

Lexus Tees Up Amazing Experiences at 2019 U.S. Open Championship

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PLANO, Texas (June 10, 2019) — Golf’s most celebrated weekend is back and Lexus, the official vehicle of the United States Golf Association and Pebble Beach Golf Links will be there when history is made. The 119th U.S. Open Championship takes place June 10-16, 2019, at the iconic Pebble Beach Golf Links in Pebble Beach, Calif.

“The U.S. Open is one of golf’s most exciting majors, especially when it’s played on a legendary course like Pebble Beach,” said Lisa Materazzo, vice president of Lexus marketing. “Our longstanding partnerships with both the USGA and Pebble Beach resorts allow us to provide our customers and fans with premium experiences at the U.S. Open. From thrilling racing simulators to rewarding hole-in-one challenges, we connect with golfers of all ages in memorable and unique ways throughout the tournament.”

The Lexus Performance Experience, located near the main entrance in Fan Central, provides various interactive activities for all attendees to enjoy throughout the week. With the “Lexus Racing RC F GT3 Driving Simulator,” fans have the chance to step into the driver’s seat of an RC F GT3 racecar for an exhilarating experience. Attendees are also invited to hone their golfing skills with the Lexus Hole-in-One Challenge. The fan that sinks the ball in this simulated replica of the famous par-three 7th hole from the Pebble Beach Golf Links will win a two-year lease on a 2019 Lexus UX – the automaker’s first-ever luxury compact crossover. Additional activities include the “Putt Like a Pro” simulation, photo opportunities with the U.S. Open Trophy and autograph sessions with Lexus Golf Ambassadors Jason Day, Patrick Cantlay and Charles Howell III, among others. For the first time, fans are also invited to take part in the Epic Putt presented by Lexus. Located at the bottom of the hill in Fan Central, the Epic Putt gives fans the opportunity to attempt three putts on a Pebble Beach putting green. Fans who make the third and final “epic putt” will win a prize and exclusive access to a golf clinic with Lexus Golf Ambassadors.

Over the course of the Championship, Lexus will provide more than 300 courtesy vehicles to players and officials. Several Lexus vehicles will be displayed throughout the grounds, including the all-new 2020 RX F SPORT prototype, ES 300h, LS 500 F SPORT and NX 300 F SPORT. The LC 500 Inspiration Series and the RC F Track Edition can be viewed in the Lexus Performance Experience tent. Also located within the Epic Putt experience, fans will find a modified Lexus UX with a golf theme.

Lexus is the first and only automotive partner in USGA history, serving as the official vehicle of the USGA and its championships, including the U.S. Open, U.S. Women’s Open, U.S. Senior Open, U.S. Senior Women’s Open and U.S. Amateur Championship. Lexus also partners with an impressive team of professional players and golf legends. Current Lexus Golf Ambassadors include Jason Day, Patrick Cantlay, Charles Howell III, Wesley Bryan, Jamie Sadlowksi, Lydia Ko, Annika Sörenstam, Natalie Gulbis, Johnny Miller, Peter Jacobsen, Mark O’Meara and Mark Pfeil. Leading up to the Championship, a luxurious Lexus LX transported the U.S. Open Trophy in style during a 62-day tour along the California coast.

For more information on the full line of vehicles visit Lexus.com, and follow the conversation on social media at #LexusGolf.