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ATP & LEXUS INK MAJOR GLOBAL PARTNERSHIP

LONDON/BRUSSELS - Lexus, one of the world's leading premium car brands, has become the Official Automotive Partner and Platinum Partner of the ATP Tour, from 2023.

The major multi-year partnership will see Lexus build out tournament partnerships in key markets, engaging premium fan demographics as Official Car across a portfolio of ATP Tour events. This is in addition to the recently announced partnership between Lexus and the LTA in the United Kingdom, including the Cinch Championships (Queen's) and Rothesay International (Eastbourne), as well as the Fayez Sarofim & Co. U.S. Men's Clay Court Championship (Houston). ATP and Lexus will also work together to establish additional partnerships with ATP tournaments and players, from this season.



As a highlight, from 2023, Lexus becomes Platinum Partner and Official Automotive Partner of the Nitto ATP Finals, to be held from November 12 to 19 in Turin, Italy. Lexus will provide a fleet of electrified models, including the new all-electric Lexus RZ 450e, to support transportation of players, officials, and other guests during the tournament.

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Lexus will also receive year-round brand exposure across ATP Tour's fast-growing digital and social platforms, including Title Partnership of [ATP Head2Head](#), a popular interactive feature that enables fans to explore rivalries between players on Tour.

Lexus is a pioneer in electrification in the premium car industry, building towards a holistic sustainable mobility vision, called Lexus Electrified. The brand's comprehensive electrified portfolio includes self-charging electric hybrid, plug-in electric hybrid, and all-electric models. Promoting the use of such models during ATP tournaments, in 2023 and beyond, aligns with the ATP Tour's climate ambitions under ATP Serves and UN Sports for Climate Action, which includes a Net Zero emissions target by 2040.

ATP CEO Massimo Calvelli said: "The ATP Tour and Lexus brands tell a story of innovation, performance and excellence, that also perfectly aligns with our efforts under ATP Serves. Our fans and customers come first, and our brands both operate with a focus on providing unforgettable experiences. We're delighted to welcome Lexus as an ATP Tour Platinum Partner and to build on that shared narrative across our global platforms."

TME Vice President Lexus and Value Chain Pascal Ruch said: "At Lexus, we adopt a human-centred approach in everything we do. This not only applies to our cars but also to the class-leading experience we provide to our customers. Our goal is to put a smile on the face of our customers. We see a great match with tennis competition, where individual performance creates ultimate excitement. We are thrilled to partner with the ATP Tour and to share the passion of top-level tennis with millions of fans across Europe and beyond."

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About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Lexus

Launched in 1989, Lexus is a global luxury lifestyle brand offering a full range of premium vehicles, including the LS and ES sedans, the LC and RC F coupes, the LC Convertible, the LBX, UX, NX, RZ and

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RX crossovers, and the GX and LX SUVs. Lexus aims to 'make luxury personal' through imaginative technology, meticulous craft, refined elegance, and 'omotenashi' - the Japanese sense of heartfelt hospitality. With more than 2.5 million self-charging hybrid, plug-in hybrid and all-electric vehicles sold so far worldwide, the Lexus Electrified vision is built on the brand's experience of electrified vehicles and targets a fundamental leap in vehicle performance, handling, control, and driver enjoyment through electrification technologies. In 2022, Lexus delivered about 625,000 vehicles globally including 50,467 in Europe, of which more than 80% were electrified. For more information, please visit [Newsroom Lexus Europe](#).

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