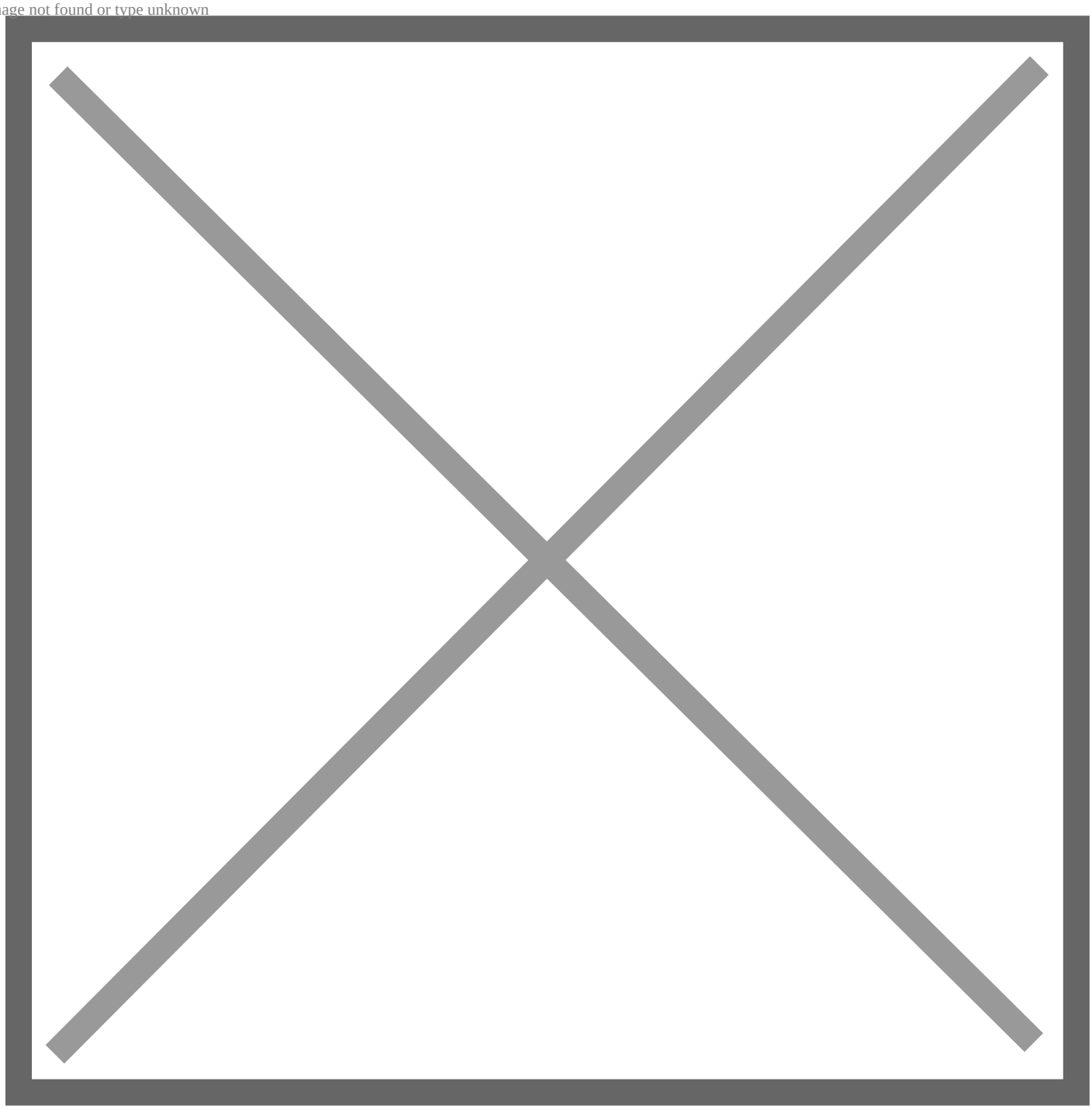
PRO SURFER CAROLINE MARKS JOINS LEXUS AS SURF AMBASSADOR

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PLANO, Texas (March 26, 2026) – Lexus today announces 2025 World No. 2 ranked pro surfer and 2024 Olympic gold medalist Caroline Marks as its latest U.S. surf ambassador, joining fellow Lexus athlete Griffin Colapinto and expanding the brand's presence in elite competitive surfing. Marks will compete on the World Surf League (WSL) Championship Tour (CT) while driving a new 2026 Lexus GX.

The Melbourne Beach, Florida native won the 2023 WSL Championship Tour Title and has established herself as one of the most dynamic competitors in professional surfing. She will drive the GX as part of her partnership with Lexus, reflecting the performance and versatility she brings to the sport.

"Growing up, I'd load my boards into whatever car would get me to the beach," said Marks, who first competed professionally at age 15. "Now I'm driving a GX that actually gets me to those hard-to-reach breaks without worrying if I'll make it back, and it has room in the back for all my boards."

The partnership pairs one of professional surfing's most compelling athletes with a vehicle built for the demands of a competitive surf lifestyle. Known for her fearless approach in heavy waves and innovative style, Marks has earned a reputation as one of the sport's most exciting surfers to watch.

"Caroline represents the next generation of elite surfing talent – a world champion with relentless competitive drive and genuine authenticity," said Lisa McQueen, senior manager, Lexus marketing**.** "Whether she's competing at the highest level or hitting the road in search of new waves, her approach to performance and balance aligns seamlessly with what Lexus stands for."

LEXUS CONTINUES EXPANDED PARTNERSHIP WITH WSL IN 2026

The announcement builds on Lexus' continued presence within professional surfing through its ongoing partnership with the World Surf League (WSL). As the Official Automotive Partner of the WSL in North America, Lexus will maintain a strong presence across the 2026 season, serving as title partner of multiple marquee events and supporting the sport through premium fan experiences, athlete partnerships, and on-site activations throughout the year.

As title partner, Lexus will support the following World Surf League events during the 2026 season (dates subject to change):

- **Lexus US Open** – Challenger Series event in Huntington Beach, Calif., with Lexus also serving as Official Partner of the Action Sports Experience (July–August 2026)
- **Lexus Trestles Pro** – Championship Tour event at Lower Trestles in San Clemente, Calif. (September 2026)
- **Lexus Fiji Pro** – Championship Tour event in Fiji (August–September 2026)
- **Lexus Pipe Masters** – Championship Tour event on the North Shore of O'ahu (December 2026)

Throughout the partnership, Marks will appear in Lexus content, fan experiences, and on-site activations at select WSL events, reinforcing Lexus' commitment to performance, precision, and the surf lifestyle. Fans will also see her hitting local surf breaks at home and on the road in the 2026 Lexus GX, a vehicle engineered to handle demanding terrain while delivering the craftsmanship, comfort, and design synonymous with Lexus.

For more information on Lexus' sponsorship of the World Surf League and its surf ambassador program, please visit the Lexus Newsroom.

Photo credit: Jimmy Wilson