

Lexus Signs 23-Year-Old Australian Golf Sensation Jason Day

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TORRANCE, Calif. (June 14, 2011) — Lexus is thrilled to announce the addition of 23-year-old Australian golf sensation Jason Day to its roster of sponsored golf champions. Day's sponsorship kicks off at the 2011 U.S.

Open Championship (June 16-19) where the young star will wear the Lexus logo on his apparel and make appearances at Lexus events as a brand ambassador.

“Jason Day represents the next generation of golf,” said David Nordstrom, vice president of marketing for Lexus. “He plays with the same dedication to excellence Lexus applies to every car it manufactures. Jason will be instrumental in helping us introduce the brand, and our entire line of vehicles, to a whole new demographic of young drivers around the world. And as one of the youngest players in the PGA, we’re confident in his ability to do that.”

“I’m excited to have Lexus sponsor me because it’s a premium brand that is dedicated to perfection, and that’s what golf is all about,” says Day. “I’m looking forward to joining Lexus’ elite roster of champions.”

Lexus’ golfer line-up includes Nick Watney, Natalie Gulbis, Charles Howell III, Annika Sorenstam, Peter Jacobsen, Mark O’Meara, Raymond Floyd and Johnny Miller.

Day earned his Nationwide Tour card in 2006 and hasn’t looked back since. His win at the 2007 Legend Financial Group Classic on the Nationwide Tour made him the youngest person ever to win a PGA TOUR sanctioned event. He ended up finishing 5th on the 2007 Nationwide Tour money list to earn his PGA TOUR card for 2008. In May of 2010, he became the youngest Australian to win a PGA TOUR event, winning the HP Byron Nelson Championship. In April, Day tied for second at The Masters and holds six top-ten finishes in 2011.

Day was introduced to golf by his father at an early age. After his father passed away when Jason was only 12, Coach Col Swatton encouraged him to stick with the sport and eventually helped him attend a golf academy in Australia where he fine-tuned his skills.