

Lexus Partners with The Resort at Paws Up for a Unique Guest Experience

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PLANO, Texas (November 12, 2019) – An ideal pairing that balances incomparable luxury with rugged adventure, Lexus and The Resort at Paws Up are joining forces to offer a unique guest experience on the 37,000-acre Montana luxury ranch resort. The partnership puts guests at the helm of a Lexus throughout their stay in Paws Up’s luxury homes accommodations, offering them the opportunity to explore the unspoiled Montana wilderness at their leisure. The Resort at Paws Up is the latest addition to the Lexus Hotel Partner Program, which aligns Lexus owners with prestigious and unique luxury hotel and resort destinations.

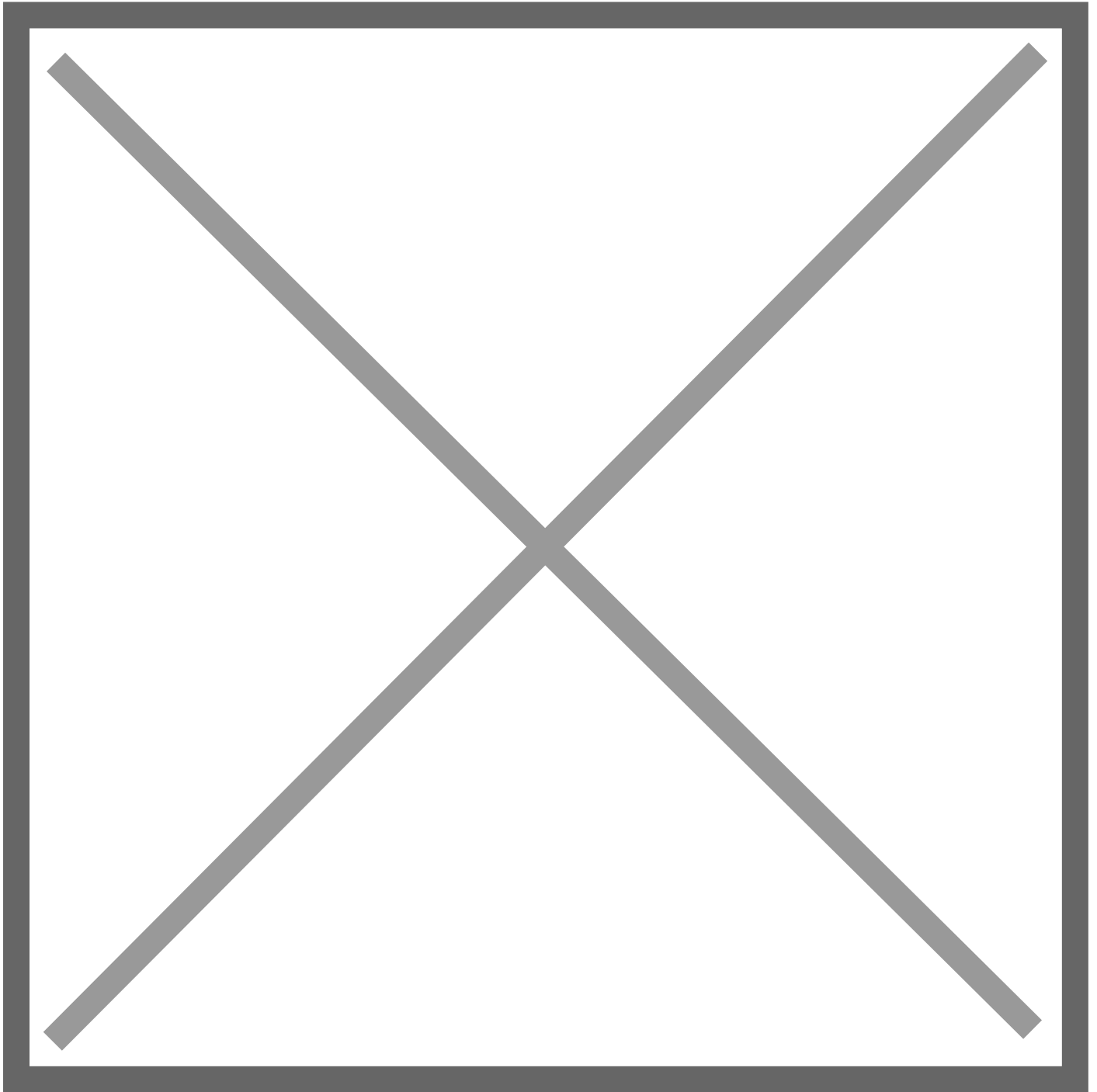
“At Lexus, we understand that luxury extends beyond the vehicles to memory-making moments, which is why we are always looking for partners with similar values,” says Lisa Materazzo, Lexus vice president of marketing. “The Resort at Paws Up parallels Lexus in terms of superb guest experience, and we are pleased to join them in extending hospitality at their extraordinary property.”



The Resort at Paws Up is known for its expansive property in the vast Blackfoot Valley of Western Montana. Featuring 28 luxury homes and 36 glamping tents, guests can enjoy the individual decor of a rustic chic style with iconic American West furnishings and artwork hand-selected by the owners. With the launch of the Lexus partnership, the luxury homes on property will feature a Lexus NX as a complimentary amenity for guests to use at their leisure throughout their stay.

The NX is Lexus' bold luxury crossover, perfectly suited for the rugged wilderness surrounding the resort with passion engineered performance and class-leading, active safety technology. In the comfort of the NX, guests

can explore the Montana landscape on their own, take advantage of the resort's 100 miles of designated hiking trails and year-round outdoor adventures. Onsite activities allow guests to immerse themselves in various ways from horseback riding, ATV tours, fly-fishing, cattle drives and rock-rappelling, to snow-tubing, dog-sledding, cross-country skiing, snow-shoeing, and even skijoring.



Meanwhile, the resort will feature a fleet of Lexus LXs, the brand's flagship SUV generously appointed with seating for eight, to be operated by resort staff. The LX is known for its off-road capabilities and versatile cabin with ample cargo space. The fleet is on call and available to escort guests around the sweeping property and to

take them to and from the airport in comfort and style.

“We are thrilled to be joining forces with Lexus to offer on-property transportation to our guests” says Steve Hurst, general manager of The Resort at Paws Up. “We believe Lexus’ standard of excellence mirrors our own in providing premier client experience, and limitless opportunities for outdoor adventure.”

The Lexus partnership with The Resort at Paws Up is the latest in the brand’s ongoing lifestyle partnerships, which also include prestigious culinary events, award-winning chefs, exclusive sporting events and more. For more information on Lexus partnerships and owner benefits please visit lexus.com/lexusdrivers.