

COMMERCE

Lexus signs first-ever surf ambassador

September 6, 2024



This week, the company named American pro surfer Griffin Colapinto as its first-ever surf ambassador. Image courtesy of Lexus

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus has a new brand representative.

This week, the company named American pro surfer Griffin Colapinto as its first-ever surf ambassador. The announcement comes as the World Surf League (WSL) Finals kick off in Mr. Colapinto's hometown of San Clemente, California.

"Given our shared passion for performance and innovation, Griffin and Lexus are a perfect fit," said Lisa McQueen, media manager at [Lexus](#), in a statement.

"We look forward to working together to develop amazing experiences for his fans and the passionate surfing community."

Riding the wave

Mr. Colapinto, now 26 years old, has been a professional surfer since the age of 13, winning multiple world and United States titles throughout his career.

In July and August, the athlete represented the U.S. during the Paris 2024 games, ultimately being eliminated in the third round, falling just short of the quarterfinal. Now, he looks forward to taking home the title during the Lexus WSL Finals.



The new ambassador has accomplished much in his decade-long career. Image courtesy of Lexus

Lexus has greatly expanded its role in the WSL in recent months as the official automotive partner of the league in North America, taking on the title partnerships for multiple events, including the WSL Finals ([see story](#)).

At the ongoing competition, running through Sept. 14, the automaker is offering a preview of the LX Surf Concept car, as well as a “curated surf shop experience” at the shoreside pop-up Lexus House. Inside, the company is hosting an event-exclusive clothing capsule designed by Los Angeles-based apparel brand Free & Easy.

“As a longtime admirer of the brand and its commitment to supporting athletes who perform at the highest levels, it’s a massive honor to be named Lexus’ first-ever surf ambassador,” said Mr. Colapinto, in a statement.

“I’m beyond excited to be representing the brand leading into the Lexus WSL Finals and beyond.”

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