



## Lexus Tees Up Sporting Conversions

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Lexus has announced a new partnership agreement with one of the world's leading sporting events, while also revealing a sponsorship deal with one of Britain's top rugby clubs.

Lexus today becomes a leading Patron of and Official Car Supplier to the Open Championship, for the next three years.

Established in 1860, The Open is the oldest and most prestigious of golf's four Majors. This year, the 134th Open championship will be played on the legendary Old Course of the Royal and Ancient Golf Club (the R&A) at St Andrews in Scotland.

Stuart McCullough, Director of Lexus Europe said: "Lexus is strongly increasing its presence in Europe as part of our global development strategy. Being a Patron of the Open Championship allows us to reach a broad range of viewers as the event will be televised in 191 countries. Many of our current Lexus customers also demonstrate a high level of interest in golf."

Players and Tournament Officials will be driven in new GS 300 and GS 430 cars, the first models to display the new design direction the Lexus marque is taking. The RX400h, the world's first performance hybrid SUV, will be used as well during the tournament.

"At The Open Championship, the only pursuit is perfection," says Stuart McCullough. "At Lexus, we share these values and express them through our drive to develop the finest products and the most satisfying ownership experience. Lexus is proud to be a Patron of and Official Car Supplier to the 134th Open Championship."

Lexus has also announced a sponsorship agreement with the Harlequins Rugby Club involving the naming of the new stand at Stoop Memorial Ground.

Officially opening at the start of the 2005/06 season, the Lexus Stand will provide an additional 3,850 covered seats increasing the capacity of the stadium to 12,700.

The Lexus Stand's new quality facilities will include a members' bar, club shop, corporate hospitality boxes, three corporate lounges, player and officials' changing facilities, club offices and media facilities.

Joe Troedson, Harlequins Sponsorship Director said: "Lexus is an exciting new partner to complement an already great range of sponsors and business partners the club has. Lexus is a very progressive brand with high standards of quality and service, mirroring the brand values of NEC Harlequins."

Steve Settle, Lexus Director said: "Lexus is delighted to enter a sponsorship agreement with NEC Harlequins, a club with such a great history and one of the best known rugby clubs in the UK, arguably the world. We are also very impressed by Quins' commitment in promoting the game of rugby union to children of all ages.

"We are especially pleased to have acquired the naming rights for the new Lexus Stand and we are confident that many great games will be witnessed from here over the years ahead. Lexus is going from strength to strength in the UK as we launch an exciting range of new models throughout this year. As our brand develops, we see a strong synergy with the strengthening of the Quins brand, both on and off the field."

The sponsorship deal comes as the club announced over 4,000 season tickets have been sold for the coming season.

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