

AUTOMOTIVE

Lexus kicks off multiyear partnership with NFL's Miami Dolphins

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Lexus is the official luxury vehicle of the Miami Dolphins. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is partnering with the Miami Dolphins to elevate the in-game experience for current and potential Lexus owners attending National Football League games.

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Through the multiyear naming rights agreement, Lexus will serve as the official luxury vehicle of the Miami Dolphins and the team's home at Hard Rock Stadium. The automaker will have a significant presence throughout the stadium, bringing together major brands in sports and entertainment.

"A key factor in our decision-making process is to align our brand with partners that share our values of creating memorable experiences for the people we serve," said Sam Wintermyer, general manager of Lexus Southern Area, in a statement.

"We are thrilled to partner with the Miami Dolphins and Hard Rock Stadium, a global entertainment destination with a strong commitment to the South Florida community," he said.

Kicking off

One of the partnership's highlights is the newly named Lexus North Sideline Club, designed by the Rockwell Group.

Located between the field's 30-yard sidelines on the north end of the stadium, this luxurious space offers spacious, padded seats and access to a private, air-conditioned club for football fans to cool down from the Florida heat.

With an eye to philanthropy, Lexus North Sideline Club members will also receive one complimentary registration, courtesy of the automaker, to participate in the 2022 Dolphins Challenge Cancer event. Participants at **DCC XII** can walk, bike or run around Hard Rock Stadium to raise funds for cancer research at Miami's Sylvester Comprehensive Cancer Center.

Lexus will also sponsor a custom content series for the team.

"We are excited about our partnership with Lexus, a brand that has set the standard for luxury and first-class experiences throughout South Florida," said Jeremy Walls, senior vice president, chief revenue officer of Miami

Dolphins and Hard Rock Stadium, in a statement.

"Lexus is a legacy brand, and we look forward to engaging our shared fans and broadening our community impact in authentic and exciting ways,"

This is not the first time the Miami Dolphins have partnered with a luxury automaker for in-game experiences.

In 2017, G & G Business Developments opened The Nine hosted by Aston Martin Residences at 300 Biscayne Boulevard Way, a hospitality suite within Hard Rock Stadium ([see story](#)).

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