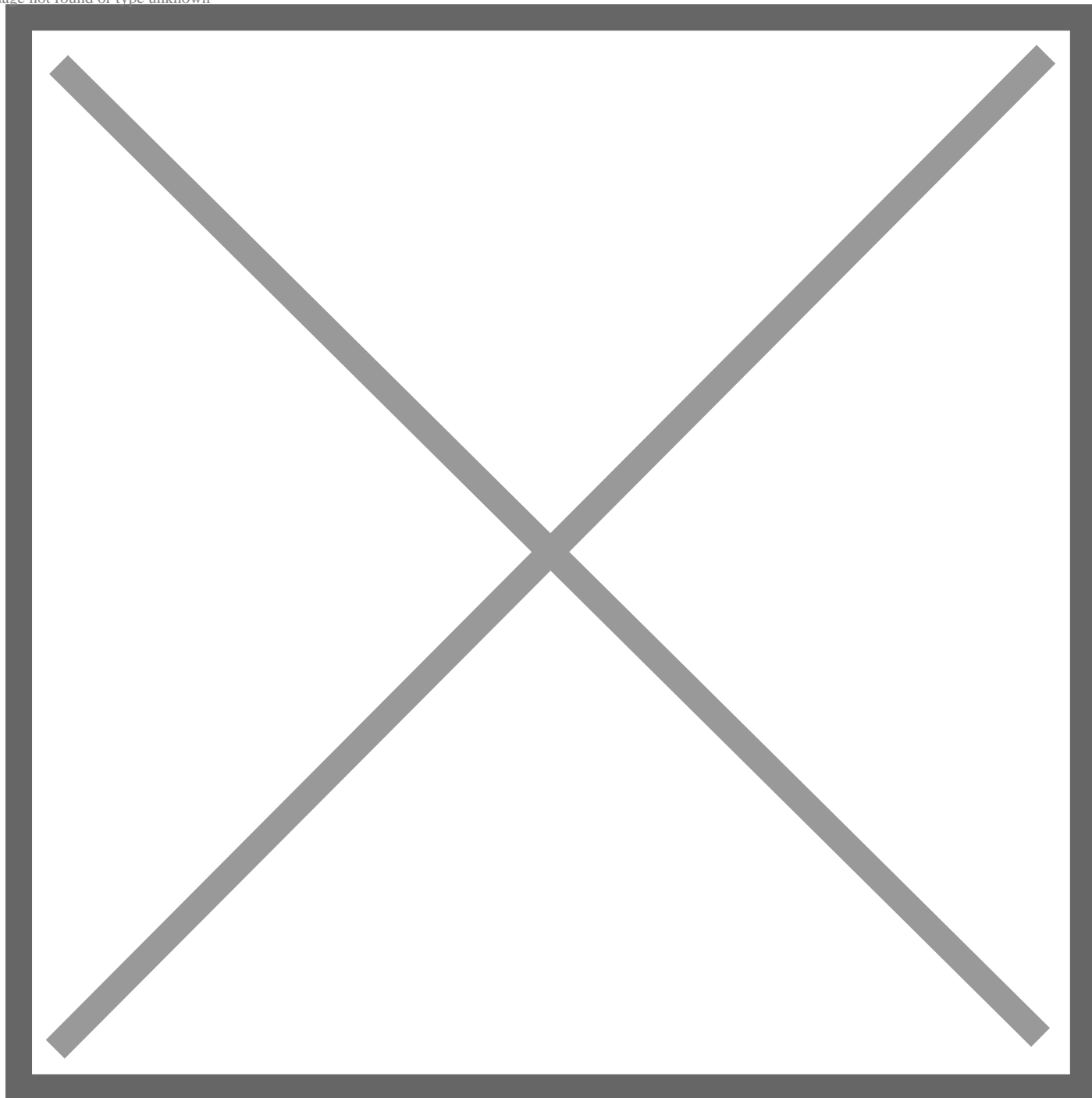


# **Lexus Heats up the Summer in Partnership with Beyoncé's RENAISSANCE WORLD TOUR and BeyGOOD Foundation**

July 26, 2023

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**PLANO, Texas (July 26, 2023)** – Lexus is hitting the road with Beyoncé’s [RENAISSANCE WORLD TOUR](#) alongside her [BeyGOOD Foundation](#) as the exclusive automotive partner of the U.S. leg of the tour. The leading luxury car brand will support the mega superstar’s nonprofit with a donation to help small, minority-owned businesses.

Lexus will join BeyGOOD Foundation and its Black Parade Route to help small business owners impacted by economic inequities through a variety of grant opportunities and/or sustainability support services. Lexus’ donation expands the BeyGOOD commitment by providing an additional \$10,000 each to two grant recipients in all tour cities.

“Lexus is honored to be part of Beyoncé’s RENAISSANCE WORLD TOUR and contribute to BeyGOOD Foundation’s mission focused on economic equity,” said Mia Phillips, senior manager, advertising and media for Lexus. “We are confident this collaboration will make a significant impact on entrepreneurs in every city we touch.”

Beyoncé Knowles-Carter’s BeyGOOD Foundation launched the Black Parade Route in 2020 as an initiative to amplify and promote Black-owned and small businesses. Carter committed \$1 million to support small businesses in 10 cities in the U.S. as well as regions in the United Kingdom. Throughout the RENAISSANCE WORLD TOUR, the business impact luncheons will be held to celebrate grant recipients in Chicago, New York, Charlotte, N.C., Atlanta, Los Angeles, Houston, and New Orleans.

“Delighted that Lexus has committed support for small business owners nationally, through BeyGOOD’s Black Parade Route,” said Ivy McGregor, executive director at BeyGOOD Foundation. “This alignment supports entrepreneurs, families, and communities at large. We believe everyone has the right to economic equity.”

To pay homage to the tour sponsorship and extend the rich, futuristic feel of the tour elements, Lexus crafted a one-of-a-kind LC 500 that includes a premium chrome-wrapped exterior and jewel accents on the mirrors, headlamp surrounds, wheel center caps and license plate frame. The vehicle will accompany the RENAISSANCE WORLD TOUR in various cities and will be showcased at an interactive in-venue Lexus display that allows concertgoers to engage with the brand via a photobooth that includes virtual iconography from the tour set and an entertaining karaoke booth.

The RENAISSANCE WORLD TOUR U.S. started in Philadelphia July 12, and culminates in Kansas City, Mo., Oct. 1.