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Toyota expands cricket partnerships, unveiled as Automotive Partner for The Hundred's revamped 2025 playing kits

The Hundred has today released eight new playing kits for 2025, with the latest designs going on sale a little over a month before the fifth year of the competition begins.

The new 2025 kits, which feature Toyota prominently on the sleeve, will continue to showcase KP Snacks' brands on the front of the shirts.

Toyota have deepened their relationship with cricket in England and Wales by featuring on The Hundred kits from 2025, meaning they will provide ever-present support for the sport across all formats of the game. Extending the partnership will support Toyota's aims of fostering the growth of grassroots participation nationwide, encompassing all ages, abilities, and backgrounds.

Fans will also be able to take part in Toyota's 'Every Catch Counts' activation up and down the country at Hundred venues, on selected matchdays. The interactive catching game challenges fans across England & Wales to reach a total target of 250,000 catches, across the summer. If reached, Toyota will donate ten thousand pounds to the Toyota Good For Cricket prize draw, which helps local cricket clubs raise funds.

Scott Thompson President and Managing Director at Toyota said: By extending our partnership with the ECB, as Automotive Partner for The Hundred, we continue to work towards the shared commitment to making cricket more accessible and inclusive, with the joint ambition of fostering participation growth through the shortest form of the game and equally championing both men's and women's cricket.

Alex Perkins Commercial Partnership Director on The Hundred said: "We're delighted to be extending our partnership with Toyota to include The Hundred. They share our commitment to help make the game for everyone, and to take it to as many fans as possible, and it's fantastic to have their presence on the eight playing shirts in The Hundred."

The New Balance kits, which are made from 100% recycled materials and fully recyclable, feature New Balance's NB DRY fast-drying technology which wicks moisture away from the body.

The Hundred's latest designs sit at the intersection of sport and style, and take inspiration from fashion editorials, music culture, and the cities the kits represent, whilst adding a lifestyle feel for everyday wear.

The Hundred returns from Tuesday 5 August with action-packed, unmissable cricket, fusing world-class cricket with blockbuster entertainment.✂

Tickets are selling fast and are available [here](#), with prices set at £5 for juniors aged 3-15, free for children five and under, and adults starting from £16.



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