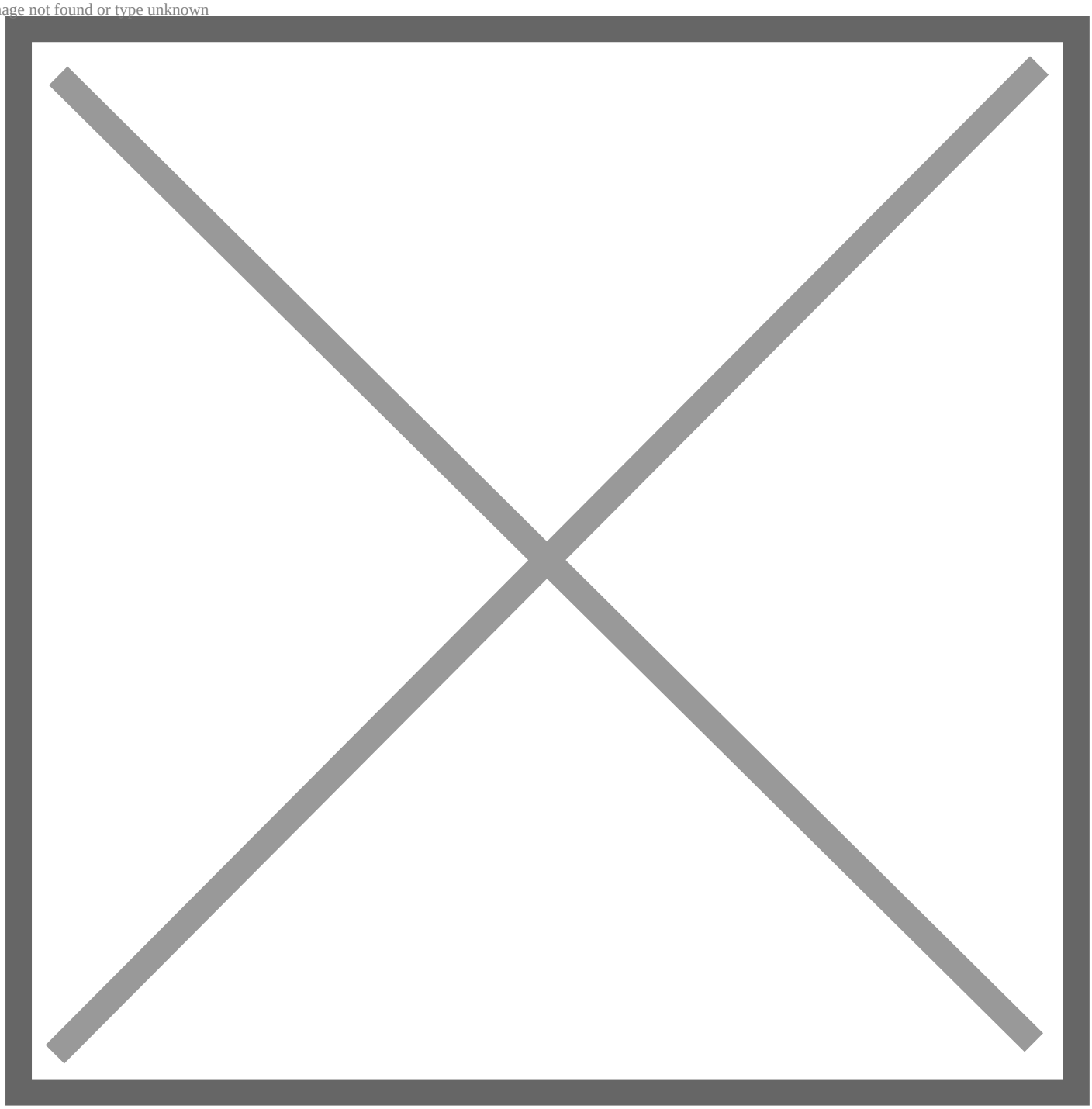
Pinehurst Resort Names Lexus Preferred Vehicle Partner

April 27, 2026

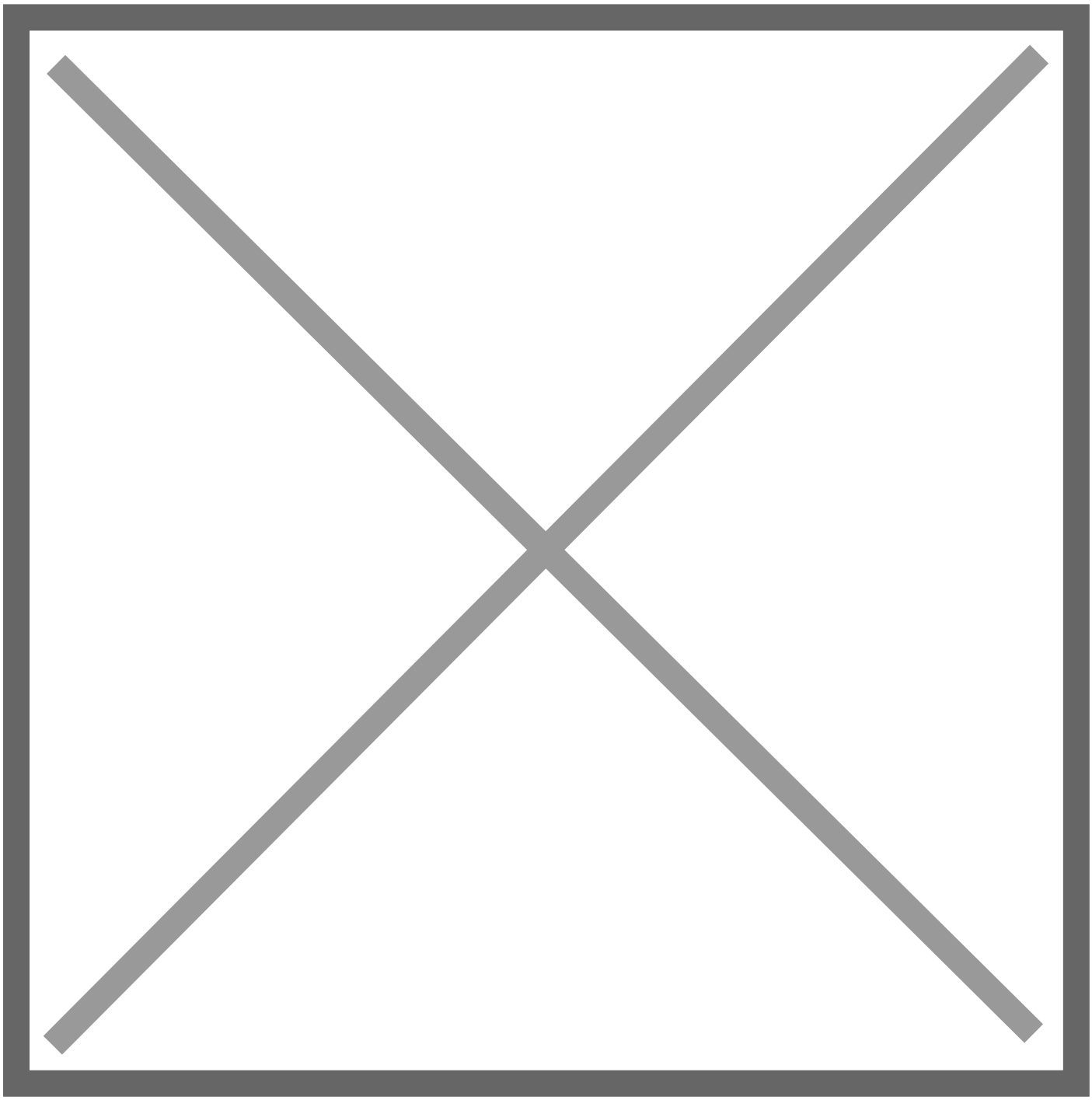
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Pinehurst Resort and Lexus announced a new partnership today, naming the luxury automaker as the Preferred Vehicle of Pinehurst Resort.

The collaboration aligns two iconic brands rooted in craftsmanship, heritage and innovation, while also marking Pinehurst's first shared brand partnership with the United States Golf Association (USGA). Together, the partnership creates new opportunities for collaborative content, storytelling and event programming from the Cradle of American Golf.

"Lexus has been synonymous with the game of golf for decades," said Eric Kuester, Executive Vice President of Sales and Marketing at Pinehurst Resort. "We're excited to partner with a brand that continues to evolve through innovation while honoring its heritage, making this a natural fit. Their presence on property further enhances how we bring an elevated guest experience to life."

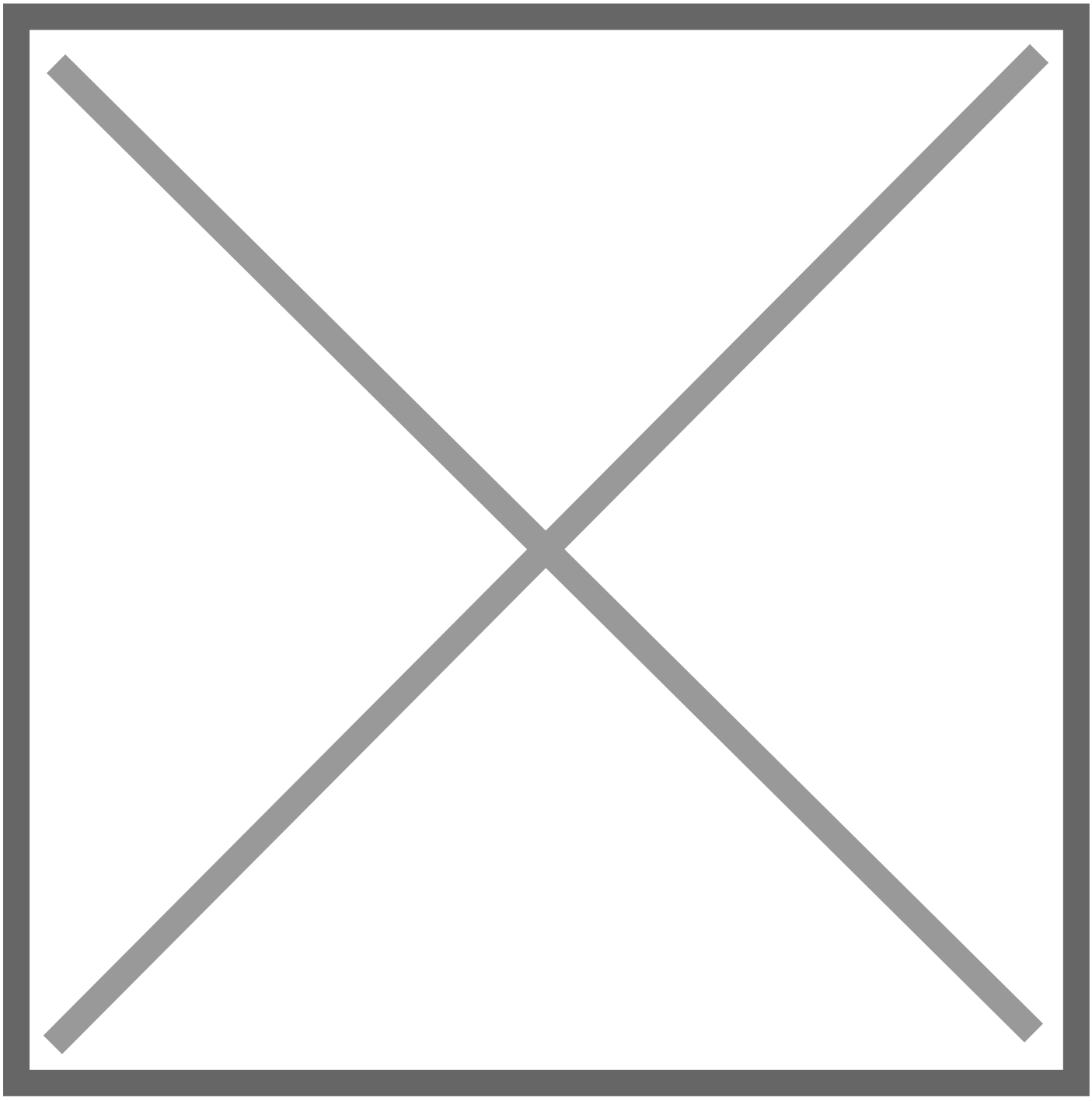


A central element of the partnership is the Lexus Owner Benefit program, a hospitality platform offering curated travel experiences. At Pinehurst, Lexus owners will receive a $100 resort credit when booking a full-rate stay with a two-night minimum.

”We are proud to welcome Pinehurst Resort to the DESTINATIONS by Lexus portfolio as our newest partner,” said Nicole Peterson, Experiential and National Partnerships Manager, Lexus Marketing. “Pinehurst is an iconic resort that continually embodies the values, prestige, and tradition that align with our brand and consumers, enabling meaningful connection through shared lifestyles and passions.”

The partnership also introduces a robust on-property vehicle program featuring two distinct features that offer guests of Pinehurst distinct and enjoyable opportunities:

- House Vehicle Fleet: A minimum of five Lexus vehicles will be integrated into Resort operations, supporting The Carolina Hotel, Cottages at No. 8, corporate sales and events and VIP transportation.
- Guest Test Drive Experience: At least two dedicated Lexus vehicles will be available for complimentary guest use. Participants can reserve a vehicle between 8 a.m. and 7 p.m., complete a digital waiver, and explore the surrounding North Carolina Sandhills area at no charge.



The program will be integrated into the guest experience, including check-in, concierge services, in-room materials and on-property signage, with post-drive feedback tied to Lexus' broader destinations platform.

Designated as the first Anchor Site of the U.S. Open, Pinehurst Resort is home to famed Pinehurst No. 2, which has hosted four U.S. Opens and one U.S. Women's Open. Both championships will return in 2029 and will be contested in consecutive weeks — a rare fortnight in championship golf, previously achieved only once, at Pinehurst in 2014.

For more information, visit Pinehurst.com.