USGA Media Center

FAR HILLS, N.J. (August 24, 2015) – The United States Golf Association (USGA) and Lexus announced today the renewal of their corporate partnership. The agreement ensures that Lexus will remain the exclusive automotive partner of the USGA through 2020.

“We are excited to extend our relationship with Lexus,” said Sarah Hirshland, USGA senior managing director of business affairs. “Our affiliation began in 2007 when they became the first automotive partner in USGA history. During that time, the company has shown its commitment to golf and the work that the USGA is doing to support the game. The renewal offers the opportunity to continue to work together and expand our combined efforts.”

At the U.S. Open, U.S. Women’s Open and U.S. Senior Open championships, the Lexus Performance Drive Pavilion has become a popular destination for spectators. The Pavilion enhances the fan experience with engaging content, including autograph signings, photo opportunities with USGA championship trophies and interactive golf simulators.

Over the past two years, Lexus has served as the partner for the U.S. Open Trophy Tour. This year, the trophy logged more than 5,000 miles, with stops at golf courses and Major League Baseball and Major League Soccer stadiums on its way to the 2015 U.S. Open Championship at Chambers Bay in University Place, Wash.

Lexus will also continue to provide courtesy cars at all 13 USGA championships, with 967 vehicles provided in 2015.

In addition to its support of USGA initiatives, Lexus supported the launch of coverage of USGA championships on Fox Sports, as well as the USGA’s effort to achieve a wider distribution of real-time championship highlights through the use of enhanced digital and social media tools.

“We are proud to extend our partnership with such a prestigious sporting organization and to continue as the exclusive automotive partner of the USGA,” said Brian Smith, Lexus vice president of marketing. “Our common commitments to environmental sustainability, youth programs and the pursuit of perfection on and off the course make this association and renewed agreement particularly fitting.”

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