



Lexus Powers U.S. Open Trophy Tour

U.S. Open Trophy Begins Trip to Erin Hills Aboard 2017 Lexus LX

FAR HILLS, N.J. (April 26, 2017) – Following media stops in New York City, the USGA today officially launched its U.S. Open Trophy Tour, powered by Lexus.

Transported in style in a 2017 silver Lexus LX, the revered trophy will be on the road for 47 days en route to Erin Hills, site of the 117th U.S. Open Championship from June 12-18, 2017.

Located 35 miles northwest of Milwaukee in the Kettle Moraine region of Wisconsin, first-time U.S. Open host Erin Hills is a public-access course that features one of the most dramatic landscapes in the game.

With a focus on the Midwest, the U.S. Open Trophy Tour will provide the opportunity for fans to admire the inspirational trophy and learn about the championship's prestigious history.

Now in its fourth year, the Trophy Tour includes stops at ballparks, public parks, tourist attractions and community events, including Brat Fest, the Milwaukee Art Museum and Topgolf venues in Edison, N.J., and Naperville, Ill. The tour will also make stops at Lexus dealerships throughout Wisconsin.

An up-to-date schedule and more detailed information about the U.S. Open Trophy Tour, powered by Lexus, can be found at usopen.com/trophytour.

"The U.S. Open is golf's ultimate test as well as a celebration of the communities that host our championships," said Sarah Hirshland, USGA senior managing director of Business Affairs. "Fans in the Midwest have waited a long time for the championship to return to the region and Wisconsin's love for the game and civic pride has been on display since we announced the championship in 2010. The enthusiasm is growing as we approach the U.S. Open. The ability to bring the trophy to the fans provides a great opportunity to celebrate the championship's arrival at their doorstep."

The U.S. Open Trophy injects energy into every place it is displayed, allowing fans to experience the symbol of the U.S. Open. Golfers and non-golfers alike enjoy reading the names of the champions and admiring the trophy's craftsmanship, including artwork that depicts the game's ideals of camaraderie, competition and enjoyment.

"So many golf greats have held the U.S. Open Trophy in victory," said Brian Bolain, general manager, Lexus Product & Consumer Marketing. "As the LX drives across the country, golf fans will have the chance to see the trophy at some amazing venues and community events. We hope it continues to build excitement for the U.S. Open as it returns to the Midwest for the first time since 2003."

