



OHTANI | LEXUS

BRAND ENDORSEMENT



LEXUS: COMPANY BACKGROUND



1989

*Company founded by Eiji Toyoda
(Toyota Motor Corporation) in Aichi, Japan*

1991

*Introduced ES 300, SC 300, and other sports
coupes to outsell Mercedes and BMW for best luxury
import brand*

2003

*First vehicle to be produced outside of Japan at
TMC Canada, help establish international reach*

2005

Pioneer hybrid luxury market with launch of RX 400h

2019

*First RC Track Edition car introduced, 10,000,000+
vehicles sold*



"PURSUIT OF PERFECTION"



A LITTLE ABOUT THE LEXUS BRAND:



ESTABLISHED

- Have Been Established for 34 years
- Second Highest Revenue: \$270.5 Billion (2022)
- 98.3% Approval Rating by UK "What Car" Survey

RELIABLE

- Least Amount of Issues in 2024 J.D. Power Dependency Study (135 PP100)
- Five 2023 Models Earned IIHS Top- Safety Picks

INNOVATIVE LUXURY

- Awarded "Best Luxury Brand" by Kelly Blue Book in 2023
- "NuLuxe" Interior: More Sustainable & Eco-Friendly Leather
- Lexus Safety System +

OHTANI'S BRAND- SHOTIME

TRANSCENDENT

- Calls Himself a “Pioneer” by perfecting the ability to play both ways
- First MLB Player to hit 100+ HRs and record 500+ Ks since Babe Ruth (1935)
- Intro Press-Conference had more viewers than the 2023 World Series (70 million)

CHARACTER

“AUTHENTIC”

“POLITE”

“CHARMING”

GLOBAL INSPIRATION

- Born in Oshu, Japan, raised in Mizusawa
- Developed Skills at Hanamaki Higashi High School
- Opted to stay in Japan to focus on being a dual-role player
- Led Team Japan to the 2023 WBC Championship over USA
- Playing in California (2nd Highest Japanese Population in the US)

SOCIAL MEDIA REACH

- Ranked #1 in MLB IG Follower Count (7 Million Plus)
- Worked previously with brands to promote on his socials





LEXUS BRAND IDENTITY

1

PURSUIT OF PERFECTION

2

INNOVATION

3

CUSTOMER SERVICE

4

LUXURY & PERFORMANCE

5

DESIGN PHILOSOPHY

6

GLOBAL PRESENCE

OHTANI'S ALIGNMENT



Pursuit of Perfection

- Ohtani's commitment to excellence
- Revolutionized "Hybrid" Model
- Responsiveness to fans and community engagement



Quality of Performance

- Ohtani's Exceptional Skill & Statistics
- Lexus' High Performing Vehicles and Satisfaction
- Design Philosophy

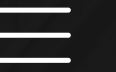


Global Presence

- Japanese & American Roots
- Appeal Across Different Markets
- Outreach Capabilities



THE BEYOND BOUNDARIES CAMPAIGN



2025 LEXUS LX 550H+ SUV



PERFORMANCE

Just as Ohtani excels both as a pitcher and a hitter, the Lexus LX 550h+ mirrors this dual threat by combining a hybrid engine with robust speed for a dual engine system.

SIZE

Ohtani stands at 6'4", 209lbs. Naturally, Ohtani requires a vehicle with ample space and comfort. The Lexus LX 550h+ offers 3 rows, 7 seats, 46 cubic ft with the seats up and 71 cubic ft with the seats down.

EFFICIENCY

Like Ohtani's efficiency on both sides of the field, the 2025 Lexus LX 550H+ engine combines a 3.5-liter V-6 with an electric motor for a tremendous 29 mpg with 404 horsepower.

INNOVATION

Ohtani is known for his cutting-edge training techniques. The Lexus LX 550h+ is similarly equipped with advanced technology, making it a fitting choice for someone who appreciates innovation.



2025 LEXUS LS 500 SEDAN



VERSATILITY

The 2025 LS Sport Sedan will be available in gas, hybrid, and entirely electric models that symbolizes Ohtani's ability to bat, pitch, or both at the highest level.

POWER

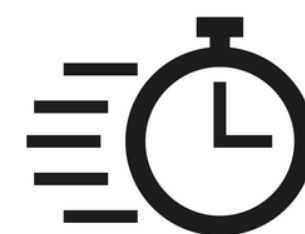
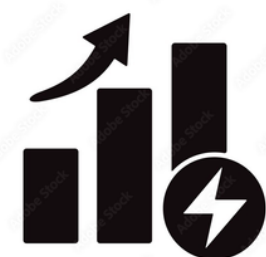
The 2025 Lexus engine symbolizes the power Ohtani showcases with his bat. Ohtani can hit a baseball 490 over feet, and the LS Sport has over 490 horsepower.

SPEED

The 2025 Lexus engine symbolizes the speed Ohtani showcases with his pitching. Ohtani can throw over 100 MPH, and the LS Sport can get from 0 to 100 MPH in 4.4 Seconds.

ELEGANCE

Ohtani's image is elegant and prestigious as is evident from his character, skill, and compensation as the highest paid US athlete. The LS Sport is designed and catered to accommodate such elegance.



AN EXCLUSIVE 2025 LEXUS RC TRACK



A GIFT TO MR. OHTANI

SHOHEI 001

This top of the line vehicle will be a 1 of 1 exclusive specifically designed for Shohei Ohtani. This top of the line vehicle features his number and is accented in red (Mr. Ohtani's favorite color).

OHTANI 002

This version of the RC Track in Dodger blue is, too tailored specifically to Mr. Ohtani. This top of the line vehicle features a V8 engine that can reach 60 MPH in under 4 seconds with over 550 horsepower.



PARTNERSHIP DETAILS



- **Duration**

- Five-year deal, beginning Opening Day 2024 (March 20)

- **Brand Ambassador**

- Serve as the official brand ambassador for Lexus
- Represent brand across various marketing channels: Advertising campaigns, Lexus social media accounts and promotional events
- Appear in print and digital advertisements, TV commercials (**one per year, first one released before Opening day**) and other marketing materials promoting Lexus's latest models and innovations.

- **Appearances and Events**

- **Three** appearances per year at select Lexus-sponsored events, including product launches, auto shows and charity initiatives

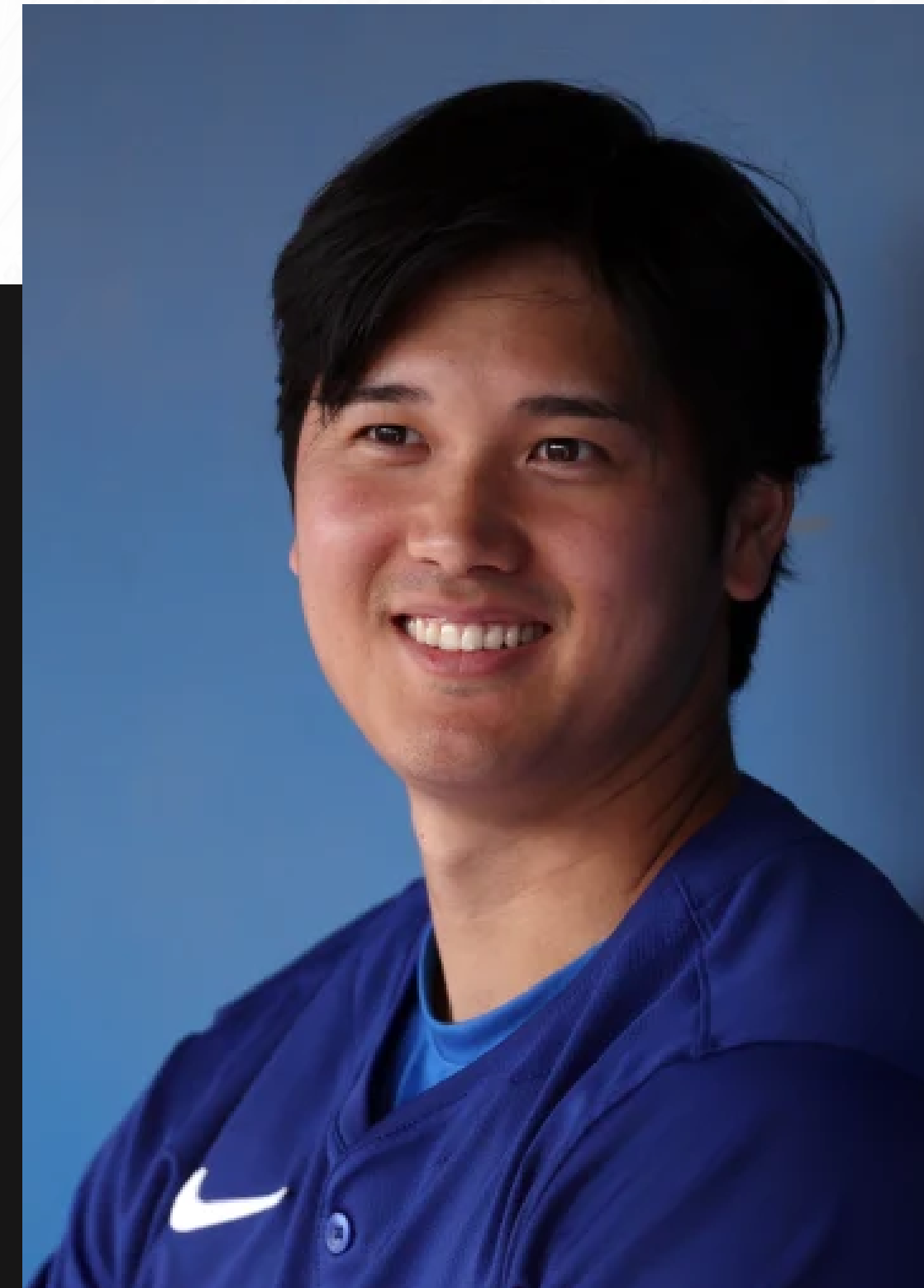
- **Content Creation**

- Exclusive content featuring Ohtani and Lexus vehicles, behind-the-scenes insights, product demonstrations and stories of inspiration

- **Social Media Integration**

- Ohtani will share branded content to Instagram page (**12 per year**) to amplify Lexus's brand messaging to **7.4 million followers**

LEARN MORE



FINANCIAL CONSIDERATIONS

5 YEARS, \$150 MILLION (UP TO \$200 MILLION)



- **Annual Compensation**

- Ohtani will receive a guaranteed annual compensation of \$30 million for his role as the brand ambassador for Lexus.

- **Performance Bonuses**

- Performance-based bonuses of up to \$10 million per year will be awarded to Ohtani based on metrics (campaign reach, engagement, sales impact)

- **Travel and Accommodation**

- Lexus will cover all travel expenses, including transportation, accommodation, and related costs, incurred by Ohtani for official brand-related activities and events.

- **Product Benefits**

- Ohtani will receive complimentary access to Lexus vehicles and a drive for personal use, including the latest models and custom configurations

LEARN MORE



THE PERFECT FIT



TARGET MARKET

Individuals who value quality, comfort, and superior performance
Appeal to a younger demographic
Embrace the sporty, performance-oriented brand image
Those who want to feel personally catered to

OHTANI'S VALUE TO THE BRAND

Significant social media audience (Over 7M IG Followers)
Success has made him a household name
Among the top recognized Japanese Athletes
Receptive towards representing Japanese Brands
Provides Significant Economic Impact





THANK YOU

QUESTIONS?

