

AUTOMOTIVE

# Lexus Courtside Lounge coming to new sporting arena

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*The automaker has been named a founding partner and the official luxury vehicle of the venue. Image credit: Intuit Dome*

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By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is announcing a founding partnership with the forthcoming Intuit Dome in Inglewood, California.

The automaker has been named a founding partner and the official luxury vehicle of the venue, which will soon be home to the National Basketball Association's LA Clippers. As a part of the appointment, an all-new Lexus Courtside Lounge will arrive upon the event space's opening in August 2024, providing high-end hospitality experiences to visitors.

"As a longstanding partner of the LA Clippers, Lexus is proud to support the team as it moves into its new home Intuit Dome," said Marcus Williams, general manager of the Western Area at [Lexus](#), in a statement.

"We look forward to elevating the fan experience of Clipper Nation and concertgoers at the Lexus Courtside Lounge, delivering a premium destination only Lexus could offer."

## **Elevated experience**

Accessible to all floor seat ticket holders during Clippers games, the Lexus Courtside Lounge launches in time for the NBA team's 2024-2025 season.

It will also remain active during concerts taking place within the Intuit Dome.

Arranged by renowned British interior designer Rita Konig, the arena exclusive showcases the AD100-accredited professional's ([see story](#)) signatures such as fabric walling, reflective brass and mirrored finishes to give the hospitality spot a glamorous, upscale look.

An all-inclusive premium food and beverage program will be available to guests. Clippers players will take a pathway through the lounge to reach their bench, granting visitors an up-close look at NBA All-Star-level talent.



*Other founding partners include Intuit, AT&T, Pechanga and Ticketmaster. Image credit: Intuit Dome/Onehouse*

Of the other naming rights partners Pechanga, Ticketmaster, Intuit and AT&T are included Lexus will receive special perks as one of Intuit Dome's longest-tenured sponsors, including a vehicle display in the main lobby and entitlement to the South VIP entrance.

According to a statement, "digital content integrations across the team and arena's digital and broadcast outlets through popular partnership elements like Lexus Looks player fashion content, the Lexus Dinner Series and premium hospitality experiences" are also on the table.

"We look for partners who share our priorities and our vision, and there's none better than Lexus, with its emphasis on creativity, innovation, and customer interaction," said Gillian Zucker, president of business operations for the LA Clippers and Intuit Dome, in a statement.

"At Intuit Dome, the Lexus Courtside Lounge will deliver an extraordinary hospitality experience in a space created by Rita Konig, one of the most creative designers in the world," Ms. Zucker said. "We're excited to align with Rita and with Lexus to bring their expertise to Intuit Dome and deliver an experience that could not be picked up and placed in any other arena."

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