

LEXUS AND WORLD SURF LEAGUE DRIVE INNOVATION AND PERFORMANCE WITH NEW PARTNERSHIP

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OAHU, Hawaii (Jan. 23, 2024) – Lexus and the World Surf League (WSL) are pleased to announce their new partnership ahead of the 2024 WSL Championship Tour season. Lexus joins the WSL’s Championship Tour (CT), the highest level of competitive surfing, as the Title Partner of the Lexus Pipe Pro, and an official automotive partner of the Sunset Pro. The leading luxury brand will also join as an official partner of the annual WSL Awards, celebrating surfers’ exceptional achievements from the 2023 season.

“We’re thrilled to have Lexus fuel our 2024 kickoff as our Title Partner!” said Cherie Cohen, WSL chief revenue officer. “This isn’t just a sponsorship; this is a shared commitment to the pursuit of perfection and celebration of excellence. The combination of rugged capability and luxury in the all-new GX is sure to resonate with our fans and athletes.”

In this partnership, Lexus will introduce its latest vehicle, the 2024 Lexus GX 550, through engaging on-site activations throughout the WSL’s Hawaii competitions from January 29 through February 22, 2024. In collaboration with Complex Networks, fans will have the opportunity to explore the vehicle through on-beach displays, providing an up-close look at the cutting-edge design features that define the Lexus brand.

“Both Lexus and World Surf League celebrate innovation and performance at the highest levels within their respective fields,” said Greg Kitzens, general manager, Lexus Marketing. “We look forward to showcasing the latest in our lineup, the Lexus GX, while celebrating the sport’s elite athletes and dedicated fans who share Lexus’ passion for amazing experiences.”

Lexus and Complex will also curate an elevated dining experience at the Lexus Pipe Pro for VIPs and athletes to highlight and celebrate the culinary expertise and mastery of local chefs. Complex and First We Feast will also spotlight the experience on its social channels throughout the 2024 kickoff.

“As the premier voice of youth culture, we’re excited to partner with Lexus to amplify the growth and popularity of surfing among young and diverse fans,” said Kirsten Atkinson, Complex VP of Brand Partnerships. “As we continue to see a cultural shift in the sport, it’s important for us to continue highlighting key players and provide our global community with unparalleled access to tentpole moments.”

Also joining as a key partner for the Lexus Pipe Pro will be YETI. The WSL and YETI are proud to continue their second year of partnership after a very successful first season. YETI will kick off its 2024 partnership with an elevated position as the Presenting partner of the prestigious Pipe Pro. YETI will be activating onsite at ʻĒhukai Beach Park, offering custom engraving with proceeds benefiting the Mauka to Makai Makaha Foundation. In addition, YETI will be promoting the Lexus Pipeline Pro Presented by YETI in their new flagship Honolulu store, offering official merchandise in support of their WSL CT Athlete, John John Florence.

Florence Marine X and Vissla are the official apparel partners of the Lexus Pipe Pro. Each brand will usher in a new era of partnership through their North Shore tested and proven apparel throughout the Pipe window and beyond. Other valued brand partners of this event include Apple Watch, Red Bull, Shiseido, EventBrite, 805 Beer, Cup Noodles, Bonsoy, Pacifco, Mananalua Water, Surfline, and Pura Vida.

The 2024 WSL Championship Tour season starts on January 29, 2024 with the Lexus Pipe Pro Presented by YETI. Fans can watch all the action LIVE on [WorldSurfLeague.com](https://www.worldsurfleague.com), the [WSL’s YouTube channel](#), and the [free WSL app](#). Also, check local listings for coverage from the WSL’s broadcast partners.

For more information, please visit [WorldSurfLeague.com](https://www.worldsurfleague.com).