

Lexus Becomes Official Luxury Vehicle of Georgia Tech Athletics

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ATLANTA (Aug. 9, 2022) – Georgia Tech Athletics and Lexus announced a multi-year partnership on Tuesday that makes Lexus the Official Luxury Vehicle of Georgia Tech Athletics.

“We are proud and honored to welcome Lexus as the Official Luxury Vehicle of Georgia Tech Athletics,” Georgia Tech director of athletics Todd Stansbury said. “Lexus’ values include relentless innovation, uninhibited performance and exceptional customer experiences – which is at the heart of our principles too. Therefore, our partnership is a natural fit. I’m looking forward to working together with Lexus to provide exclusive first-class benefits and opportunities to Tech students, alumni and fans, as well as unparalleled support to our student-athletes and coaches.”

“Lexus is proud to partner with such a well-known and respected athletics program,” said Sam Wintermyer, general manager, Lexus Southern Area. “Georgia Tech fans bring a passion to the stadium like no other, and that same passion is what drives us at Lexus to design and create unforgettable experiences for our customers.”

As the Official Luxury Vehicle of Georgia Tech Athletics, Lexus will have a substantial presence at Tech home events and venues. Highlighting Lexus’ presence on The Flats, the premium seating area in the south end zone at Bobby Dodd Stadium, previously known as Tech Terrace, will be renamed the Lexus Deck. The new Lexus Deck will feature an elevated Lexus vehicle display visible to fans throughout Bobby Dodd Stadium. Additionally, the Callaway Club at McCamish Pavilion will become the Callaway Club presented by Lexus.

Other features of the partnership will include multiple gameday vehicle displays outside of Bobby Stadium and McCamish Pavilion, as well as additional exclusive benefits for Lexus owners.

“Georgia Tech’s partnership with Lexus further demonstrates how inspired ideas, relentless innovation and passion are at the core of the success of both brands, which results in a partnership of unlimited success,” said Jean-Paul Dardenne, Legends senior vice president.

Legends, which has managed corporate partnerships and multimedia rights for Georgia Tech athletics since 2021, facilitated the partnership with Lexus.