

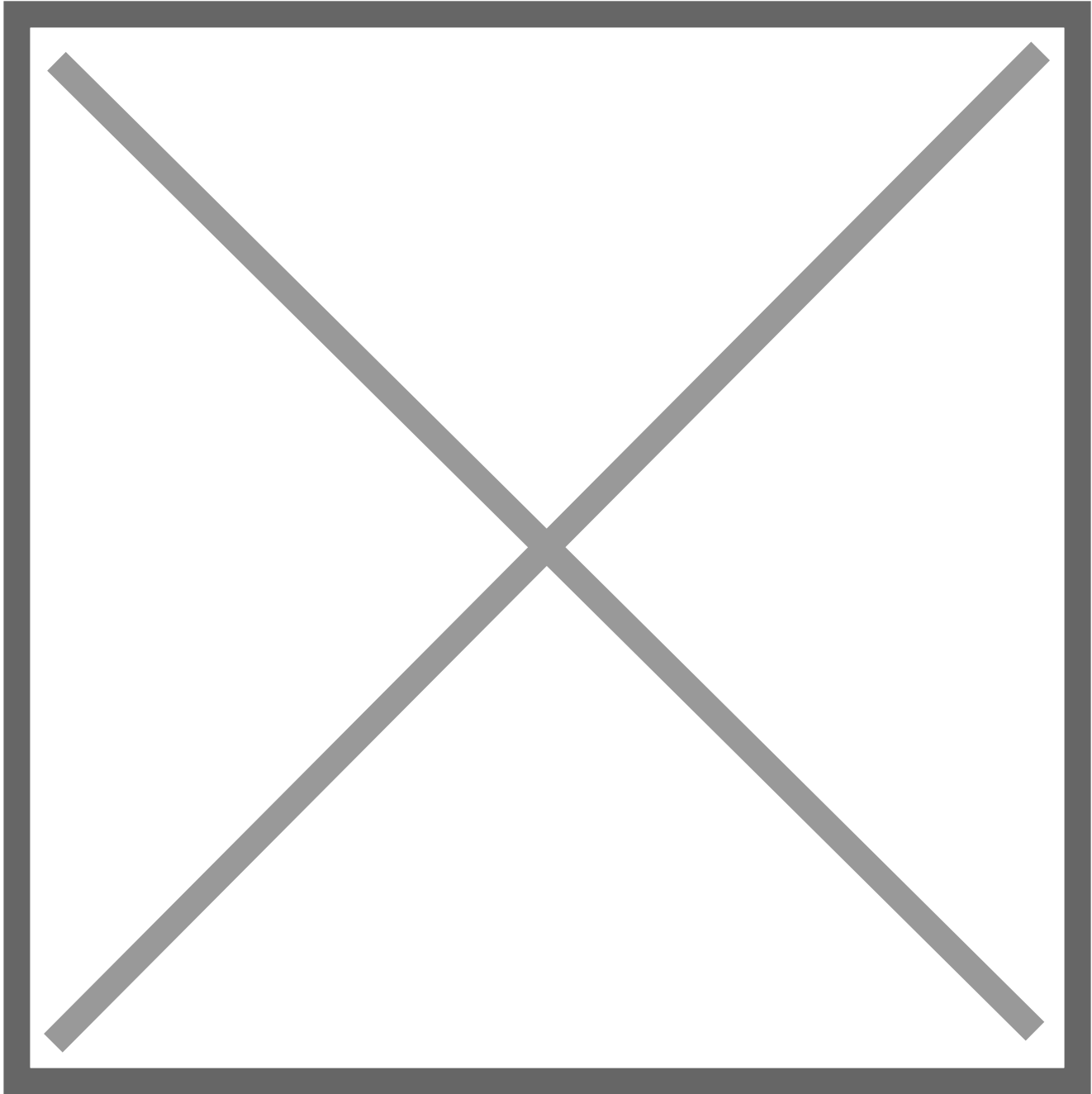
LEXUS NAMES PRO SURFER GRIFFIN COLAPINTO AS FIRST-EVER SURF AMBASSADOR

September 05, 2024

Image not found or type unknown



PLANO, Texas (Sept. 5, 2024) – Lexus today announces pro surfer Griffin Colapinto as the luxury lifestyle brand’s first-ever surf ambassador. The partnership is announced ahead of the 2024 Lexus WSL Finals in San Clemente, Calif., where fans will see Colapinto compete for the World Title.



The first of its kind ambassadorship, follows Lexus’ successful introduction into the competitive world of surfing. In May, the brand [announced](#) an expanded partnership with the sport’s leading organization, the World Surf League (WSL). As the Official Automotive Partner of the WSL in North America, Lexus was named the title partner of the Lexus US Open of Surfing, the Lexus WSL Finals, as well as the returning title partner to the WSL Championship Tour (CT) in 2025 with the Lexus WSL Awards and Lexus Pipe Pro.

“As a longtime admirer of the brand and its commitment to supporting athletes who perform at the highest levels, it’s a massive honor to be named Lexus’ first-ever surf ambassador,” said Griffin Colapinto. “I’m beyond excited to be representing the brand leading into the Lexus WSL Finals and beyond.”

“Given our shared passion for performance and innovation, Griffin and Lexus are a perfect fit,” said Lisa McQueen, Lexus Media Manager. “We look forward to working together to develop amazing experiences for his fans and the passionate surfing community.”

Born and raised in the surfing hotbed of San Clemente, Calif., Colapinto quickly discovered his natural affinity for surfing. Taking his young talents to the competition circuit, he was named an NSSA Open Junior National Champion, a USA Surfing Champion, and an ISA World Champion. By 2017, at the age of 19, Colapinto finished the season at the top of the men’s Qualifying Series rankings, earning him a spot on the WSL Championship Tour.

Turn to 2023, when Colapinto was named champion of the Surf Ranch Pro and finished second at the Sunset Beach Pro and Margaret River Pro, earning a career-best third overall on the WSL Championship Tour Rankings. Coming off a recent victory at the WSL Fiji Pro, and currently rated second on the WSL Championship Tour Rankings, Colapinto will next compete for the World Title in the Lexus WSL Finals in San Clemente, Calif. The competition’s waiting period will run from September 6 – 14, 2024.

On the sand at the Lexus WSL Finals, fans will have the opportunity to preview the Lexus LX Surf Concept vehicle, as well as enjoy a curated surf shop experience at the Lexus House featuring an event-exclusive capsule collection designed by Los Angeles-based clothing brand Free & Easy. Select products will be given away on-site, as well as on the NTRWK app on Sept. 5 at 12:30 pm PST.

For more information on Lexus’ sponsorship of the World Surf League, including its title partnership of the Lexus WSL Finals, please visit the [Lexus Newsroom](#).