



NEWS RELEASE

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ATP & LEXUS ANNOUNCE MULTI-YEAR PARTNERSHIP EXTENSION

LONDON: The ATP today announced a multi-year extension of its partnership with Lexus, one of the world's leading premium car brands. Lexus will continue as Official Automotive Partner and Platinum Partner of the ATP Tour through 2028.

Since joining forces in 2023, Lexus has served as Official Car partner at the season-ending [Nitto ATP Finals](#) and [Rolex Paris Masters](#), in addition to a global portfolio of tournaments spanning Almaty, Hamburg, Kitzbuhel, Montpellier, Marseille, Metz, Lyon, Rotterdam, Auckland, Barcelona, Houston, London, and Eastbourne.



Through the renewal, Lexus will continue to engage the tennis community through a global tournament portfolio and high-value brand exposure across the ATP Tour's digital and social platforms. Lexus remains Title Partner of ATP Head2Head – a digital initiative showcasing the Tour's biggest rivalries – featuring an exclusive content series that follows ATP players as they take on entertaining challenges at tournaments.

Lexus will also continue to provide a fleet of electrified vehicles at sponsored events to support the transportation of players, officials and guests. With a portfolio of self-charging hybrid, plug-in hybrid and all electric models, the brand's leadership in electrification aligns closely with the ATP Tour's sustainability ambitions under ATP Serves and UN Sports for Climate Action, which targets Net Zero emissions by 2040.

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Eno Polo, ATP CEO, said: “Lexus is a partner that truly adds value to our Tour. Since we began our journey together, they’ve shown a genuine commitment to tennis – elevating the experience for our players and staff at key events and helping advance our sustainability efforts through ATP Serves. That purpose-led approach is what makes this partnership stand out. We’re proud to keep building on this.”

Andre Schmidt, Head of Lexus Europe, commented “Lexus’ partnership with the ATP Tour reflects our shared commitment to excellence, precision, and passion — values that resonate deeply with our brand. Through our electrified portfolio, we offer a range of choices that make luxury a personal experience, perfectly aligned with the spirit of world-class tennis.”

- All photo credits belong to Corinne Dubreuil/ATP Tour.

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About The ATP

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

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