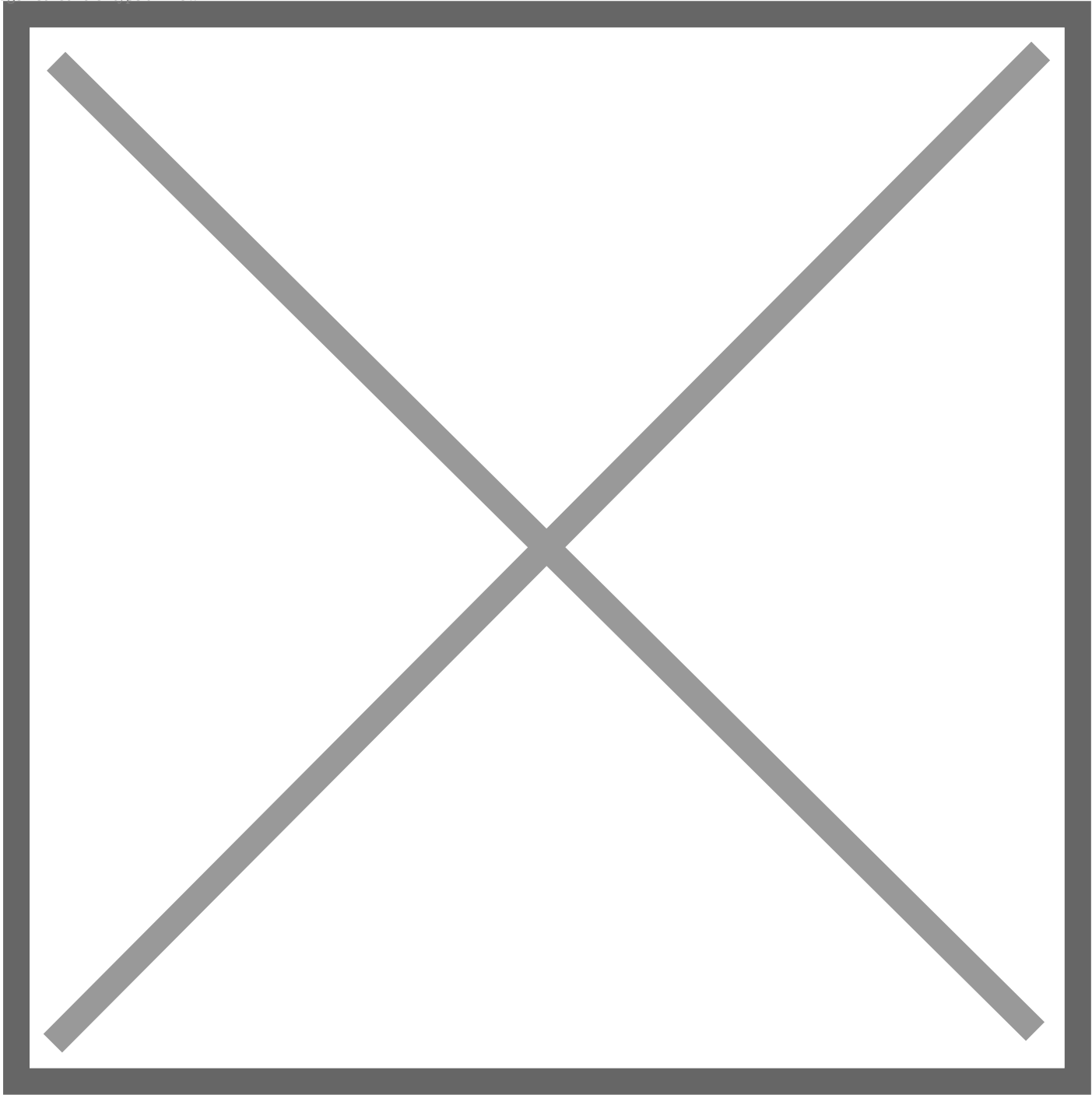


LEXUS AND HYROX NORTH AMERICA JOIN FORCES TO ELEVATE THE FITNESS RACE EXPERIENCE

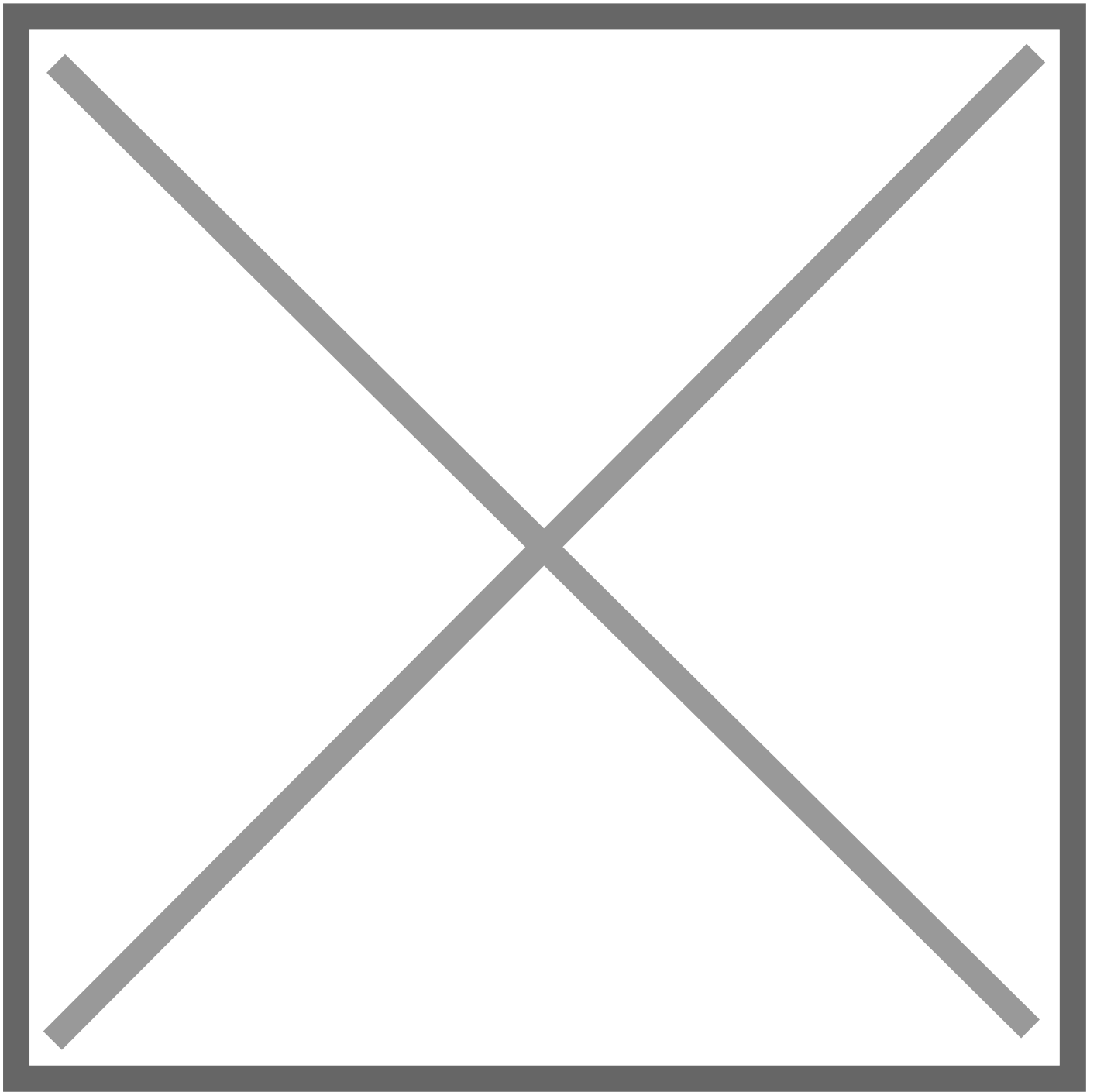
September 14, 2026

Image not found or type unknown



PLANO, Texas (Sep. 14, 2026) — Guided by a shared commitment to performance, community and compelling storytelling, Lexus is entering the fitness racing space through a new partnership with HYROX. As health and wellness communities continue to grow, the collaboration gives Lexus an authentic way to show up in the health and wellness space with athletes and fans alongside the world’s largest fitness racing series—an event platform and cultural movement that has captured the global wellness zeitgeist.

For the 2026–2027 season, Lexus will serve as the Official National Vehicle Partner of HYROX North America. The brand will be featured in key moments at every race and will bring an exclusive activation for athletes and spectators to eight events throughout the season.

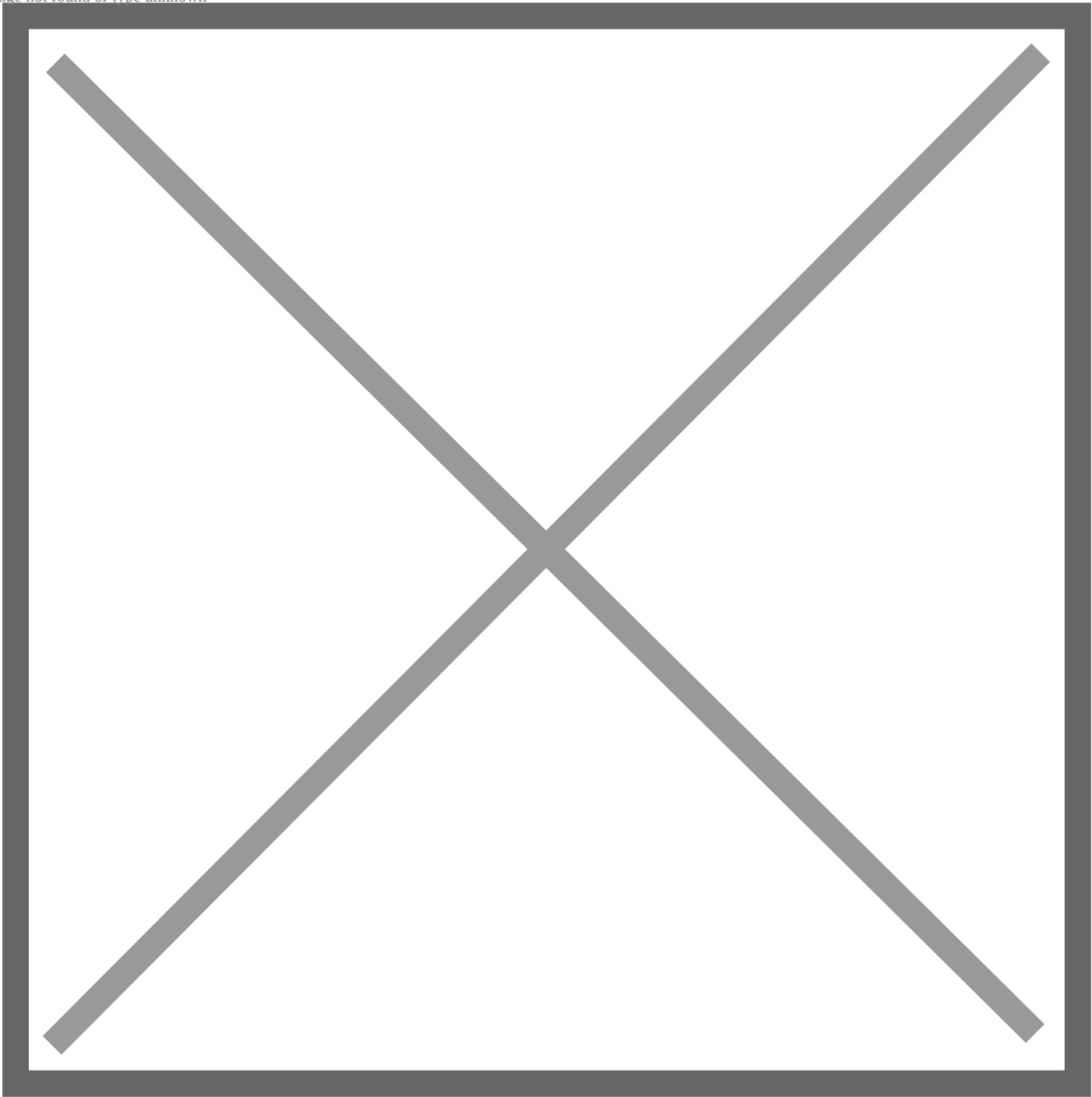


“HYROX brings together performance, determination and community—values that closely align with Lexus,” said Cynthia Tenhouse, vice president, Lexus Marketing. “Through this partnership, we’re creating a premium experience that challenges athletes to push beyond what they thought possible while showcasing how innovation and purposeful design can support every stage of the performance journey.”

The Lexus Performance Challenge will debut this fall at HYROX Boston before traveling to select races across the U.S. Located within the Partner Village, the activation will invite attendees and competitors to take part in a

vehicle-inspired running challenge. Boston will also mark the debut of the GX x HYROX custom vehicle build, a one-of-one creation designed as an exterior training platform and an interior recovery space.

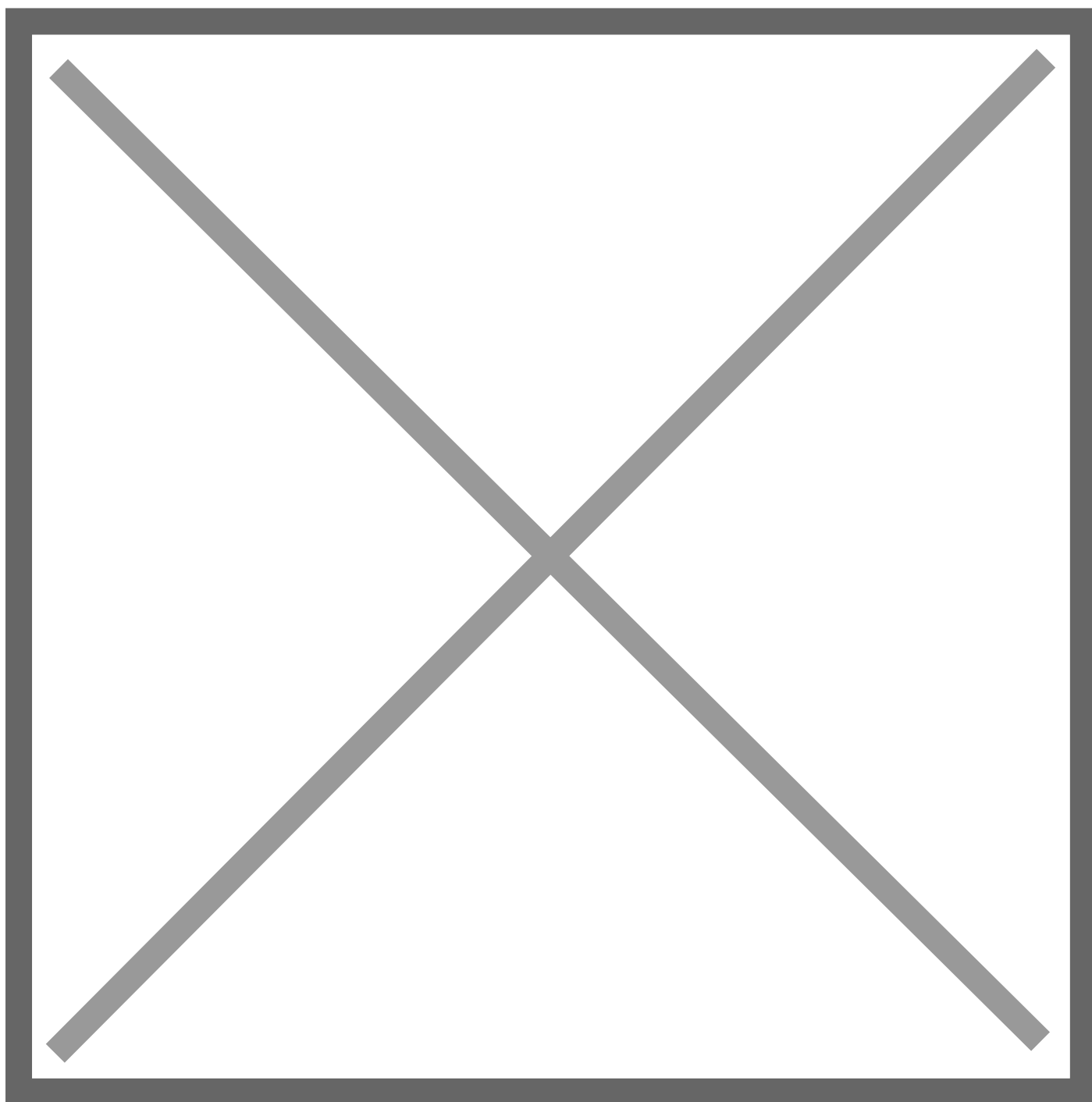
Image not found or type unknown



Concept only, actual vehicle build may differ.

Reimagined as a mobile training and recovery hub, the GX x HYROX concept pairs the Lexus GX with integrated CENTR workout equipment, including full-height wall-ball targets, and secure rear storage for

kettlebells, sandbags, and sled. Inside, the cabin becomes a premium recovery lounge featuring red-light therapy, massage seating, refrigerated storage and Blackroll gear—supporting athletes before, during and after a workout.



Concept only, actual vehicle build may differ.

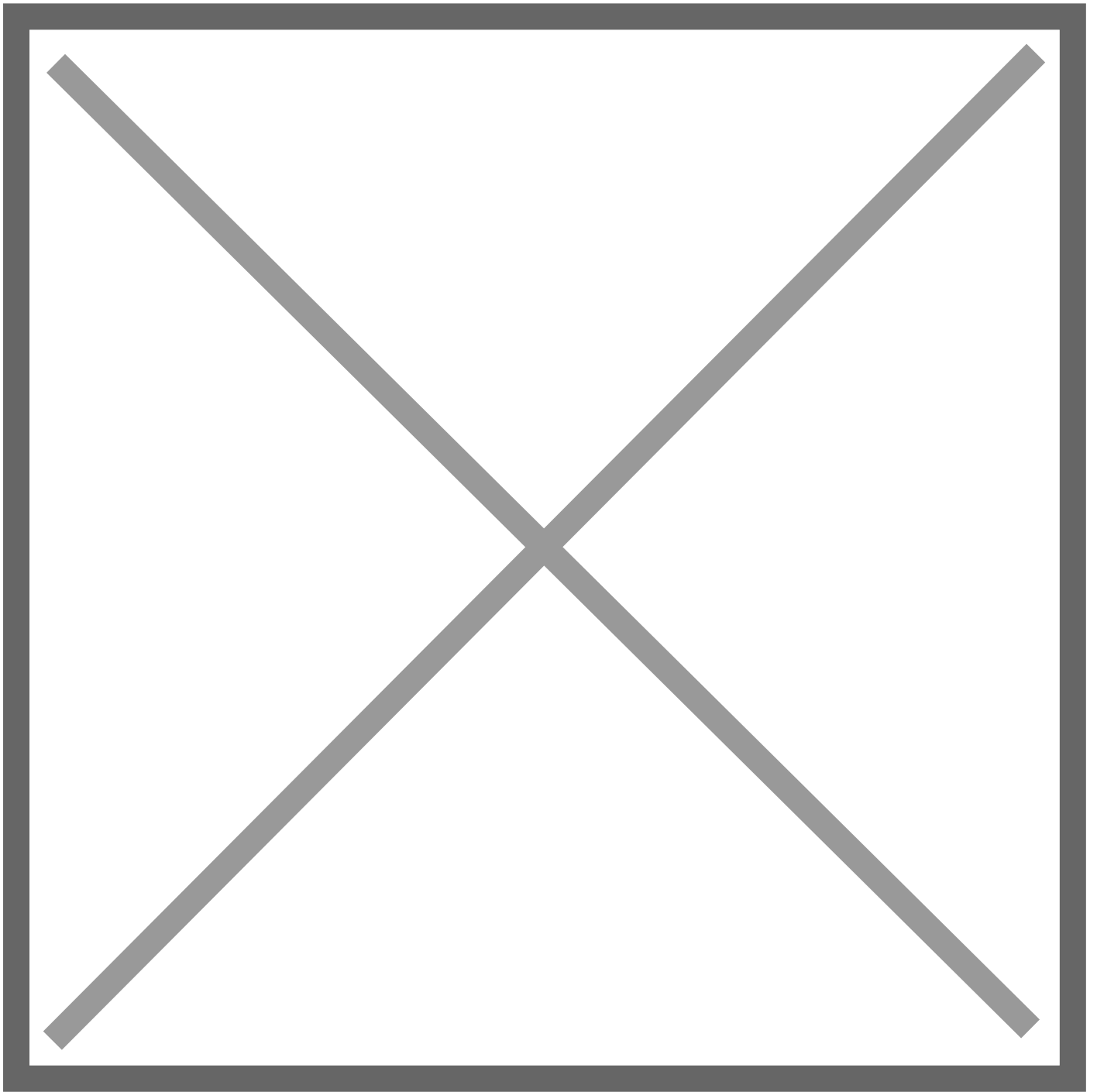
Athletes and fans can visit the Lexus Performance Challenge and explore the custom GX x HYROX concept at the following races throughout the season.

- **HYROX Boston** | Oct. 8-11
- **HYROX Denver** | Nov. 12-15
- **HYROX Dallas** | Nov. 18-22
- **HYROX Nashville** | Dec. 9-13
- **HYROX Chicago** | Feb. 11-15
- **HYROX Phoenix** | Feb. 25-28
- **HYROX Miami Beach** | Mar. 26-28
- **HYROX NYC** | May 27 – June 7

Beyond the Lexus Performance Challenge, the partnership will extend Lexus' presence across the race experience and digital channels, creating additional ways to connect with athletes and fans throughout the HYROX season:

- **Lexus Fast Lane:** Lexus floor graphics integrated along the inner lane of the running racecourse.
- **Finish Ramp Branding:** Lexus logo inclusion on the iconic finish ramp carpet for athlete photos and celebrations.
- **Signage and Social Amplification:** From structures and onsite signage to collaborative social posts and campaigns, Lexus will be featured across event and online assets.

Moritz Fürste, Co-Founder and Chief Marketing Officer at HYROX said: "Lexus is a natural partner for HYROX, with a shared belief in performance, purposeful innovation and the power of community. We're excited to work with Lexus to create new ways for athletes and fans to engage with the race, while bringing their commitment to design and performance to life across the season."



Together, Lexus and HYROX will create experiences that celebrate determination, deepen connections across the fitness community and inspire athletes and fans to pursue their own Standard of Amazing.