

Lexus Swings into Action at the U.S. Open Championship

June 15, 2015

TORRANCE, Calif. (June 15, 2015) — Fore! Get ready to cheer on your favorite world-class golfers during this year's U.S. Open Championship June 18–21 at Chambers Bay Golf Course in University Place, Washington. Lexus returns as the official vehicle of the U.S. Open Championships in partnership with the United States Golf Association (USGA) to once again produce exciting moments that speak to performance, precision and perfection. The Championship offers an opportunity for Lexus to connect with golf fans nationwide, and this year will allow Lexus to reach even more fans. This year, spectators are permitted to use smartphones to communicate through social media, text and email from designated areas. To help build buzz, Lexus will encourage fans to join the conversation and stay informed using the #LexusGolf hashtag on their social channels.

"A prestigious sporting event such as the U.S. Open is an ideal partnership for Lexus. Our broad lineup of high-quality vehicles and passion for great customer experiences complement the game and the Championship," said Brian Smith, Lexus vice president of marketing. "We work closely with the USGA to create an exciting atmosphere, offering new and entertaining programs that let participants enjoy Championship fun both on and off the course."

On-site in the Lexus Performance Drive Pavilion, Lexus will display the all-new 2016 RX luxury utility vehicle. Interactive activities include a golf simulator that lets contestants take a virtual swing on the Championship course's famous 10th hole for the chance to win a \$1,000 gift card. Other activities include photo opportunities with the U.S. Open Championship Trophy and "Chalk Talks" with Lexus golfers on their favorite U.S. Open memories and strategy on how to conquer Chambers Bay golf course. Lexus golf professionals including Jason Day, Billy Horschel, Annika Sörenstam, Peter Jacobsen, Natalie Gulbis and Johnny Miller will be available for autograph sessions as well. Lexus will also provide 300 courtesy vehicles to players, USGA staff and associates throughout the Championship. For more information on the full line of vehicles, go to Lexus.com and follow the conversation at #LexusGolf.

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