

LEXUS SIGNS JUSTIN SUH TO ROSTER OF GOLF AMBASSADORS

October 12, 2023

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PLANO, Texas (Oct. 12, 2023) — Lexus strengthens its roster of sponsored golf champions with the addition of rising star Justin Suh. The 26-year-old is the third golf partner to be added this year, joining an already decorated roster of golf ambassadors as Lexus continues its commitment to golf.

Lexus is leaning into the future of golf, mirroring the direction of the game as it aims to reach a younger, more diverse audience. In addition to building its golf ambassador program, Lexus is strategically tailoring its partnership strategy toward opportunities that reach key brand audiences. The brand maintains its longstanding commitment with the USGA and is planning future integrations in the golf lifestyle space.

“I am absolutely thrilled to partner with Lexus, a true leader in the luxury automotive industry,” said Justin Suh. “Ever since I was a kid, I have always been a huge fan of this iconic brand and I am very honored to be an ambassador for Lexus and join Lexus’ incredible roster of elite athletes around the world.”

Justin Suh grew up in San Jose, California where the foundation of his game strategy relied on two key things: mentorship from his older sister, Hannah, and a serious self-study of Tiger Woods’ swing. That foundation and Suh’s determination led to a successful college golf career at the University of Southern California, where he reached No. 1 in the World Amateur Golf Rankings. Suh was also a four-time All-American at USC and was named the PAC 12 Player of the Year in 2018.

Suh elevated his game to the professional level in 2018, finding quick success rising through the ranks of PGA TLA and the Korn Ferry Tour. He had a banner year in 2022, with ten top-10 finishes, finishing #1 on the Korn Ferry Tour Points List, earning the Korn Ferry Player of the Year title, and winning the season-ending Korn Ferry Tour Championship.

Following his success on the Korn Ferry Tour, Justin quickly earned recognition in his rookie year on the PGA Tour, achieving top finishes at the Honda Classic and the Players Championship. Justin currently resides in Las Vegas, Nev. and will be entering his second year on the PGA TOUR in January 2024.