

Lexus Tees Up for the U.S. Open Championship

June 13, 2016

TORRANCE, Calif. (June 13, 2016) —Golf's most anticipated event is here. Lexus returns as the official vehicle of the U.S. Open Championship in partnership with the United States Golf Association (USGA) for the 10th consecutive year. In addition to providing new on-site interactive experiences for golf fans, Lexus will also provide over 300 courtesy vehicles to players and USGA staff throughout the Championship. Bringing together the world's greatest players to compete in golf's ultimate test, the Championship takes place June 16–19 at the renowned Oakmont Country Club in Oakmont, Pennsylvania, for a record ninth time.

“As the first and only automotive partner in the USGA’s history, we’ve had the opportunity to create premium championship experiences for world-class athletes and fans for the last decade,” said Brian Smith, Lexus vice president of marketing. “Golf is a passion point for our customers, and we’re committed to elevating their U.S. Open experience by making our activities each year better than the last.”

Along with a display of the all-new 2018 LC 500 grand touring coupe and the 2016 LX 570 luxury utility vehicle, Lexus will provide interactive activities for visitors in the Lexus Performance Drive Pavilion at the U.S. Open’s Spectator Square. A golf simulator lets fans take a virtual swing to hit a hole-in-one on Oakmont’s signature Par 3 hole for the chance to win a two-year lease of the new 2016 RX 350 luxury utility vehicle. In addition, a dedicated tribute wall for Lexus golf ambassador Johnny Miller will feature memorabilia, photography and quotes from his iconic, record-breaking 1973 U.S. Open win at Oakmont Country Club. Other activities include co-branded merchandise giveaways, photo opportunities with the U.S. Open Championship Trophy and exclusive autograph sessions with Lexus golfers including Jason Day, Billy Horschel, Peter Jacobsen and Mark O’Meara. Lexus purchase certificates will be accessible through various activities, and 100 preferred parking spots will be available daily exclusively for Lexus drivers on a first come, first served basis.

For more information on the full line of vehicles, go to Lexus.com. Follow the conversation on social media at [#LexusGolf](https://twitter.com/LexusGolf).