

LEXUS AND WORLD SURF LEAGUE EXPAND PARTNERSHIP TO US OPEN, WSL FINALS AND PIPE PRO

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LOS ANGELES, Calif. (May 8, 2024) — Lexus and the World Surf League (WSL) are pleased to announce an expanded partnership following a successful kick-off to the 2024 WSL Championship Tour (CT). Lexus will become the title partner of both the Lexus US Open of Surfing and the Lexus WSL Finals, while also returning to the WSL CT in 2025 with the Lexus WSL Awards and the Lexus Pipe Pro.

With this partnership, Lexus also becomes the Official Automotive Partner of the WSL in North America and an Official North America partner of WSL PURE, aligning with the WSL’s global initiative to protect and conserve our one ocean.

“This expanded partnership with Lexus, which takes us right through from the start of this season and into the next, is built on the support from fans and the surfing community,” said Cherie Cohen, WSL Chief Revenue Officer. “Lexus and the WSL share a passion for innovation and performance at the highest levels and this extended relationship allows us to focus on delivering amazing experiences to our fans.”

Lexus joined the WSL Championship Tour at the start of the 2024 season as the Title Partner of the Lexus Pipe Pro, an official automotive partner of the Sunset Pro, and the official partner of the annual WSL Awards.

Now working with the WSL through the remainder of the 2024 season and into 2025, Lexus will help create experiences at select WSL North America events, allowing the surfing community and fans to interact in new ways with the brand and its vehicle lineup, including the all-new 2024 Lexus GX 550. These will include on-site activations, curated VIP experiences, and chauffeur services for both athletes and fans. In addition to on-site activations, Lexus-branded content will be found on WSL live event broadcasts and across WSL and Complex social channels.

“Like the WSL, Lexus is built on a commitment to create amazing experiences for our customers and communities,” said Cynthia Tenhouse, vice president of Lexus marketing. “We are moved by the incredible support we received from the WSL and the surfing community for Lexus Pipe Pro. Our partnership will continue to highlight the intersection between the best in community, sports, and luxury – all while showcasing the latest in our vehicle lineup.”

The expanded partnership leverages Complex and its influence as the leading platform shaping global youth culture and celebrates the intersection of diversity, community, sports, and luxury.

“As the premiere voice of youth culture, we’re excited to continue to drive excellence and innovation forward with Lexus and the World Surf League,” said Kirsten Atkinson, Complex Head of Brand Partnerships, Sales. “This partnership builds on Complex’s legacy of facilitating unique collaborations, premium content and curated IRL experiences that engages loyal superfans and attracts growth audiences.”

The 2024 Lexus US Open of Surfing will open on Monday, August 5, and run through Sunday, August 11, 2024. The Lexus US Open of Surfing will host two competition divisions: the second first stop of the WSL Longboard Tour and the fourth stop on the WSL Challenger Series, the main qualification pathway to the elite Championship Tour.

The Lexus WSL Finals is the one-day, winner-take-all season finale to decide the 2024 World Champions. The competition window for the Lexus WSL Finals will open on Friday, September 6, and close on Saturday, September 14, 2024. Within this window, the competition will be run on the best day of surf conditions. Fans can watch all the action LIVE on [WorldSurfLeague.com](https://www.worldsurfleague.com), the [WSL’s YouTube channel](#), and the [free WSL app](#). [Check local listings for coverage from the WSL’s broadcast partners.](#)

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