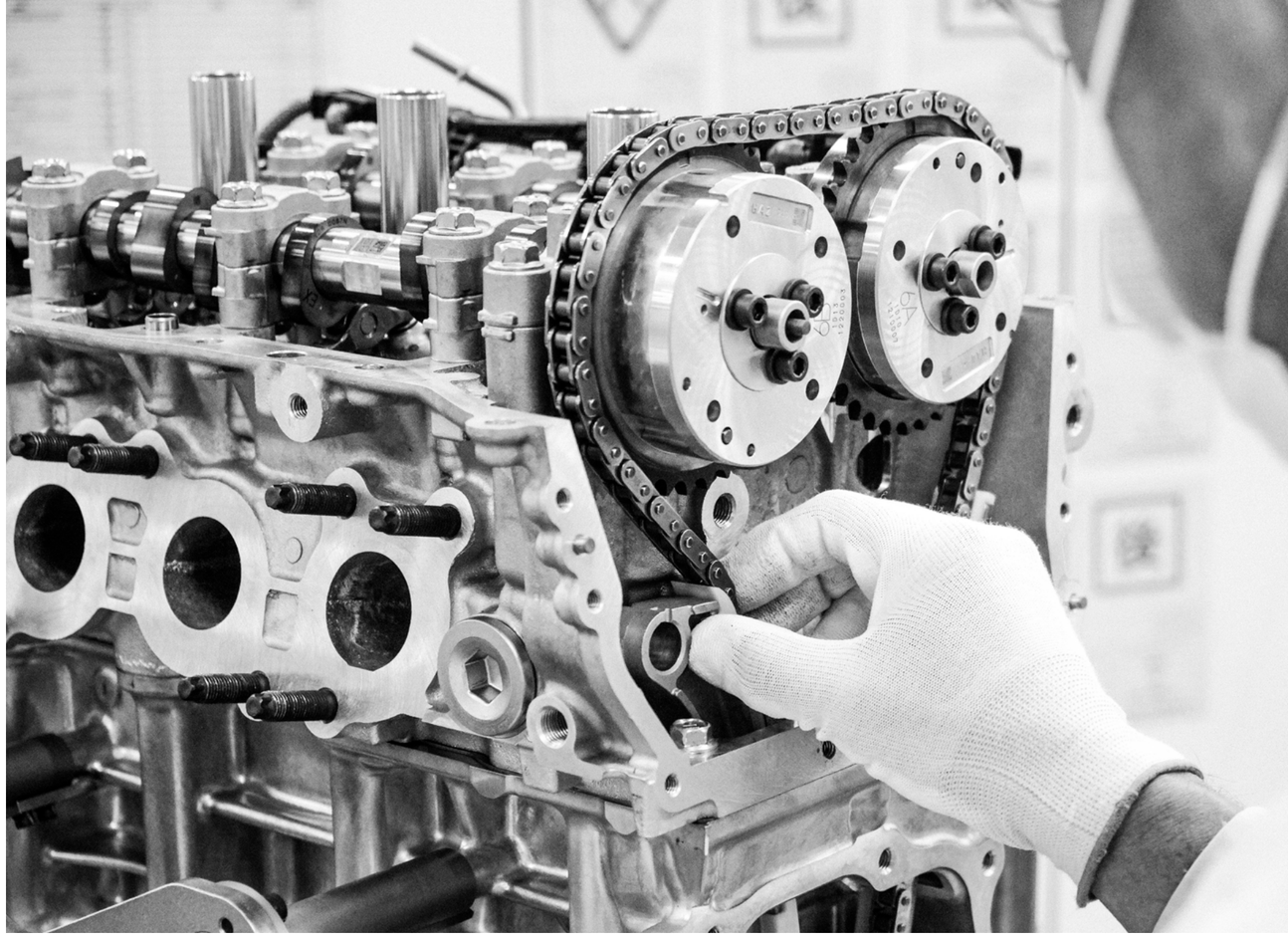
Most adapt road cars for the track. We build road cars *from* the track.

But turning track-tested lessons into road-ready cars is no easy task. It required a ground-up complete rethink of the way we build.

At the GR Factory, cars are built with race-grade rigidity—extra adhesive, thousands of spot welds, and millimeter-precise alignment. Powertrain and suspension components are hand-assembled. And finally, every car undergoes a full dynamic and rigorous shake-down. Not a sample. Not a test group. Every single car.

At GAZOO Racing, engineers stand trackside with drivers. If something fails on the circuit, it’s fixed on the line. That week.

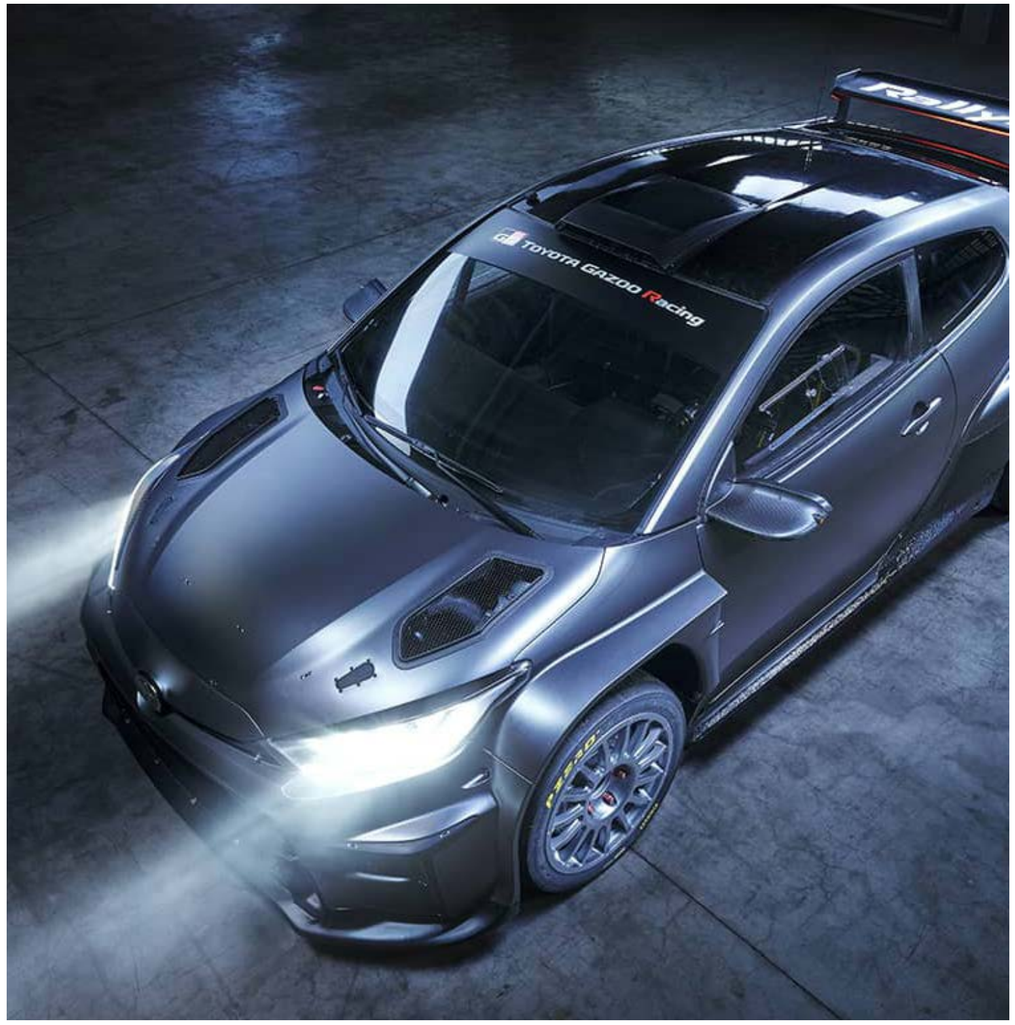
One minute behind the wheel and you’ll know: GR builds road cars with a racing soul.







# COMPETITION TO PRODUCTION.




## GR MOTORSPORTS

COMPETITION MODELS.
FORGED AT THE FRONTLINES
OF MOTORSPORT.

### WORKS

At the forefront of training both cars and people, the Works program is where GAZOO Racing turns racing insight into road-car progress. It operates under the joint framework of "TGRR," an equal partnership between GR and its development collaborator, ROOKIE Racing.

### CUSTOMER

Where competition cars are born from production models, the customer program focuses on GT3, GT4, and Rally competition —supporting drivers and teams who want to push themselves through the challenges of motorsport.

## GRMN

ULTIMATE RACING HERITAGE.
MASTER DRIVER APPROVED.

Standing for Gazoo Racing Meister of the Nürburgring, GRMN cars are the top-tier, limited-production performance level of GAZOO's street-legal lineup. Vehicles benefit from spare-no-expense performance modifications, lightweight carbon fiber components, and motorsport-inspired hardware.

## GR

BORN FROM RACING.ENGINEERED
FOR PURE PERFORMANCE.

Core performance models infused with racing-derived technology, GR vehicles embody the spirit of motorsport in every drive. With dedicated bodies and nameplates, they deliver motorsport-honed performance and serve as the spearhead of Toyota's "ever-better car making" and the cultivation of the GR brand itself.

## GR SPORT

EVERYDAY PERFORMANCE.
CRAFTED FOR PURE DRIVING FUN.

Inspired by their GR brethren, GR Sport models are based on standard vehicles but enhanced through focused chassis tuning, functional beauty, and passionate design that expresses the GR worldview. Drawing on the know-how gained from motorsport and dedicated GR vehicle development, they bring the GR spirit—and its *Drive for Fun* ethos—to a broader audience.

# RACING RUNS IN THE BLOOD.

| RACE / SERIES | RACE CARS | PRODUCTION CARS |
|---|---|---|
| **SPRINT** | | |
| FORMULA 1 | VF-24 (PARTNERSHIP) | |
| SUPER FORMULA | SF23 | |
| TC AMERICA | GR COROLLA TC | GR COROLLA |
| NASCAR | CAMRY (NASCAR)<br>GR SUPRA (XFINITY)<br>TUNDRA (NASTRUCK) | GR SUPRA |
| IMSA GT3 | LEXUS RC F GT3 | LEXUS RC F |
| **SPRINT-ENDURANCE** | | |
| SUPER GT | GR SUPRA GT500<br>GR SUPRA GT300 | GR SUPRA |
| IMSA SPORTSCAR CHAMPIONSHIP | GR SUPRA GT4 EVO | GR SUPRA |
| GT WORLD CHALLENGE EUROPE | GR SUPRA GT4 | GR SUPRA |
| **ENDURANCE** | | |
| WORLD ENDURANCE CHAMPIONSHIP (WEC) | GR010 HYBRID | |
| EUROPEAN LE MANS SERIES (ELMS) | GR010 HYBRID | |
| NÜRBURGRING 24H | GR YARIS<br>GR SUPRA GT4 EVO<br>GR COROLLA | GR YARIS<br>GR SUPRA<br>GR COROLLA |
| SUPER TAIKYU SERIES | | |
| **RALLY** | | |
| WORLD RALLY CHAMPIONSHIP (WRC) | GR YARIS RALLY1 HYBRID<br>GR YARIS RALLY2 | GR YARIS |
| DAKAR RALLY | GR DKR HILUX EVO T1U | GR YARIS |
| JAPANESE RALLY CHAMPIONSHIP (JRC) | GR YARIS | GR YARIS<br>GR86 |
| GAZOO RACING RALLY CHALLENGE | GR YARIS<br>GR86 | |


















# BACK WITH A VENGEANCE.



The Supra has always held a special place in GAZOO Racing's heart and history.

When Morizo unveiled the GR Supra at the 2019 Detroit Auto Show, he called it a "special old friend"—recalling first learning to race in a discontinued Supra A80 at Nürburgring in the early 2000s. "Back then, while other manufacturers were running their pre-production prototype cars... we could only drive the old Supra—which had already been discontinued—and it was very frustrating." Fans of the Supra had been longing for its return, but that moment set Morizo's personal mission ablaze: bring the Supra back, stronger and better than ever.

Forged through racing, the GR Supra has since been sharpened on the track—competing in the Nürburgring 24 Hour and Endurance Championship races, as well as Japan's Super Taikyu endurance series. And in 2020, the track-focused GR Supra GT4 debuted, fueling the evolution of both GT4 EVO and EVO2 models as well as the GR Supra road car.

This isn't just a return. It's a return to form.

# FROM THE DIRT UP.

For years, Morizo dreamed of building a true Toyota sports car from scratch. Not just to sell, but to win. That vision became real in 2020 when, instead of modifying a production car for motorsport, GAZOO Racing reversed the process: building the GR Yaris to win first, then refining it for the road.

With the WRC as its foundation, GR sought guidance from WRT engineers and Tommi Mäkinen—one of the most successful World Rally drivers. For Rally1 demands, a low roof was adopted to prioritize aerodynamics. For Rally2, a new 1.6L 3-cylinder turbo engine, lightweight body, and rally-bred 4WD.

Through endurance races, snow tests, and rallies, GR kept pushing the GR Yaris' limits. Mid-corner, Morizo identified a critical hesitation—a moment when the car wouldn't rotate as the driver intended it to. He called it the "praying-to-God moment." Professional racer Masahiro Sasaki felt it too: "There's a delay between steering input and rotation."

The issue sparked a pit-lane brainstorm during a Super Taikyu race in 2023 where Chief Engineer Naohiko Saito and Morizo questioned: "What if we flip the engine and mount it in the back?" They sketched a layout on the spot, ran the weight-distribution math, and set the plan in motion for what would become the GR Yaris M Concept ("M" for both Mid-ship and Morizo).

Rapid, real-time development like this can only happen in motorsport. Which is why it's the bedrock of GR's pursuit of ever-better. And, why the GR Yaris wasn't adapted for WRC. It was born for it.







# DRIVING THE PAST FORWARD.

Reviving the spirit of the 1980s' AE86, Toyota introduced the 86 in 2012. Fun on track, nimble on winding roads, and practical every day, Morizo practically refused to let go of the wheel, driving a pre-production prototype before development was officially approved. The 86 brought back the joy of an affordable, rear-wheel-drive sports car for the first time since the MR-S—helping reignite sports-car culture when the market had largely shifted to what was easiest to sell.

In 2020 during final development stages, Morizo test drove its successor, the GR86, and asked, "What kind of car is truly worthy of the GR badge... worthy of being called GR86?" Morizo's question propelled the team to make further spec changes and late-stage re-tuning to raise handling to where drivers could easily feel load transfer, set the exact attitude they intended, and control the car even as the rear stepped out.

Intuitive. Agile. True to its roots. Yes, the refinements delayed the GR86's planned launch date. But, they unquestionably pushed the car to a level deserving of the name GR.

# THE RETURN OF UNTAMED ENERGY.

With over 50 million sold, the Corolla is part of everyday life. But for Morizo, it's personal. When he bought his first Corolla, it left an impression that never faded. That *wow* factor—that *untamed energy*—was something he felt in his gut. And something he believed the car could deliver again.

"It doesn't feel sporty enough yet... Less wild than when I first drove the GR Yaris." During development, Morizo's challenge was clear: adopt GR's WRC-derived engine and 4WD system, push the limits, and never settle. "We still have a year, right? Let's run every kind of road, break things, and flush out the faults."

So the team hit the road. Quite literally. Pro drivers, evaluation teams, and Morizo himself tested, broke, and rebuilt the Corolla across every type of condition. Even racing a hydrogen-powered Corolla in 2021 at Super Taikyu—pursuing carbon-neutral combustion and sustainability in motorsports while not compromising the car's raw, wild character and performance.

In 2022, the GR Corolla was released. Born from Morizo and the team's relentless drive to take the Corolla's spirit further.

















## GR GARAGE

### THE MOST EXCITING CAR SHOP IN TOWN.

A GR Garage is more than a shop. It’s a playground for car lovers. A pit lane for the people. A place where first-time GR owners and seasoned track-day warriors can gather, tune, and just talk cars.

Our GR Consultants don’t just sell parts—they drive, race, and wrench. So whether you’re new to performance or chasing lap times, they’re here to guide you. They’ll analyze your lap data, tweak your dampers, help you chase tenths, even help dial in your next tire swap.

Every visit is hands-on, high-energy, and personal where the shop floor becomes a shared canvas of staff and owners working side-by-side to fit GR parts, fine-tune ECUs, and make your car truly yours.

The GR Garage is where GAZOO Racing brings the joy of making, breaking, and pushing limits right to your neighborhood.

Because it’s not just about the cars. It’s also about the people. The shared experiences. And the joy of building something. Together.



# EVEN IF SOMETHING IS IMPOSSIBLE FOR THE INDIVIDUAL, IF EVERYONE IS UNITED NOW AND IN THE FUTURE, GR WILL CONTINUE.

MORIZO

Racing pseudonym of Akio Toyoda

AKIO TOYODA
NÜRBURGRING
JUNE, 2025



The name Morizo was first created to erase Akio Toyoda from the the world of motorsports. In 2007, when Naruse and I began our Nürburgring challenge, we could not even display the company name—let alone my own.

Back then, other pits averted their eyes. Not because they're "not supposed to" look, but because they didn't think Toyota had a legitimate claim to be there. But in recent years, as they pass our pit, they can't help but stare.

That second-hand Altezza I drove in 2007 has become the GR Yaris. And GAZOO Racing, ROOKIE Racing, the Engineering Division, professional engineers, and drivers have come together to become one team.

On the morning of this year's race, the headline in a local paper read: Toyota returns to Nürburgring. Welcome back to your second home.

At age 69, as I completed more than two hours of relentless driving—a personal-record 15-lap stint on our way to winning our class—I found myself talking to Naruse. "Have we now placed true drivers at the top? Have Toyota's products changed?"

It has taken more than two decades, but the company once told it couldn't build such a car, has built one. Pushed on by every colleague who supported us to this point, we have changed the company, our comrades—even the Nürburgring skyline. Nothing could make me happier.

The name Morizo is no longer a disguise. Our mission to make ever-better cars—and people—will never end. With GR's future shaped by the passion and determination of every person reading this.

So what will we achieve together in the next twenty years?












Professional driver on closed course. Do Not attempt. Vehicles specially modified for racing with non-Genuine Toyota parts may void the vehicles' warranty, may negatively impact vehicle performance and safety, and may not be street legal.

PHILOSOPHY



## ROADS BUILD PEOPLE AND CARS

There are so many different types of roads all over the world; people live their lives using the roads. Each one trains us to build better cars, while challenging us to be stronger and smarter. The road is our greatest teacher, for it shows us what a car should be.






## THE HARSH ENVIRONMENT OF RACING

Racing is the ideal training ground. In this extreme environment, unexpected events occur and split-second decisions must be made. Lives are on the line, so everyone must be at their limit. Such experience challenges people, inspires us to learn and supports the development of ever-better cars.



## DIALOGUE WITH THE ROAD

From freezing mountain roads to blazing-hot trails through the desert; on snaking curves and endless straightaways; over smooth surfaces and rocky terrain; we dialogue with all these roads and more. They challenge us, inspire us, and teach us to make ever-better cars.

## DRIVER-CENTRIC

Drivers are at the center of our universe. We create cars in which they feel most comfortable and in control. Behind the wheel, drivers communicate with the vehicle using all their senses. Their feedback helps us build ever-better cars.



# IT'S NOT JUST ABOUT THE DATA ON THE DESKTOP. IT'S IMPORTANT TO ACTUALLY GO OUT INTO THE FIELD AND PROCESS THE EXPERIENCE THROUGH YOUR OWN SKIN.

MORIZO

Racing pseudonym of Akio Toyoda

# DRIVING PRINCIPLES








## PUSHING THE LIMITS

Strive to create the best cars by competing in grueling races around the world.

## LEARNING FROM EXPERIENCE

Develop cars that are safe and reliable in extreme conditions.

## IMPROVING DRIVING PERFORMANCE

Use the knowledge gained from racing to improve fuel efficiency and create environmentally-conscious cars.

## HARNESSING UNTAMED ENERGY

Create cars that are designed to perform at their peak in racing and on roads.

## MAKING CARS THAT ARE TRACK-READY

Create cars that are exhilarating to drive, with GR accessories that improve handling and engagement.

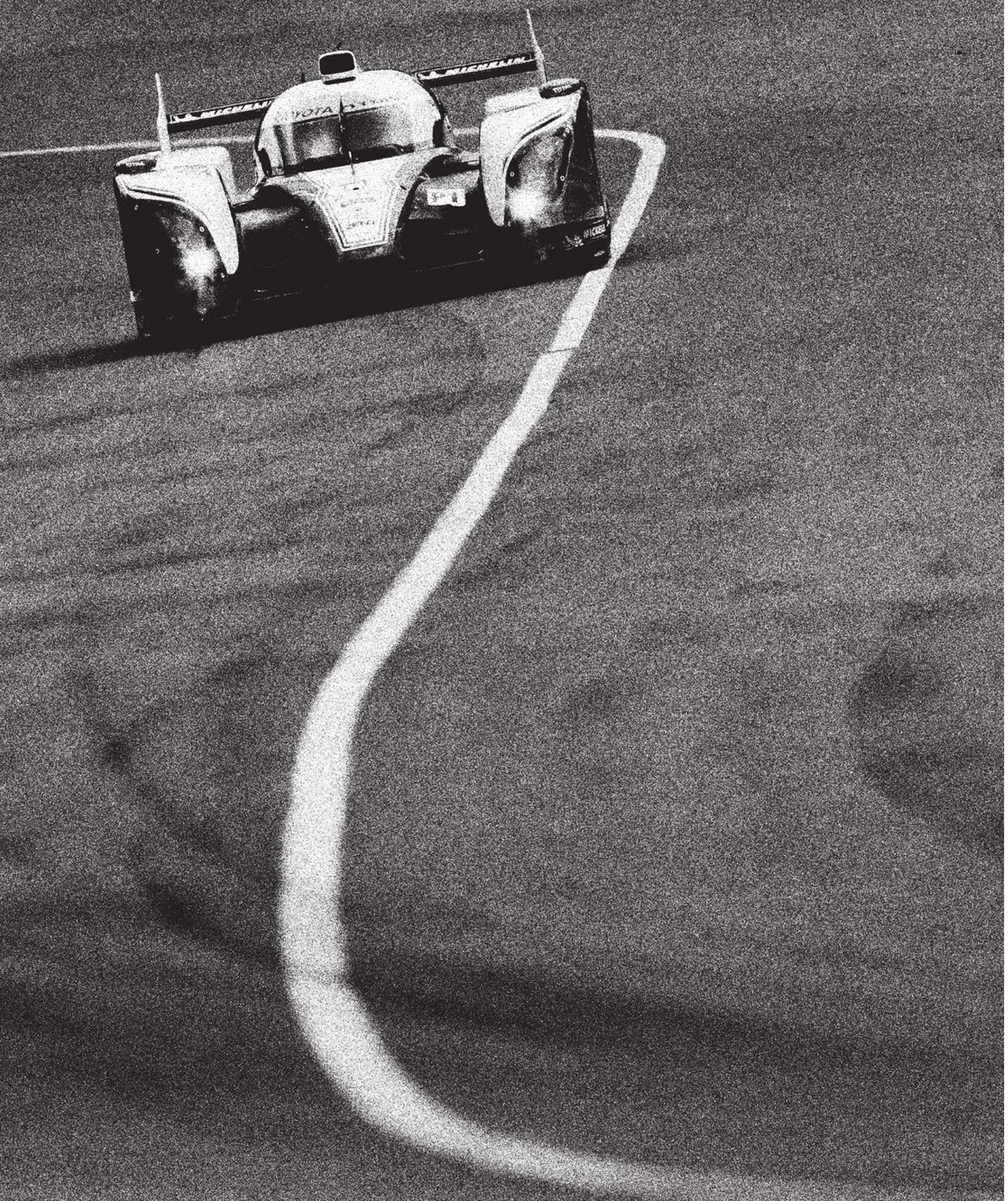
## CONNECTING DRIVERS TO THE RACETRACK

Create an experience for drivers that’s similar to what a GR Cup driver might experience.


TPR
DENSO
ROWE
MOTOR OIL
345
www.rowe.com.de
TOM'S
ZENT
NPR
JTEKT
asics
LEXUS

# MINDSET





## LOVE CARS

We love cars, and we love to drive. Our lives are centered around automobiles, so we think about them all the time. This passion enables us to create ever-better cars and share the joy of driving with people all over the world.

## EMBRACE CHALLENGE

We will never stop challenging ourselves, nor are we afraid of failure. When we fall short of an objective, we try harder. And when we reach our goals, we set even higher ones. Thus, we are always getting better.

## REFINE YOUR SENSES

We rely on our senses even more than we do data. We work with our hands rather than simply hold discussions. On site, our feelings are intensified, and our senses guide us as we strive to become even better.

## LIVE FAMILY VALUES

Working as a team, we're like a family. Sometimes strict, sometimes playful, but always focused on our shared goals.

## LISTEN, LEARN, GROW

We open our minds to new and different ideas. We put ourselves in the shoes of our customers and pay careful attention to experts. This mindset allows us to learn and grow.

## HATE TO LOSE

We hate losing, yet there's something meaningful to be learned each time we fall short of a goal. We gain valuable experience and become even more motivated. Ultimately, it makes us stronger, and we are able to challenge again.

## DON'T FEAR FRICTION

We embrace the friction that is generated as we pursue our objectives. Ideas and opinions often come into conflict, and this is essential to the process of moving forward. Friction inspires new "flavors" and accelerates our evolution.

## PRIORITIZE SAFETY & HEALTH

Mental clarity, balanced nutrition, and overall health are just as critical as speed on the track. Nutritionists and mental health professionals help our team stay healthy, focused, and resilient for the physical and psychological demands of racing.

# BUILDING THE BRAND

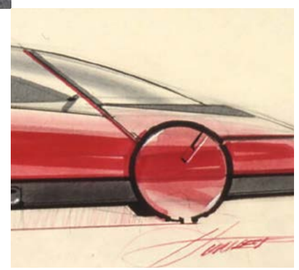


## THE GR BADGE IS SOMETHING EARNED.

Our brand elements are a visual testament to our process of making ever-better cars. Bold, fast, dynamic, challenging… exhilarating. Logo and color, typography and photography, even the way we speak—everything is intended to immerse you in the rawness of being behind the wheel of one of our cars. All components harmoniously working as one to create a strong, consistent visualization of what it is to be GAZOO Racing. Always moving forward. Always pushing. To be ever-better.







# LOGO




A logo is important to any brand. But for GAZOO Racing, it’s a summation of the passion our people give—in the most-extreme, most-demanding races in the world—to create cars that perform at their peak, both on the track and off. Whether it’s the badge on a car’s grill or a screenprint on the back of a fan’s shirt, our logo honors our tireless commitment for pushing the limits for better.

# LOGO + SLOGAN

Use the logo when promoting the GAZOO Racing brand and its activities. Do not change the language, capitalization or any other part of the logo's design.

Logo can also be used in conjunction with our "Pushing the limits for better" brand slogan.







HORIZONTAL VERSION 1




HORIZONTAL VERSION 2




STACKED VERSION 1




STACKED VERISON 2




LOGOTYPE STAND-ALONE

Hero logo versions must be used with intentionality around space, application, and distribution channel.



For full brand guidelines, visit Toyota CMH (www.cmh.toyota.co.jp): GR Visual Guidelines (181775); GR Local Website Guidelines (182319).

# LOGO + SLOGAN

GAZOO Racing's brand slogan is an expression of our enthusiasm and joy in motorsports, and our commitment to making ever-better cars.

You can add an explanation of the slogan in the local language if needed, but always ensure our official English-language brand slogan is present.

PRIMARY TAGLINE

*Pushing the limits for Better*

*Pushing the limits for Better*

*Pushing the limits for Better*



For full brand guidelines, visit Toyota CMH (www.cmh.toyota.co.jp): GR Visual Guidelines (181775); GR Local Website Guidelines (182319).


Pushing the limits for
Pushing the limits for Better
Pushing the limits for Better
Pushing the limits for Better




GR
TOYOTA GAZOO Racing


TOYOTA
GAZOO
Racing
Pushing the limits for Better


Supra
GR
Supra

# COLOR



What is the color of a racing heart? What color is Fast? Tenacious? Determined? Colors evoke emotion. So choosing the right color or colors for any given moment matters. GAZOO Racing’s colors are Red, Black, White, and Gray, in ranked order. We prominently favor Red with Black accents because in motorsports, Red conjures a sense of speed, passion, and performance. For us, Red also expresses elevation and tension, and the enthusiasm and joy in motorsports. We use Black to express reliability, and our commitment to make ever-better cars.

## GR RED

#FF0000
R 255 G 0 B 0
C 00 M 100 Y 100 K 00
PMS 1795 C

## WHITE

#FFFFFF
R 255 G 255 B 255
C 00 M 00 Y 00 K 00
PMS WHITE

## GRAY

#9FA0A0
R 159 G 160 B 160
C 00 M 00 Y 00 K 50
PMS 424 C

## BLACK

#000000
R 0 G 0 B 0
C 00 M 00 Y 00 K 100
PMS BLACK 2 XGC



GAZOO Racing colors should be used in all corporate and brand communications. All color mixes have been converted from the PMS coated color. Be sure to use the color mix for the corresponding medium. Do not use a color mix that is not for its intended purpose (i.e. don't use RGB for print)

# THE RED R

For all the reasons Red is a prominent color choice for GAZOO Racing, the bold red “R” in our logo stands out—instantly conveying the racing element of the brand. And so, in just the right moments, we sparingly use the red R in language to carry it forward into communications.



# TYPOGRAPHY




Typography is like driving a car to its limit. Every moment presents a new challenge—a new opportunity. Sometimes you need to be bold, and hard charging. But you can’t mash the pedal and redline all the time. Sometimes you need to back off the throttle, and let the downshifting transmission and brakes reign things back in. GAZOO Racing uses a mix of typefaces to capture the constantly shifting energy that happens in our cars. Use them to be calculated and cunning, waiting for the right moment to present itself.

# TYPOGRAPHY

The original font created based on the GAZOO Racing logo. May be used in production of new logos and other various promotional tools to develop consistent messaging.

Use when producing a new logo (team name, service name) and various promotional tools. Use all capitalized or capitalize the first letter only when typesetting.

LOGO FONT

**TOYOTA GR TYPE**

REGULAR

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

1 2 3 4 5 6 7 8 9 0

NO LIMITS !!!

Aä



For full brand guidelines, visit Toyota CMH (www.cmh.toyota.co.jp): GR Visual Guidelines (181775); GR Local Website Guidelines (182319).

# TYPOGRAPHY

A hard working, supporting font that is used for larger type explorations, minimal body copy, headlines, techinal callouts, and call to action buttons.

Use sparingly with intentionality and attention to detail. Akkurat Mono is used in one universal font weight, Regular.

ACCENT FONT

## Akkurat Mono

REGULAR

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

1 2 3 4 5 6 7 8 9 0






For full brand guidelines, visit Toyota CMH (www.cmh.toyota.co.jp): GR Visual Guidelines (181775); GR Local Website Guidelines (182319).

# PHOTOGRAPHY




Most people don’t know the feeling of being strapped into the seat of a high-performance car, the world blowing by in a blur. Or the smell of race fuel and burnt rubber hanging heavy over pit row. Or the sound of an entire race team collectively holding its breath in the downpours of Le Mans. But with the right image, you almost can. GAZOO Racing’s Photography aims to capture the essence of the moment through the roads, people, and cars that lived it. Bringing people into our world—right there with us, part of the team.

# PHOTOGRAPHY

Our photography focuses on three core tenets: Roads, People, and Cars. We execute a balance of allowing each subject to have its moment in the spotlight. Sometimes they're singular, sometimes they're shown in unison.



Lifestyle imagery that is rich and cinematic—capturing the energy and excitement of racing.



Studio moments that show the design and beauty of each and every model.





For full brand guidelines, visit Toyota CMH (www.cmh.toyota.co.jp): GR Visual Guidelines (181775); GR Local Website Guidelines (182319).




BMW M POWER
DENSO
TOM'S
TOTAL
56
POTENZA
BRIDGESTONE
ZENT
SANGO
asics
NPR
KYB

# GRAPHIC ELEMENTS




Getting your hands dirty and tearing down the engine is how to find those special little ways of tweaking and tuning for maximum power and performance. The GAZOO Racing logo can be deconstructed into its different graphic elements (colors, wordmark, parallelogram). Each individual element can then be extracted and re-purposed to help further evoke the energy, excitement, and dynamism of GR in new and unique ways.

# GRAPHIC ELEMENTS

The parallelogram and GR specific elements are all pieces derived from the greater logo suite. Shape, color, and the GR wordmark all can be reimagined for specific usage to bring energy and excitement.

The graphic elements promote both brand and product—creating a feeling of speed and continuous motion.

DESIGN ELEMENT

## Parallelogram

COLOR RATIO




The ratio of TGR black to TGR red should in general be 1:1. The ratio may be adjusted, or a single color used.

COLOR ARRANGEMENT




The general layout is Gazoo Racing's black on the left, and TGR red on the right, placed immediately next to each other. Changing red and black to the opposite position is allowed, but not recommended.

PARALLELOGRAM ANGLE




The angle is normally 76°.
This may be adjusted, but must be an upward-sloping parallelogram.

SPECIALIZED



Only for racing vehicles and suits but also any other TGR activities such as marketing tools and goods. This expresses the increased speed and dynamism of racing.

DESIGN ELEMENT

## GR Element

BASIC FORM



"The basic form" is the standard size/angle/inclination of [G] and [R].

- Set a steep inclination for [GR]. The slope of [G] must be steeper than [R].
- When superimposing or overlapping [G] and [R], place [G] on the left and [R] on the right, and place [G] over [R].

LAYOUT




There are three basic methods of use: vertical, horizontal, diagonal.

OVERLAP




Max. Left-right overlapped: Position A is the maxiumum that [G] can overlap the end of [R]'s left vertical bar width.

Min. left-right overlapped: Position B is the mimimum overlap to maintain two-thirds of [R]'s left verical bar width.

USAGE



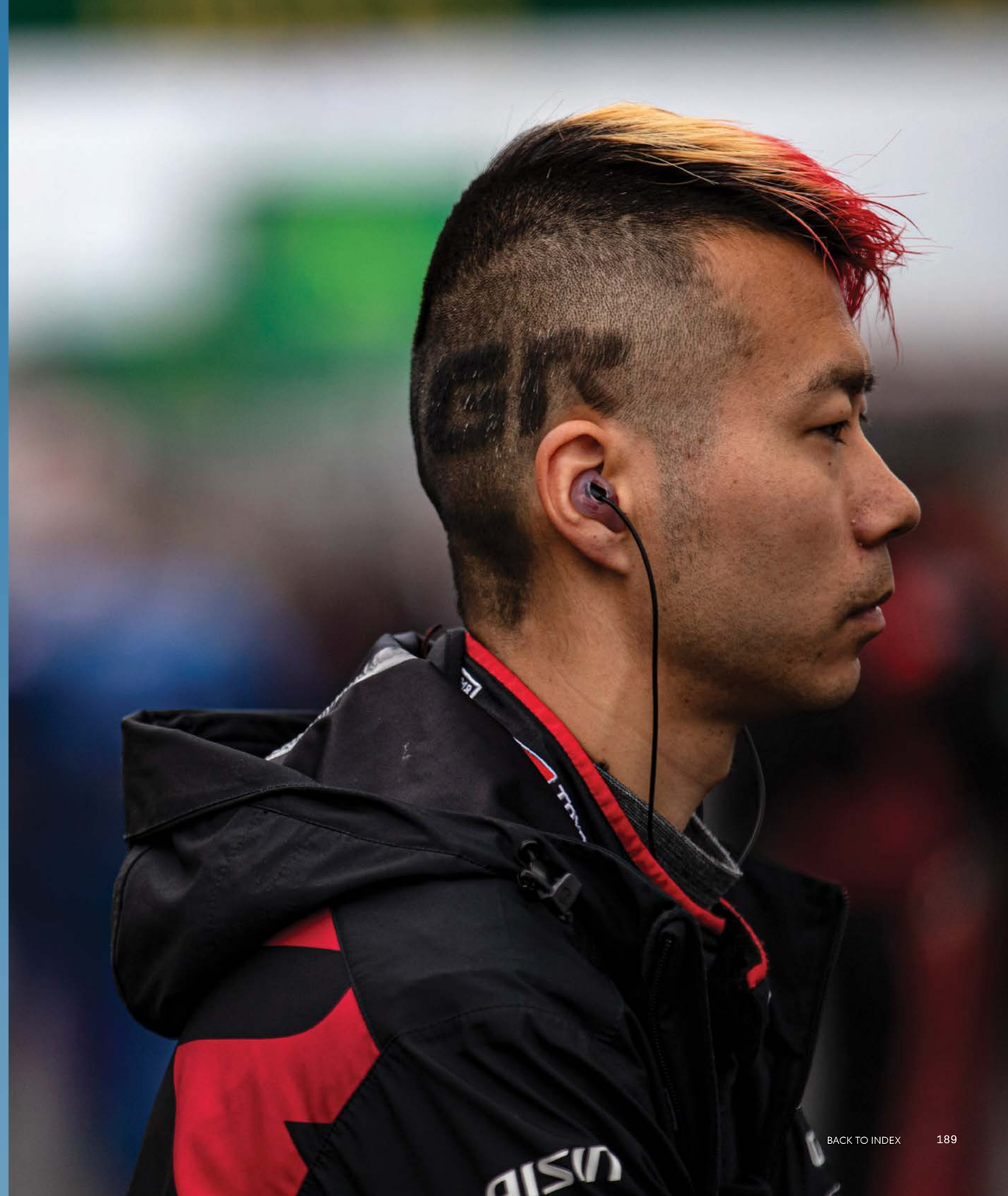
Required to "use the logo, running out of" the item.



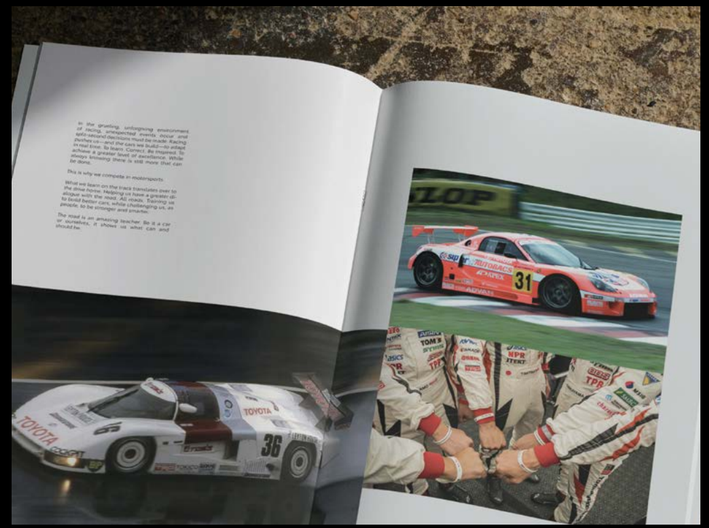
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# LAYOUT + COMPOSITION

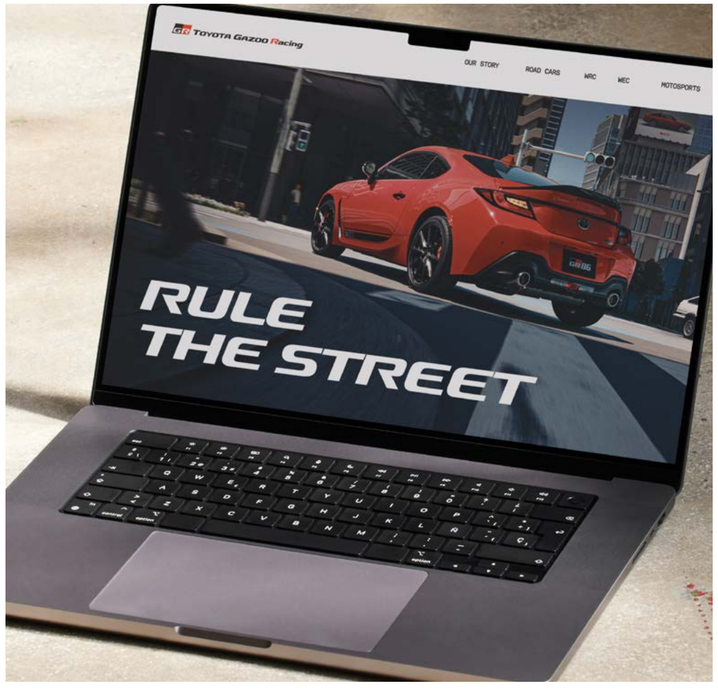



The engine, tires, chassis, driver… each aspect of the car matters in its own right. But it’s how they all come together—working in concert as a single unit—that makes the difference between a good car and an amazing car. This is where our logo, colors, typography, photography, and graphic elements all come together for GAZOO Racing to execute flawlessly.

# LAYOUT + COMPOSITION

The details matter. Comprised of the full brand identity system, this is where all the pieces come together to create excitement, consistency, and brand recognition.

Leverage the identity system to create opportunities to push and pull with art + copy. Layout + composition is one that takes just the right amount of tension to create a visual that is easy to understand, and impossible to ignore.





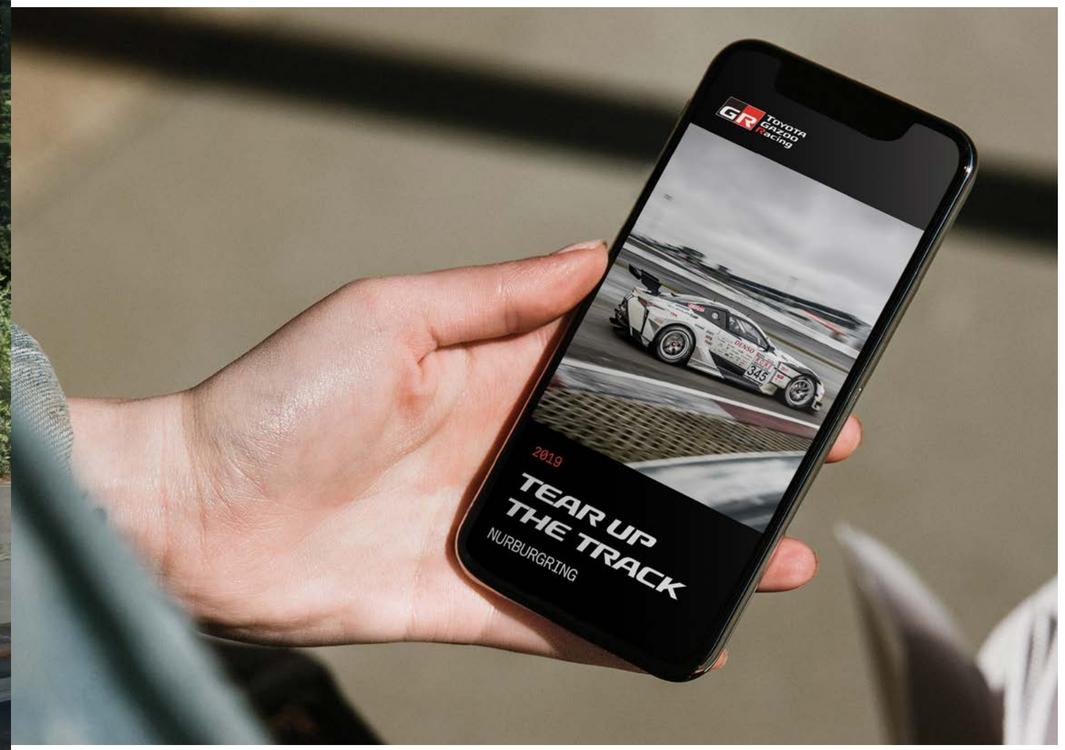




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TOYOTA
GAZOO
Racing
READY FOR
THE STREET
LEARN MORE AT TOYOTAGAZOORACING.COM/ROADCARS




2019
TEAR UP
THE TRACK
NURBURGRING


GR
TOYOTA
GAZOO
Racing
DRIVEN TO SUCCESS
LEARN MORE AT TOYOTAGAZOORACING.COM

# APPLICATIONS




Going 400 km/h (248.5 mph) in a race car can give you tunnel vision. So as much as we love being behind the wheel, we know there’s a whole world out there hungry to get in on the action. Apparel, merchandise, marketing, and partnerships is the best way to extend our brand outward into the world—making our brand tangible and accessible to fans across the globe. Any way we can, our goal is to have everyone feel like they’re part of the GAZOO Racing team.


Racing
TOYOTA GAZ
GR


MORIZO
D.TOYODA
H.ISHIURA
K.OSHIMA
GR
TG-RR
BRIDGESTONE
POTENZA


GR
TOYOTA
GAZOO
Racing
TOYOTA GAZOO Racing


GR

# THERE IS NO BEST, ONLY BETTER.

MORIZO

Racing pseudonym of Akio Toyoda




## DEDICATED TO HIROMU NARUSE

1944-2010

Without you, there would be no GR.

PUSH. BREAK.
LEARN.
TO MAKE
EVER-BETTER
CARS.

