

AUTOMOTIVE

Lexus returns to US Open for 13th year with special experiences

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The U.S. Open Trophy, Eighth Hole of Pebble Beach Golf Links in the Pebble Beach, Calif. Image credit: USGA/John Mummert

By STAFF REPORTS

Toyota Corp.'s Lexus is tapping into the affluent community of golfing with an on-site experience at the United States Open Championship.

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As part of its sponsorship of the United States Golfing Association, Lexus is appearing at the U.S. Open on June 10 to 16 with a variety of interactive activities. The Lexus Performance Experience features a driving simulator, a variety of digital golfing simulations and meet and greets with iconic Lexus ambassadors in the golfing world.

Driving golfing initiatives

Lexus' special on-site experiences are located in the Fan Central area, near the front entrance of the U.S. Open.

Fans that participate in its "Lexus Racing RC F GT3 Driving Simulator" will be able to take the wheel of the RC F GT3 racecar in replica form and experience a race on the track.

Lexus is also hosting its Hole-in-One Challenge, offering a two-year lease on a 2019 Lexus UX for one person who is able to make a hole-in-one at a simulated golfing experience. The simulation is a digital reimagining of the famous par-three 7th hole from the Pebble Beach Golf Links.

Another golf simulation is titled "Putt Like a Pro."

In addition to the Hole-in-One Challenge, Lexus will also allow guests to participate in the Epic Putt challenge. Participants will get to undertake three putts on Pebble Beach putting greens.

Those who are able to complete the third "epic" putt will win a prize and exclusive access to a golf clinic with Lexus Golf Ambassadors.

Meet and greets at the Lexus Performance Experience including autograph signings and photography chances are available with ambassadors Jason Day, Patrick Cantlay, Charles Howell III and more.



Golf pro Patrick Cantlay is a Lexus ambassador. Image credit: Lexus

Lexus is also providing complimentary transportation for players and officials through 300 vehicles. Several of its models will be on display through the grounds.

Golfing is an important aspect of marketing for luxury brands.

Swiss watchmaker Audemars Piguet also shared a sporting adventure with golf fans in a short film.

Golf enthusiasts are an important segment for Audemars Piguet, as the watchmaker believes the high-end sport is worth investing in through event sponsorships and brand ambassadors. The film starring the Audemars Piguet "Dream Team" focuses on the athletes' skills and precisions without drawing overt attention to the brand's timepieces ([see story](#)).