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**NEW, PREMIER WOMEN'S GOLF-LIFESTYLE APPAREL BRAND LOHLA SPORT,
STEFAN WILSON AND ANDRETTI AUTOSPORT PARTNER FOR 2021
INDIANAPOLIS 500**

(THOUSAND OAKS, CA) – In one of the most unique sponsorships in sports marketing history, new, premier women's golf-lifestyle apparel brand [LOHLA SPORT](#) will partner with Stefan Wilson and Andretti Autosport for the 2021 Indianapolis 500 on Sunday, May 30.

The chic LOHLA SPORT logo will be prominently displayed as the title partner of the No. 25 LOHLA SPORT Honda, driven by Stefan Wilson. The 31-year-old Brit is a fan favorite, having come within four laps of winning the 2018 Indianapolis 500 with Andretti Autosport, and also finished third in the Indy Lights Championship for the team in 2011. Wilson won the coveted McLaren Autosport BRDC Award in 2007, securing a test drive with McLaren's Formula 1 team as part of the award.

The partnership was conceived by Don Cusick, a LOHLA SPORT shareholder and lifelong race car enthusiast. The intersection of his two passions, golf and racing, lies in each sport's obsessed fan and participant base. The golf bug has bitten winning drivers Michael and Darrell Waltrip, Kevin Harvick, Jeff Gordan, Dale Jarrett, Rusty Wallace, Kyle Busch and Jimmie Johnson while PGA TOUR stars Dustin Johnson, Ian Poulter and Matt Kuchar have taken laps around the Indianapolis Motor Speedway. Furthermore, for decades, PGA, Champions and LPGA Tour events were played at Brickyard Crossing golf course located in the Indianapolis Motor Speedway complex.

“Representing LOHLA SPORT at the 105th Running of the Greatest Spectacle in Racing is one of the coolest, most unique opportunities of my career,” says Wilson. “The thought and detail behind the essence of LOHLA SPORT is a direct parallel to how we plan and execute as a race team, along with the continuous desire to push towards perfection. Among the fans and partners involved with the Indianapolis 500, we have a huge amount of golf enthusiasts, so I'm excited to get them exposed to what LOHLA SPORT is all about.”

“Taking this cool, market-broadening road to Indy doesn't happen every day,” says Lisa O'Hurley, Founder and CEO of LOHLA SPORT. “LOHLA SPORT is designed for women who love golf and who are a fan of all sports as our outfits are fit for the course, court, racetrack and everywhere between.”

ABOUT LOHLA SPORT

Debuted in January 2021, LOHLA SPORT has quickly captivated the golf, country club and resort market. The brainchild of recognized fashionista O’Hurley, former Golf Channel and GOLFINO executive with more than two decades in the industry, the brand’s impeccable sense of style features colorful, on-trend European designs with Los Angeles flair. Formal collaboration with London-based Paul Rees – renowned creator of countless Burberry, Aquascutum and GOLFINO hits – has LOHLA SPORT in roughly 100 exclusive golf shops coast to coast.

Swift sell-through – as well as robust online sales – support adoption of LOHLA SPORT’s “Made for Play” mantra. The brand’s customer is the woman who cares about fashion and appearance; covets comfortable, stylish, playful and upscale outfits with the ability to confidently transition from leisure or sporting activity to work, lunch and dinner; and prioritizes fitness and healthy living.

Eschewing regurgitation of existing ladies golf-lifestyle apparel, unique-to-LOHLA-SPORT signatures previously unheard of include:

- The Pull-On Golf Fitness Pant – Worn stand-alone (akin to a workout tight) or under skorts in the fall for added warmth and décor, it is purposely thicker and a new way to look at yoga pants, notably the eponymous Lululemon women’s staple.
- The “Very Pant” – The four-pocket, full, four-way stretch is offered in several colors. “The Very Pant” was inspired by the J. Peterman character in the TV hit “Seinfeld,” indicating specificity of the surreal or sublime. The famous line “The Very Pant I’d been searching for all my life” is part of sitcom lore.

The next LOHLA SPORT collection for Fall 2021 features five amazing and colorful capsules: (1) All Star & Core; (2) True Colors; (3) Watermelon Sugar; (4) Copacabana; and (5) Fields of Gold. Tops, bottoms, skorts and outerwear ensembles claim classy, envy-of-foursome aesthetics, are made of fine-quality fabrics sourced worldwide and promote freedom of movement to optimize golf swings.

When not digging deep into her lifelong love for golf clothes and LOHLA SPORT, O’Hurley enjoys time with husband John O’Hurley (J. Peterman on “Seinfeld,” host of Family Feud and lead in “Chicago” on Broadway) and son Will. She sports a four handicap and plays out of Sherwood C.C. in Thousand Oaks, CA and Mayacama Golf Club in Sonoma, CA.

ABOUT STEFAN WILSON

In 2018, Stefan Wilson came within four laps, just 10 miles, of winning the Indianapolis 500. He will return to the world’s largest single day sporting event once again in 2021 on May 30th in partnership with LOHLA SPORT, Cusick Motorsports and Andretti Autosport. The 31-year-old Brit is a fan favorite, having come within four laps of winning the 2018 Indianapolis 500 with Andretti Autosport, and also finished third in the Indy Lights Championship for the team in 2011.

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ABOUT ANDRETTI AUTOSPORT

Andretti Autosport, led by racing legend Michael Andretti, boasts a wide racing portfolio rooted in tradition and designed for success.

Under the banners of Andretti Autosport and BMWi Andretti Motorsport, the Indianapolis-based team fields multiple entries across the INDYCAR SERIES, Indy Lights, the FIA Formula E Championship and the IMSA Prototype Challenge LMP3 division. The team also competes as Walkinshaw Andretti United in the Australian Supercars category through partnership with Walkinshaw Racing and United Autosports and additionally is set to field an entry in the new Extreme E championship via Andretti United Extreme E.

The global racing enterprise boasts four INDYCAR SERIES championships, four Indy Light titles, one Pro Mazda championship, a Silver Class GT4 Championship and has captured victory five times at the famed Indianapolis 500. The team also holds two X Games Gold Medals and five U.S. rallycross championships.

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