



Press Release

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For immediate release

LTA and Lexus announce new partnership

The LTA and Lexus have announced a major new partnership which sees the prestige car brand becoming the Official Performance Partner and Official Automotive Partner of the LTA. The multi-year deal provides Lexus with naming rights across key LTA performance areas, at all levels of the professional player pathway, from junior domestic competitions to LTA major events, and the elite national teams.

Lexus will also have naming rights for the LTA's performance competitions: the 2023 calendar features 45 weeks of international and domestic competitions hosted in Britain, providing British tennis players with crucial opportunities to gain competition experience, ranking points and prize money on home soil.

The national teams competing in the Davis Cup, Billie Jean King Cup and World Team Cup will be known as the Lexus Great Britain teams.

The largest public tennis centre in Britain, and host to the Rothesay Open and British Open Wheelchair Tennis Championships, will be named the Lexus Nottingham Tennis Centre.

The LTA's Pro Scholarship Programme (PSP), the highest level of support offered to players aged 16-24 with the best chance of reaching the heights of the game, and the final stage of the LTA Player Pathway, will become the PSP, presented by Lexus.

Full list of rights included in the partnership:

- National teams: Lexus Great Britain Davis Cup Team, Lexus Great Britain Billie Jean King Cup Team, Lexus Great Britain Team (World Team Cup)
- Lexus Trophy Series
- Lexus Pro Series
- Lexus British Tour
- Lexus National Junior Tour and Lexus National Junior Championships



- Lexus Junior Internationals
- Lexus Wheelchair Tennis National Finals
- Lexus Nottingham Tennis Centre
- Pro Scholarship Programme, presented by Lexus

As the official automotive partner of the LTA, Lexus will provide vehicles as part of the official transport at the LTA's Rothesay Summer Series major events, Trophy Series and Pro Series events.

Scott Lloyd, LTA Chief Executive said 'As the governing body of tennis in Great Britain, the LTA's mission is to open up tennis and grow the game at a grassroots level as well as to support the development of talented players to the top of the game. This is a significant partnership, that incorporates many areas of our performance development as well as engaging fans and participants. We're delighted to have Lexus on board and look forward to kicking off the British grass-court season on Sunday at the Lexus Surbiton Trophy'

Chris Hayes, Director of Lexus in the UK, commented: "We're honoured to be partnering with such a prestigious organisation to help foster up-and-coming British tennis talent and provide a clear pathway to future competition success, while showcasing the excitement and energy of the sport. The partnership was a natural step for the Lexus brand, and we look forward to showcasing our Lexus omotenashi hospitality and craftsmanship to British tennis fans throughout this season's LTA events and towards the future."

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For LTA media enquiries please contact:

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ABOUT THE LTA:

The LTA is the National Governing Body of tennis for Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is "Tennis Opened Up" and we're on a mission to grow tennis by making it relevant, accessible, welcoming and enjoyable. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 1,000,000 Members, men and women, girls and boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Rothesay Open Nottingham, the Rothesay Classic Birmingham, the cinch Championships (at The Queen's Club, London) and the Rothesay International Eastbourne. For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter @the_LTA.

