

Lexus Golf Activities in Full Swing at U.S. Open Championships

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TORRANCE, Calif. (June 9, 2014) — The U.S. Open Championships repeatedly produce some of the best moments in golf history and this year should be no different. For the first time, the world’s best male and female golfers will compete in back-to-back championships on the same course at Pinehurst Resort & Country Club in the Village of Pinehurst, NC, from June 9 to 22. Lexus is returning as the official vehicle of the U.S. Open Championships in partnership with the United States Golf Association (USGA®) and will provide over 400 courtesy vehicles to players, USGA professionals and associates throughout the Championship.

“The U.S. Open Championships consistently deliver amazing moments that speak to our shared appreciation for the power of performance and precision,” said Brian Smith, Lexus vice president of marketing. “Each year, we work closely with the USGA to find a great combination of events and activities to excite golf fans, many of whom are Lexus owners, and attract a new crowd of golf enthusiasts.”

Along with a display of the all-new 2015 RC 350 F SPORT performance coupe, Lexus will provide interactive activities for spectators in the Lexus Performance Drive including a golf simulator that will let fans take a swing on a virtual Pinehurst No. 2 course. Other activities will include superimposed photo opportunities with the U.S. Open Championship trophies; autograph sessions with Lexus Golf Ambassadors, including Jason Day, Charles Howell III, Johnny Miller, Mark O’Meara and Annika Sörenstam; and a video tribute to Payne Stewart and his dramatic 1999 win at Pinehurst No. 2.

In addition to Lexus’ onsite activities, the automaker created a series, “The U.S. Open: Drive to Pinehurst,” which chronicles the lives of three North Carolina-based amateur golfers and details their special connection to this year’s championship. During the filming of the three-part video series, Lexus carried the trophy to each of their hometowns to help build excitement for the historic sporting event. The videos can be viewed on usopen.com.