

LEXUS JOINS MALBON GOLF AS OFFICIAL AUTOMOTIVE PARTNER

November 30, 2023

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PLANO, Texas (Nov. 30, 2023) — Today, Lexus and Malbon Golf announce a multi-year partnership ahead of the Malbon Mutiny Golf Invitational. Lexus is now the exclusive automotive partner for Malbon Golf, and the two brands will collaborate on a unique Lexus x Malbon capsule collection, a Malbon Golf-themed 2024 Lexus GX, and Lexus will activate at future Malbon Golf events.

For more than 30 years, Lexus has intentionally entered strategic partnerships that align with luxury intenders' interests – from fashion and design to hotel partnerships, unique culinary experiences and sporting events. Lexus has long-held partnerships in the golf space, and as the game evolves, the brand mirrors the direction of the game as it aims to reach a younger, more diverse audience.

“We’re thrilled to launch a new era of Lexus Golf alongside the Malbon Golf team,” said Vinay Shahani, vice president Lexus marketing. “The Malbon Golf brand has left an indelible mark on the culture and lifestyle for younger entrants to the golf space, and we’re excited to bring them into the Lexus family.”

“Malbon and Lexus share a deeply ingrained commitment to innovation and creativity, so it felt natural for us to collaborate,” co-founder Stephen Malbon said. “We are excited to pool our expertise and pave the way for a new era in golf together.”

The Malbon Mutiny Golf Invitational tees off on Wednesday, December 6, 2023, at Miami Shores Golf Club in Miami, Florida.