

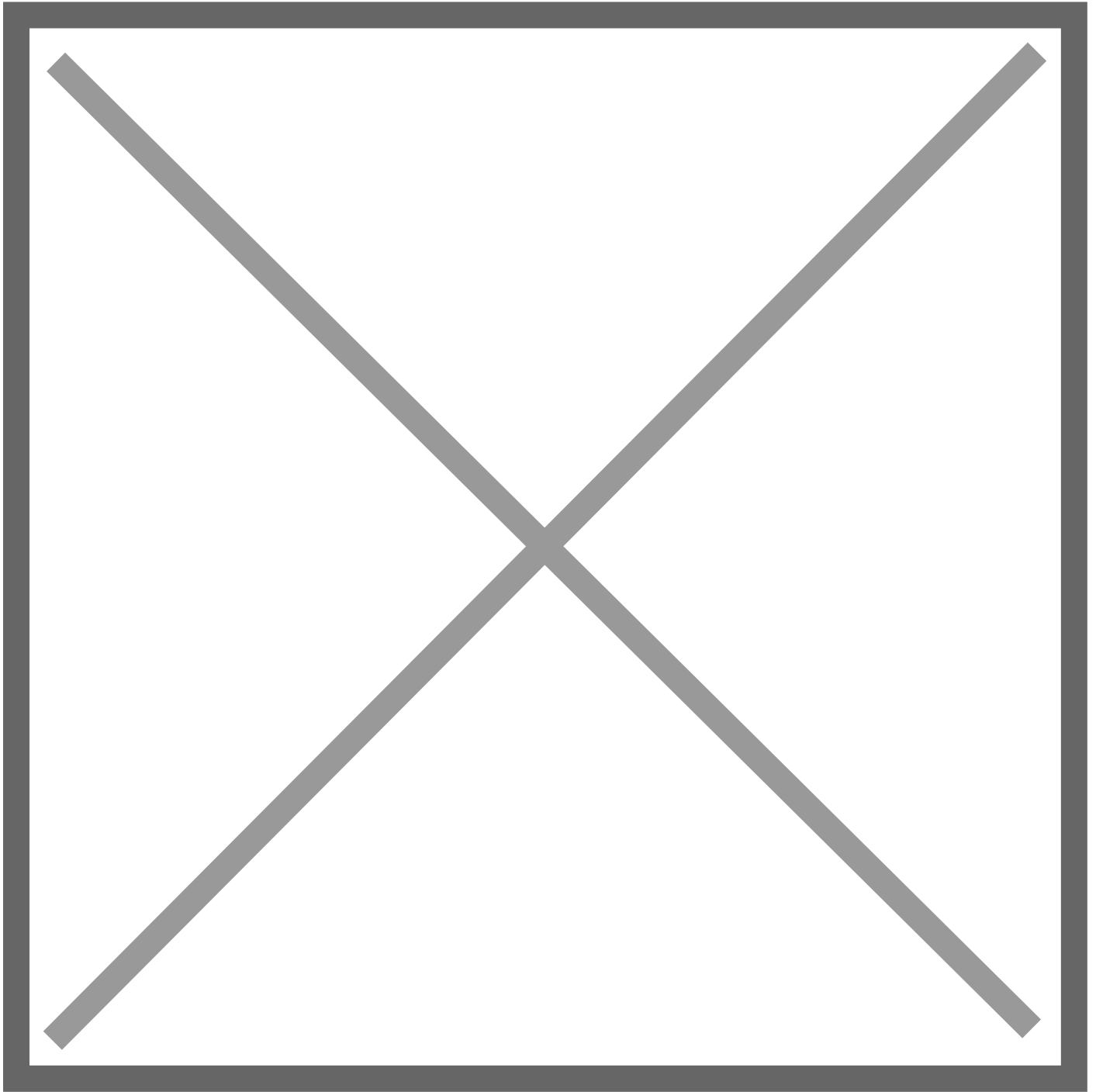
LEXUS RIDES THE WAVE: ANNOUNCES MULTI-YEAR PARTNERSHIP WITH WORLD SURF LEAGUE

January 28, 2025

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PLANO, Texas (Jan. 28, 2025) – Lexus and the World Surf League (WSL) today announce an expanded multi-year partnership. As part of the new agreement, Lexus will serve as title partner for five marquee League events in 2025: the WSL Awards, Pipe Pro, Trestle Pro, US Open of Surfing, and WSL Finals.



Since becoming the Official Automotive Partner of the WSL in North America in 2024, the expanded partnership will also see Lexus broaden its reach to Fiji for the highly anticipated WSL Finals at the world-renowned Cloudbreak.

“Lexus and the WSL are united by a shared drive for innovation, excellence, and performance,” said Lisa McQueen, media manager, Lexus marketing. “This expanded partnership will allow us to elevate the fan experience to new heights, creating amazing moments for the surf community.”

“We are kicking off the 2025 season alongside Lexus at Pipe, and couldn’t be more excited to continue to build on this partnership with Lexus for years to come,” said Cherie Cohen, chief revenue officer, World Surf League.

Together, Lexus and the WSL will continue to champion progression and performance at surfing’s highest level.

Introducing the Lexus Surf LX concept vehicle

This week at the 2025 Lexus Pipe Pro on Oahu, Hawaii, Lexus unveiled an all-new concept luxury utility vehicle: the Lexus Surf LX. The one-of-one SUV seamlessly combines innovation and performance for the ultimate coastal lifestyle.

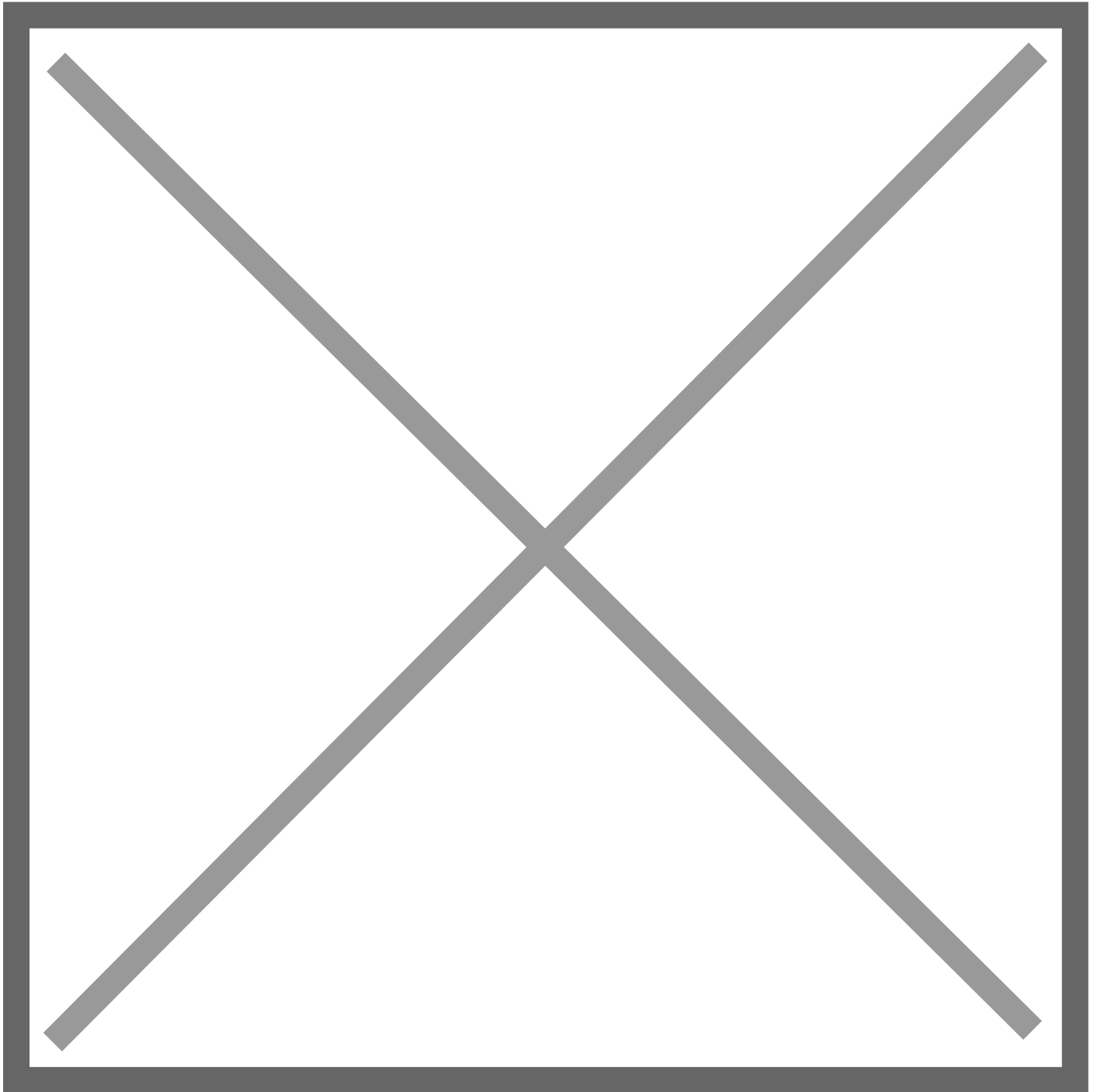
“Surfing is all about being in tune with your environment and enjoying the ride—much like what Lexus has achieved with the Surf LX,” said Griffin Colapinto, pro surfer and Lexus ambassador. “This vehicle isn’t just an SUV; it’s made for adventure, with the power and versatility any surfer could ever want or need.”



Inspired by the vibrant world of surf culture and informed insights from surf community members like Colapinto, the Surf LX blends style with real-world functionality. Features include:

- **Coastal Aesthetics:** the vehicle boasts a striking matte blue exterior finish, white roofline, and black accents, echoing the interplay of ocean waves and sandy shores.
- **Durable Elegance:** genuine leather upholstery paired with custom 20-inch gray wheels and 33-inch all-terrain tires ensure the interior and exterior stand up to sand, saltwater, and the elements.

- **Gear-Ready Storage:** the trunk has been fully optimized for surfers, featuring slide-out cargo storage, a surfboard rack, built-in Dometic cooler, waxing table, and turf changing mat. Featuring ventilated compartments to keep essential gear – like wetsuits, towels, wax, and sunscreen – the trunk remains organized and odor-free.
- **Custom Exo-Cage and LED-Illuminated Rear Ladder:** for easy access to the roof rack, ideal for pre-sunrise or post-sunset surf sessions.



For more information on the World Surf League, please visit WorldSurfLeague.com. And for more information on the Lexus LX, please visit the [Lexus Newsroom](#).