

Lexus Partners with Houston Dynamo Football Club to Drive Luxury Fan Experiences at BBVA Stadium

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HOUSTON, Texas (April 15, 2021) – The **Houston Dynamo Football Club** and **Lexus** are partnering to create a new luxury fan experience at BBVA Stadium, the two organizations announced today. As part of a multi-year agreement, Lexus becomes the Exclusive Luxury Automobile partner of Houston Dynamo FC, the Houston Dash and BBVA Stadium.

As part of the new agreement, the all-inclusive premium seating area inside BBVA Stadium will now be known as the Lexus Club. Guests in the Lexus Club not only have the best view of the match from their seats, but also have exclusive access to the air-conditioned space throughout the match, a private full-service members-only bar, and all-inclusive food and non-alcoholic beverages throughout the match.

“We are thrilled to welcome Lexus to our Club family and to introduce our fans to the new-look Lexus Lounge this season,” said Club President **John Walker**. “The Lexus brand is synonymous with luxury and enjoyment, and we couldn’t imagine a better partner to align with the premium experience at BBVA Stadium.”

Lexus will also serve as the presenting sponsor of the Club’s year-end awards celebration. Formerly known as Dynamo Celebration, the popular event will return in late 2021 after a brief hiatus. Traditionally, the event has served as the presentation for awards such as Most Valuable Player, Players’ Player of the Year, Defender of the Year and more. Details surrounding the event, including date, time and ticket information, will be announced later this season.

Additionally, Lexus will be the entitlement sponsor of ‘Keys to the Game,’ a digital series that will be featured on the club’s social media channels and run through the regular season.

“Lexus is proud to partner with the Houston Dynamo Football Club and offer incredible fan experiences at BBVA Stadium,” said **Adelmo Chaparro**, vehicle operations manager, Lexus Southern Area. “Houston has amazing sports fans and this partnership gives us an opportunity to engage with current and potential Lexus owners throughout the community.”

The partnership between the Houston Lexus Dealership Association and the Club will deliver benefits to fans beyond the club area as well, particularly those fans who drive a Lexus. The first 75 Lexus owners to arrive at the Lexus Lot, located off of Texas Ave. at Bastrop St. on the north end of BBVA Stadium, will receive complimentary parking on Houston Dynamo FC matchdays; and Lexus drivers in that lot will receive free car washes during the match at select Dynamo matches.

On Dynamo and Dash match days Lexus drivers will also receive an exclusive 10 percent discount at the adidas Dynamo Team Shop inside BBVA Stadium, simply by showing their Lexus key fob upon checkout.

The new-look Lexus Club will officially open for Friday night’s Houston Dynamo match against the San Jose Earthquakes. Kickoff for that match is set for 7 p.m. CDT.

The Houston Lexus Dealership Association is comprised of four Houston-area dealerships: Westside Lexus, Northside Lexus, Sterling McCall Lexus and Sterling McCall Lexus of Clear Lake.