

SPORTS

Lexus announces dual golf sponsorships as U.S. Women's Open kicks off

July 6, 2023



The automaker has signed professional women's golfers Hinako Shibuno of Japan, pictured above, as well as American-born Amari Avery. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is tapping into tried-and-true athletic fields, having just signed two new talents.

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The automaker has managed to onboard professional golfers Hinako Shibuno of Japan, and American-born Amari Avery, who will both participate in one of the most highly-anticipated women's tournaments to date, sponsorships in tow. The announcement arrives as the 2023 U.S. Women's Open Championship revs up, with a start date set for July 6.

"Hinako and Amari are rising stars in the world of women's golf, and we're so excited for their future as Lexus brand ambassadors," said Nicole Peterson, experiential marketing and national partnerships manager at **Lexus**, in a statement.

"As part of the Lexus golf champions program, both Hinako and Amari will be critical in introducing the Lexus brand to new audiences and young people around the world."

Sponsoring the sport's future

As this year's U.S. Open season kicks off, Lexus is adding a pair of impressive youths to its roster of champions.

Already a longtime partner of the Pebble Beach Golf Links, Lexus has also served as the official automotive sponsor of the event itself for numerous rounds ([see story](#)), the brand is expanding upon its footprint at the women's and men's U.S. Open ([see story](#)) events annually, one representative at a time.

Ms. Shibuno, a 24-year-old sporting sensation, began playing in her hometown of Okayama, Japan in 2006 at the age of 8, before going pro in 2018.

Lexus shares that in May 2019, the athlete became the youngest tournament champion at The World Ladies Salonpas Cup, grabbing her second title in her first-ever playoff at the Shiseido Anessa Ladies in July 2019. The star is no stranger to the U.S. Women's Open, succeeding with a fourth-place finish in 2020.

"It's safe to say that working with Lexus has been one of my lifelong dreams," Ms. Shibuno said, in a statement.

"In fact, the first thing I bought with my professional winnings was a Lexus NX," she said. "I am looking forward to representing such a world-class luxury brand."

With multiple junior, amateur and collegiate highlights under her belt, Ms. Avery's career is also off to a strong start.

[View this post on Instagram](#)

A post shared by Amari Avery (@amari_avery)

The 19-year-old counts inclusions in the 2021 and 2023 U.S. Women's Open among recent feats, earning consecutive All-Pac-12 First Team and WGCA All-American honors in 2022 and 2023 at the college level, well before entry into professional realms.

With four individual victories, including taking home the 2022 NCAA Stanford Regional title, and numerous record-setting performances achieved while playing at the University of Southern California, Ms. Avery's alignment with Lexus continues her winning streak.

"I'm thrilled to partner with Lexus and to have the opportunity to represent a luxury brand with a rich history of supporting the game of golf," said Ms. Avery, in a statement.

"Lexus' commitment to performance and pushing the limits of what is possible in their industry is incredibly inspiring to me; not only now during my amateur career, but also for the future when I aspire to play golf at the highest level as a professional."

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