

Lexus Tees Up for the U.S. Open Championship with Online Golf Survey

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TORRANCE, Calif. (June 8, 2011)—Calling all golf fans: Lexus wants to hear from you. What would you rather have, the perfect golf game or the perfect marriage? Are you willing to give up a full head of hair, a vacation, even celebrating an anniversary, for that perfect swing? Will Phil Mickelson, Jason Day or Nick Watney perfect their game in time to win the 2011 U.S. Open Championship?

Starting today, in celebration of the automaker's fifth year as the exclusive automotive partner of the USGA, Lexus is asking golf fans how far they will go in their pursuit of the perfect golf game. In the weeks leading up to the U.S. Open Championship, Lexus will launch an online golf survey on the [Lexus Facebook page](http://on.fb.me/LexUSGA) (<http://on.fb.me/LexUSGA>) where golf fans can vote on the sometimes outrageous things they have done, all in the name of golf.

"Since not everyone can make it out to Congressional for this year's U.S. Open, we want to share our passion for golf with fans by letting them express their love for the game on the Lexus Facebook page," said Dave Nordstrom, Lexus vice president of marketing. "We value the golf community and invite them to check in with us daily and vote on everything from how far they are willing to go for the perfect swing to how many golf bags they can fit in their car. The page will be an engaging destination for golf fans to connect."

Every day leading up to the U.S. Open Championship at Congressional Country Club, Lexus will post new questions on its Facebook page to see how obsessed fans actually are with the game of golf. After submitting an answer to the survey question of the day, visitors can view poll results in real-time. Fans on the page can also watch videos with Peter Jacobsen and USGA Sr. Technical Director Dick Rugge about why golf balls have dimples and why wedges have grooves.

In addition to the online golf poll, Lexus will be enhancing the onsite experience for U.S. Open attendees. A Full Swing Golf simulator located inside the Lexus Performance Drive Pavilion will encourage golf enthusiasts to take their best shot on a virtual Congressional course for the chance to win an all-new CT Hybrid. Other activities in the Pavilion include a photo with the U.S. Open Championship Trophy that can be shared on Facebook and Twitter, autograph signings with golf pros and the opportunity to create a personalized flipbook using golf props. The LFA supercar will be available for golf fans to explore.

To participate in the survey or for more information about Lexus at the U.S. Open, please visit <http://on.fb.me/LexUSGA>.

The 2011 U.S. Open Championship takes place June 16 – 19th at Congressional Country Club in Bethesda, Maryland.