

Lexus is Named Official Luxury Vehicle of Austin FC

March 24, 2021

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AUSTIN, Texas (March 24, 2021) – Lexus has been named Austin FC’s official luxury vehicle ahead of their 2021 inaugural Major League Soccer (MLS) season. Austin FC will become the 27th Club in MLS and is the first top-division professional sports team in Austin.

As part of the partnership, the Austin Lexus Dealership Association will enjoy exclusive entitlement of Lexus Club, the premium hospitality area on the west side of Q2 Stadium featuring numerous bar and concession options, as well as exceptional sideline views. In addition to entitlement of the largest premium entertainment space within Q2 Stadium, Lexus will enjoy prominent integrations during Austin FC regular season matches, hosting pre-match fan activations to engage with game attendees while showcasing the latest models outside the VIP entrance in the Southwest corner of Q2 Stadium.

“Lexus is thrilled to partner with Austin FC ahead of their inaugural season,” said Adelmo Chaparro, vehicle operations manager, Lexus Southern Area. “The enthusiasm and excitement surrounding Austin’s first major league team can be felt throughout the community. Their first-class facilities and operation give us a great opportunity to continue to build a deeper connection to this wonderful city and its residents.”

“Austin FC is excited to welcome Lexus to the Club’s partner family,” commented Andy Loughnane, Austin FC president. “Lexus is synonymous with excellence, creativity and performance, values that our Club also aspires to embody.”

Additionally, Austin FC players and coaches will be featured in a digital campaign called *Behind the Wheel*, where they will be shown around town and interacting with their new community in a Lexus. *Behind the Wheel* will be showcased on both Austin FC and Lexus digital channels.

The Austin Lexus Dealership Association consists of two Lexus dealerships – Lexus of Austin and Lexus of Lakeway – both of whom have been part of the community for many years and pride themselves on amazing customers service both in vehicle sales and service.