

COMMERCE

Lexus adds golfer to ambassador roster ahead of The Players Championship

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The talent is ranked 29th in the world in golf. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is welcoming a new talent to the green.

American golfer Will Zalatoris is the latest addition to the company's golf ambassador program, joining ahead of The Players Championship bout in Ponte Vedra, Florida, which began today. Announced this morning, the manufacturer is hoping to engage younger audiences with the signing, as Mr. Zalatoris is 27 years old and at the beginning of his professional career.

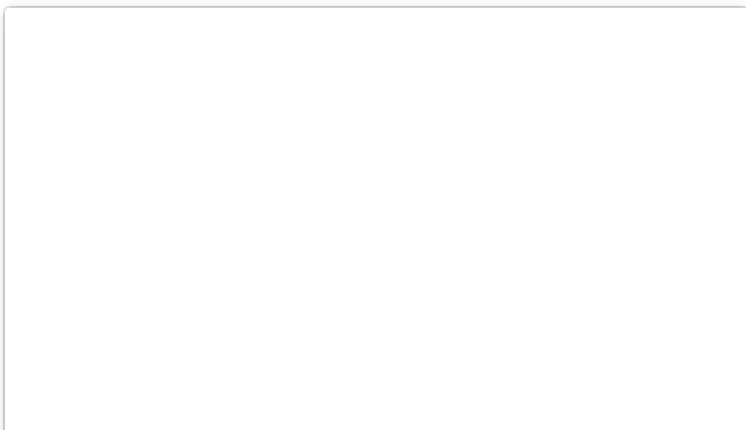
"Lexus planted its roots in Texas in 2014, so we're excited to partner with Will Zalatoris, a world-class golfer in our own backyard," said Kevin Higgins, general manager of marketing at [Lexus](#), in a statement.

"With each addition to our golf ambassador roster, we're breathing new life into the Lexus golf program, and we're excited for Will to introduce the Lexus brand to new audiences and young people around the world."

Teeing off

Mr. Zalatoris is a strong prospect for Lexus to tap as a member of its representative roster.

After turning pro at the age of 21, the golfer quickly made his way from being ranked in the top 2,000 players globally to the top 50, earning himself a spot in the PGA Tour in 2021. Since then, Mr. Zalatoris has won an event and placed in the top 10 in the standings in 20 of his 70 career contests.



[View this post on Instagram](#)

A post shared by Lexus (@lexususa)

As of today, the young talent is ranked 29th in the world for his sport of choice, making him an apt tap for a luxury brand investing in long-term athletic success.

"As a Lexus owner and fan of the brand, I'm honored to partner with Lexus and be a part of their roster of golf champions," said Mr. Zalatoris, in a statement.

"I'm so excited to represent a world-class brand so close to home and I can't wait to get the all-new GX when it arrives."

Other luxury names have also been looking to the world of professional sports as of late, with U.S. retailer Neiman Marcus enlisting five athletes for its spring campaign ([see story](#)).

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