

LEXUS AND 100 THIEVES ENHANCE MULTI-YEAR PARTNERSHIP

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LOS ANGELES (August 1, 2024) – Lexus and 100 Thieves today announced new elements to their multi-year partnership, unveiling a comprehensive collaboration that spans automotive, fashion, and experiential marketing. The enhanced collaboration includes a custom-designed Lexus vehicle fleet specifically for 100 Thieves, Lexus’ first-ever apparel collaboration with 100 Thieves, and a presenting sponsorship of 100 Thieves’ biggest annual fan event, the Summer Block Party.

“Our partnership with 100 Thieves represents a powerful combination of luxury and innovation,” said David Telfer, Senior Manager, Lexus Advertising. “Both brands are committed to delivering premium products and experiences. By bringing together Lexus’ legacy of excellence with the unmatched presence across lifestyle and gaming from 100 Thieves, we’re delivering new experiences that help define luxury for the next generation of consumers.”

The Lexus x 100 Thieves partnership will include:

Custom Vehicle Fleet

Lexus has created three custom-designed concept vehicles – a TX, RX, and LX – specifically tailored for 100 Thieves. Each concept vehicle draws inspiration from one of 100 Thieves’ esports teams: League of Legends, Valorant, and Call of Duty. The LX and TX models, with seating for seven, are ideally configured for a full esports squad. These vehicles feature built-in screens for on-the-go video reviews and gaming sessions, with one vehicle equipped for on-site apparel customization.

Exclusive Apparel Collection

Available for purchase as part of an extremely limited edition run on August 3rd, the 100 Thieves x Lexus apparel collection is a nostalgia-fueled collection that pays homage to classic racing video games, inspired by the creativity of customizing your vehicles in those iconic titles. It will be sold in-person at 100 Thieves’ Summer Block Party, and in limited quantities online, with all proceeds benefiting the Gamers Outreach charity.

Summer Block Party Sponsorship

On August 3rd, Lexus will serve as the presenting sponsor of the 100 Thieves annual fan event. The Summer Block Party – expected to draw hundreds of fans from the 100 Thieves community – will feature meet-and-greets, a LAN party, a Valorant watch party, and live musical performances. At the event, attendees will have the first public opportunity to experience the custom Lexus fleet in person.

“The Lexus and 100 Thieves partnership has helped break new ground for how esports collaborations can engage fans authentically,” Alex Ho, Vice President of Partnerships, 100 Thieves. “Our custom activations don’t just elevate our brands – they create memorable experiences for our community. We can’t wait to showcase the next level of this partnership at our Summer Block Party and beyond.”

For more information about the Lexus x 100 Thieves partnership, including the apparel collection, visit:

<https://100thieves.com/blogs/lookbooks/100-thieves-x-lexus-collection>.