

Lexus Tees Up Action on Course and Off at the U.S. Open Championship

June 10, 2013

TORRANCE, Calif. (June 10, 2013) — Pull out your clubs and polo shirts. As the exclusive automotive partner of the United States Golf Association (USGA®), Lexus is returning as corporate partner of the 113th U.S. Open Championship. This year's championship takes place June 10-16 at the Merion Golf Club in Ardmore, Pa., and for the first time, the USGA and Lexus will reach beyond the Club's gates and into the City of Brotherly Love.

In addition to Lexus' onsite activities, the automaker is extending its footprint to historic downtown Philadelphia, creating a fresh experience for golf fans unable to attend the championship. Lexus will engage consumers, fans and spectators with a unique indoor and outdoor space containing vehicle displays and lounge seating for guests to watch the championship on a large stadium-style screen. A golf cart simulator game will also be on site, allowing guests to drive through a virtual golf course, testing their skills and providing entertainment.

"The U.S. Open Championship is one of those special events that draws together world-class athletes, passionate fans and local communities," said Brian Smith, Lexus vice president of marketing. "Through our partnership with the USGA, there will be action on the course and in the city with great viewing and fun challenges designed so everyone can enjoy the event."

Along with a display of the all-new 2014 IS performance sedan, Lexus will provide interactive activities for U.S. Open attendees in the Lexus Performance Drive Pavilion. A golf simulator lets fans take a swing on a virtual Merion Golf Club course for the chance to win a new 2014 IS 250 AWD. Due to the popularity of last year's activation, a social challenge using RFID (Radio Frequency Identification Device) cards is returning this year. Guests will accrue points by swiping their personal card at kiosks throughout the course. The guest with the highest score at the end of the week will win two tickets to the 2014 U.S. Open.

Other activities in the Pavilion include superimposed photo opportunities with the U.S. Open Championship Trophy or Lexus Golf Ambassadors Nick Watney, Charles Howell III, Jason Day, Peter Jacobsen, Mark O'Meara or Natalie Gulbis, which can be shared on Facebook. Lexus golf pros will also be available daily to sign autographs.

About Lexus

Lexus launched in 1989 with two luxury sedans and a commitment to pursue perfection. Since that time, Lexus has expanded its line-up to meet the needs of global luxury customers. In every vehicle, Lexus incorporates innovative technologies, high-quality designs and luxury materials. With numerous models featuring Lexus Hybrid Drive, Lexus is the luxury hybrid leader and is dedicated to developing vehicles that are kinder to the Earth. Lexus' current vehicles incorporate outstanding driving dynamic characteristics and feature a new design language that includes a spindle grille and distinctive lights, creating a signature look and feel for the luxury brand. In the United States, Lexus models are sold through 232 dealers who are committed to exemplary customer service.

In early 2007, Lexus and the USGA announced their unprecedented multi-year partnership. The landmark agreement made Lexus the first automotive partner in USGA history and the official vehicle of the U.S. Open,

U.S. Women's Open and U.S. Amateur Championships. Lexus' golf interests include sponsorship of an impressive team of professional players and golf greats. The current Lexus golf roster features Annika Sörenstam, Natalie Gulbis, Peter Jacobsen, Jason Day, Raymond Floyd, Nick Watney, Mark O'Meara, Charles Howell III, Mark Pfeil, Johnny Miller, Nancy Lopez and Jamie Sadlowksi.

In addition to Lexus' relationship with the USGA, the automaker has also created the Lexus Champions for Charity series of golf tournaments to benefit local charities across the U.S. Since its inception in 1989, Champions for Charity has generated more than \$250 million for charities through more than 4,000 events.

About the USGA

The USGA conducts the U.S. Open, U.S. Women's Open and U.S. Senior Open, as well as 10 national amateur championships, two state team championships and international matches. Together with The R&A, the USGA governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, Equipment Standards and World Amateur Golf Rankings. The USGA's working jurisdiction comprises the United States, its territories and Mexico.

The USGA is a global leader in the development and support of sustainable golf course management practices. It serves as a primary steward for the game's history and funds an ongoing "For the Good of the Game" charitable giving program. Additionally, the USGA's Course Rating and Handicap systems are used on six continents in more than 50 countries.

For more information, visit www.usga.org.

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