

Lexus Heads to the Twitter Green for the U.S. Open Championship

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TORRANCE, Calif. (June 7, 2012)—Tee up your questions, golf fans, for your chance to get answers from one of the game's top players. To gear up for the 2012 U.S. Open, Lexus is teaming up with professional golfer Peter Jacobsen to let enthusiasts in on the golfing action.

As the exclusive automotive partner of the United States Golf Association (USGA), Lexus is going social with a Twitter opportunity that will put everyone in the golfing spirit. In the days leading up to the U.S. Open, fans are invited to "Ask Peter" by tweeting their questions to Peter Jacobsen using the #LexusGolf hashtag. Peter will answer questions via his Twitter handle (@JakeTrout) from the Lexus Performance Drive Pavilion at this year's championship on Thursday, June 14. A select group of fans will receive personalized video responses from Peter.

"Utilizing Twitter to connect with our Lexus golf community lets everyone participate in the championship fun, even if they can't make it to this year's tournament," said Brian Smith, Lexus vice president of marketing. "The hashtag creates a virtual meeting place for our golf enthusiasts to share their love of the game while giving them the chance to interact with one of golf's most dynamic players."

Lexus is also putting fans to the test with trivia questions about the historic golf tournament using the #LexusGolf hashtag. Fans are encouraged to play along by following Lexus on Twitter (@Lexus) as the luxury automaker looks back at memorable moments in the championship's history in anticipation of the U.S. Open.

In addition to connecting with fans on Twitter, Lexus will host onsite, interactive activities for U.S. Open attendees. New to this year's event is the Lexus Challenge, a unique RFID (Radio Frequency Identification Device) card activation where guests will accrue points by swiping their Lexus Game Card throughout the course. Participants will compete for a trip for two to the 2013 U.S. Open. A golf swing simulator located inside the Lexus Performance Drive Pavilion lets golf fans take a swing on a virtual Olympic Club course for the chance to win a new 2013 Lexus ES. Other activities in the Pavilion include a photo or video with the U.S. Open Championship Trophy or a superimposed photo with Lexus Golf Ambassadors that can be shared on Facebook. Lexus golf pros will also be available daily to sign autographs.

To participate in Lexus' Twitter trivia or ask Peter Jacobsen a question, visit www.twitter.com and search for #LexusGolf.

The 2012 U.S. Open Championship takes place June 14–17 at The Olympic Club in San Francisco.