

2024

EMBARGOED UNTIL: 7:00 a.m. PST, October 31, 2023



TOYOTA TACOMA

BLUE BEETLE

Toyota and Warner Bros. Pictures' newest DC Super Hero have come together to create a Super Hero look for the newest generation Tacoma.

"We do branded entertainment partnerships when we feel they tie back to us authentically as a brand," said Kathleen McCarthy, Toyota Brand and Social Media Analyst. "Blue Beetle is DC's first Latino Super Hero to star in his own feature film, and the director and creative team were determined to maintain an authentic, Latino/Mexican American experience throughout the film, and actually scripted a Tacoma as the hero vehicle," she said.

The Blue Beetle build begins with Toyota's own superhero—the all-new 2024 Tacoma. Warner Bros. designers produced the wrap concept, which was inspired by the Blue Beetle character, drawing references from the iconic Blue Beetle suit and the overall aesthetics of the film. Printed and applied by Complete Customs of McKinney, Texas, the treatment features a compelling graphic design that incorporates subtle pink and magenta elements to the deep blue foundational color as a subtle nod to the vibrant colors used in the film.

To complete the look, Toyota Genuine Predator Tube Steps were also added.



LEAD BUILDER: Calty Design Research, Inc.

PAINTER: Complete Customs Printed Wrap,
Blue Beetle Graphics

WHEELS: TRD Sport 18-inch Aluminum Alloy

SIDE STEPS: Toyota Genuine Predator Tube Steps