YOUR SOUTHERN CALIFORNIA LEXUS DEALER

FOR IMMEDIATE RELEASE
SEPT. 18, 2001

# USC AND UCLA TO COMPETE ANNUALLY FOR LEXUS GAUNTLET

LOS ANGELES, Calif. -- The USC-UCLA rivalry is the only intercollegiate rivalry of its magnitude in collegiate athletics. The schools, which have competed against each other since the 1920s, claim two of the most successful athletic programs in the nation - but never before have the Bruins and Trojans competed for an overall title. Never before has the city of Los Angeles really determined who is No. 1.

Whenever UCLA and USC meet in competition from now on, not only will city bragging rights be up for grabs in a single sport, but these crosstown rivals will now compete for the Lexus Gauntlet, a trophy which will be awarded annually to the University with the most successful athletic year against the other. The Southern California Lexus Dealer Association will be the title sponsor of every USC-UCLA athletic competition.

This unique program will award points for the winner of each Bruin-Trojan head-to-head contest and the Lexus Gauntlet will be awarded to the school with the most points at year's end.

The Lexus Gauntlet was chosen as the rivalry theme between the two Universities due to its powerful declaration of challenge. In medieval times, when one Knight wished to challenge another Knight to a duel, he would take off his armored glove, called a "gauntlet," and throw it to the ground. If it was picked up by the other Knight, the two would engage in battle. The term "throwing down the gauntlet" has since come to represent the ultimate challenge to battle. And there is no other intercollegiate battle grander than that of USC versus UCLA.

This is the first time the two Universities have partnered with a corporate entity for complete rivalry sponsorship. The schools signed a four-year contract of undisclosed terms with Lexus, America's best-selling luxury automotive manufacturer. In return, the Southern California Lexus Dealer Association will receive radio spots, signage, display and promotional opportunities, hospitality and event tickets.

"It all comes down to passion," said Dan Davidson, Chairman of the Southern California Lexus Dealer Association. "Lexus has a passionate pursuit of perfection in terms of customer satisfaction and the cars we sell. And when it comes to rivalries, they don't get much more passionate than the one between these two great schools. We can relate, so this partnership is a natural for Lexus. We couldn't be more thrilled to support these two prestigious and dedicated Southern California universities."

Said UCLA Athletic Director Peter Dalis: "Although there are a number of other marquee rivalries currently sponsored, such as the Civil War in Oregon and Texas versus Oklahoma, this is breaking new ground for the Bruins and Trojans on a variety of fronts. Each and every time the two schools meet in any sport, Lexus will have a significant and measurable presence.

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"Both USC and UCLA had been approached in the past by companies interested in sponsoring this rivalry," said USC athletic director Mike Garrett. "But Lexus fits the stature and reputation that this rivalry has in terms of quality and class. We could not have found a better partner or come up with a more compelling all-sport barometer."

The pursuit of the Lexus Gauntlet will add significant flavor to each and every Bruin-Trojan competition in 18 total sports - Baseball, Football, Men's and Women's Basketball, Men's and Women's Golf, Men's and Women's Tennis, Men's and Women's Track & Field, Men's and Women's Volleyball, Men's and Women's Water Polo, Women's Cross Country, Women's Rowing, Women's Soccer and Women's Swimming.

The two schools will kick off the 2001 competition this Friday, Sept. 21, as the USC women's volleyball team hosts the UCLA Bruins at 7 p.m. in the Lyon Center located on the USC campus.

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# POINTS FORMAT AND COMPETITION RULES

UCLA and USC will compete against one another in the following sports with the point total for each sport listed. In the event of a tie in the season series in a particular sport, both universities will split the point total for the sport equally. For those sports that do not compete head-to-head, Pac-10 and/or NCAA competition will be used to determine the season series winner. For sports with multiple events, such as men's and women's track and women's swimming, the dual meet finish of the teams will be used to award the points in each to the winner.

The 18 sports listed below will be worth a total of 110 points. Football, women's volleyball and men's and women's basketball will account for 10 points each; the 14 other sports are worth 70 points -- five points per sport. Tiebreakers are also included to settle the series.

Through the joint efforts and cooperation of both USC and UCLA, the point formula was carefully devised, and agreed upon in full, to allow for both schools to evenly and fairly compete for the Lexus Gauntlet.

| FALL SPORTS | POINTS | BASED ON COMPETITION AS LISTED |
|---|---|---|
| Football | 10 pts. | Head-to-head game |
| Men's Water Polo | 5 pts. | All head-to-head matches |
| Women's Soccer | 5 pts. | All head-to-head matches |
| Women's Volleyball | 10 pts. | All head-to-head matches |
| Women's Cross Country | 5 pts. | Pac-10 Championship finish |

| WINTER SPORTS | POINTS | BASED ON COMPETITION AS LISTED |
|---|---|---|
| Men's Basketball | 10 pts. | All head-to-head games |
| Women's Basketball | 10 pts. | All head-to-head games |
| Women's Swimming & Diving | 5 pts. | Dual meet result |

| SPRING SPORTS | POINTS | BASED ON COMPETITION AS LISTED |
|---|---|---|
| Baseball | 5 pts. | All head-to-head games |
| Men's Golf | 5 pts. | Pac-10 Tournament finish |
| Women's Golf | 5 pts. | Pac-10 Tournament finish |
| Women's Water Polo | 5 pts. | All head-to-head matches |
| Men's Volleyball | 5 pts. | All head-to-head matches |
| Women's Rowing | 5 pts. | Dual race result |
| Men's Tennis | 5 pts. | All head-to-head matches |
| Women's Tennis | 5 pts. | All head-to-head matches |
| Men's Track & Field | 5 pts. | Dual meet result |
| Women's Track & Field | 5 pts. | Dual meet result |

*Points for each sport awarded "winner take all" based upon which school wins more head-to-head meetings (or has a higher Pac-10/NCAA finish, as otherwise noted); if all head-to-head meetings are split, each school gets one-half of the designated point total. Post-season play (Pac-10, NCAA Tournament) included in head-to-head meetings.*

TIE BREAKERS (if each university has 55 points at the end of the year):

1. University winning most head-to-head regular-season games/matches.
2. University winning most head-to-head post-season games/matches.
3. University winning most PAC-10 Championships in head-to-head sports.

## "WIN BACK" POINTS PROVISION

1. Points will be awarded proportionately and immediately based on the number of scheduled regular-season competitions between the two schools.

   EXAMPLE: The winner of the first USC-UCLA basketball game will receive five points in the standings. The remaining five points will be awarded after the second regular-season meeting.

2. A school winning a regular-season series will retain the points unless there is another head-to-head game in the postseason. Ultimately, the points are winner-take-all based on the total school-year series.

   EXAMPLE: USC's women's soccer team defeats UCLA in the only regular-season game and receives five points. If the two teams do not meet again in the postseason, USC keeps the five points.

3. A school can "win back" half and/or all of the points through head-to-head match-ups in the postseason.

   EXAMPLE: UCLA and USC women's soccer teams split the regular season match-ups thus each winning 2.5 points. (Should the teams meet again in the NCAA Tournament, the victorious team "wins back" the 2.5 points to capture all 5 points because it ultimately won the school-year series.)

4. If a regular-season series is split, each school receives half the points. If those teams were to meet in the Pac-10 or NCAA Tournament, the victor would "win back" the remaining points.

   EXAMPLE: UCLA and USC split regular-season basketball games for five points each. USC beats UCLA in the Pac-10 Tournament to "win back" five points from UCLA for a total of 10 points. (If they were to meet again in the NCAA Tournament, and UCLA won, the school year series would wind up even and the 10 points would again be split 5-5.)

# UNIVERSITY FACTS

University of Southern California
Founded: 1880
Enrollment: 28,800
Nickname: Trojans
Colors: Cardinal & Gold
Fight Song: "Fight On"
President: Dr. Steven B. Sample
Athletics Director: Mike Garrett

National Championships: 94
Men's National Titles: 78
Women's National Titles: 16

Olympic Athletes (since 1904): 334

University of California, Los Angeles
Founded: 1919
Enrollment: 34,000
Nickname: Bruins
Colors: Blue & Gold
Fight Song: "Sons of Westwood"
Chancellor: Dr. Albert Carnesale
Athletics Director: Peter T. Dalis

National Championships: 106
Men's National Titles: 74
Women's National Titles: 32

Olympic Athletes: 387

"The USC-UCLA rivalry is unique. Nowhere else in America are two schools of such national stature and tradition located in the same city. We live with each other 365 days a year, and the winner of each game owns bragging rights in Los Angeles during that time."

- Henry Bibby

"You hate them in preparation, you hate them the day you play them, but when it is all over, regardless if you win or lose, you have tremendous respect for their program."

-Dick Vermeil





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# THE LEXUS GAUNTLET




***Preliminary Design Concept***