

SPORTS

Lexus expands partnership with World Surf League

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The new agreement includes in-person activation and spots on the league's live broadcast. Image credit: WSL/Jesse Jennings

By LUXURY DAILY NEWS SERVICE

Following a strong start to an early-year collaboration, Toyota Corp.'s Lexus is building on an existing deal.

The automaker will continue its partnership with the World Surf League (WSL) through the 2025 season. By way of the expanded agreement, Lexus will be the title sponsor of the US Open of Surfing and WSL Finals.

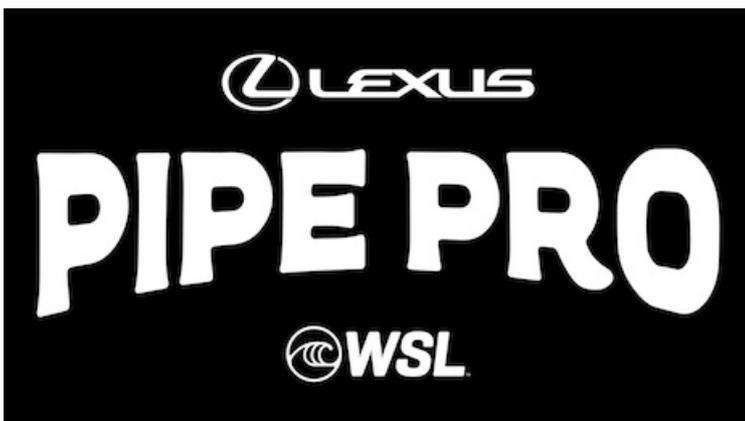
"Like the WSL, Lexus is built on a commitment to create amazing experiences for our customers and communities," said Cynthia Tenhouse, VP of marketing at [Lexus](#), in a statement.

"We are moved by the incredible support we received from the WSL and the surfing community for Lexus Pipe Pro," Ms. Tenhouse said. "Our partnership will continue to highlight the intersection between the best in community, sports, and luxury all while showcasing the latest in our vehicle lineup."

Lexus x WSL

Lexus will maintain its title partner status of the WSL Championship Tour, WSL Awards, Sunset Pro and Pipe Pro events.

Moving forward, as a long-term partner of the league, the automaker will host a series of activations at select WSL North America competitions. VIP experiences, on-site activities, chauffeur services and other interactions with its vehicle lineup are among the experiential offerings guests can expect.



Lexus signed its initial deal with WSL right before the start of the 2024 season. Image credit: Lexus

The company's branding will also appear across live event broadcasts and on the WSL's social channels. On top of this, Lexus will receive additional marketing support from U.S. media platform Complex through its existing deal with the league.

"This expanded partnership with Lexus, which takes us right through from the start of this season and into the next, is built on the support from fans and the surfing community," said Cherie Cohen, chief revenue officer at WSL," in a statement.

"Lexus and the WSL share a passion for innovation and performance at the highest levels and this extended relationship allows us to focus on delivering amazing experiences to our fans."

Lexus' first event under the new agreement will be the US Open of Surfing. The world's largest surf competition kicks off in Huntington Beach, California on Aug. 5, 2024.

The automaker has been active in the sports world as of late, recently adding a rising golf star to its brand ambassador group ([see story](#)).

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