



## Owzat! Lexus Supports Crickets Twenty20 Cup

27 June 2006

The fast and furious Twenty20 Cup bursts into action this week with Lexus lining up to support cricket's liveliest and most colourful competition.

Lexus is partnering 14 of the county teams that will be battling for honours this summer. The campaign will see local Lexus Centres adding to the fun and spectacle of the game with product displays, special promotions and activities.

The Twenty20 Cup has quickly gained a young and hugely enthusiastic following thanks to its innovative and exciting variation on the traditional game - just like Lexus performance hybrids in the car market.

The Lexus support package will be tailored for each county and will include elements such as advertising on perimeter boards and in match programmes, web site links and, in some counties, branding on players' shirts and scoreboards.

Lexus's support programme features the following county sides in the group stage of the competition:

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- Durham
- Glamorgan
- Hampshire
- Kent
- Lancashire
- Leicestershire
- Northamptonshire
- Nottinghamshire
- Somerset
- Surrey
- Sussex
- Warwickshire
- Worcestershire
- Yorkshire

**ENDS**