

Lexus Races Into Position as Official Luxury Vehicle of WeatherTech Raceway Laguna Seca

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MONTEREY, Calif., May 1, 2018 — Lexus race fans will now experience amazing as the County of Monterey announced today the addition of Lexus as its official luxury vehicle at WeatherTech Raceway Laguna Seca (WRLS).

As part of the partnership, the Lexus GS F will serve as the official pace car for races taking place at the iconic circuit as well as support vehicles throughout the facility. In addition, Lexus will have a select amount of track days to enable the luxury brand to introduce customers to its performance vehicles through exhilarating on-track activities.

“It’s very fitting that we are now partners with the iconic track where Lexus was first introduced to our dealers back in 1989,” said Lexus general manager Jeff Bracken. “This valuable partnership will help us demonstrate Lexus’ commitment to providing a dynamic driving experience in all our vehicles, especially our performance vehicles.”

The Lexus brand will also be featured on billboards around the 11-turn, 2.238-mile Northern California road course.

“The County is in search of partners who believe in the vision of transforming the raceway into a world-class facility,” said Dewayne Woods, assistant county administrative officer for Monterey County. “And Lexus indicated their desire to become part of the transformation. They have an exciting future in racing, and the County believes Lexus will bring that exciting future to WRLS. We look forward to Lexus being named the Official Luxury Vehicle, seeing Lexus pace cars on the track and watching the Lexus team compete this year. It’s a very exciting time for the raceway and our new partner Lexus.”

The Lexus RC F GT3, competing in the manufacturer’s second season in the GTD class of the IMSA WeatherTech SportsCar Championship, will race in the Continental Tire Monterey Grand Prix at the famed road course on September 9.

“It was thrilling to see the Lexus RC F GT3 race around such an iconic circuit last fall and we look forward to returning to WRLS once again in September,” said Mark Egger, Lexus Motorsports manager. “This new partnership enables Lexus to showcase the F performance brand and our commitment to motorsports through the Lexus Racing Experience activation onsite during the IMSA race weekend.”

The Lexus Racing Experience activation display travels around to select IMSA race weekends during the season and includes the latest Lexus performance vehicles and interactive experiences for fans to enjoy and learn about the Lexus brand, the F performance story and Lexus’ racing history.