

Super Bowl Champion Peter Boulware Opens New Lexus Dealership in Tallahassee, Florida

New 44,263-square-foot Peter Boulware Lexus facility brings 40 new jobs, premium amenities, and Lexus sales and service to North Florida.

TALLAHASSEE, FL, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Super Bowl Champion and former Florida State University football star Peter Boulware will officially open the doors to [Peter Boulware Lexus](#) in Tallahassee, Florida, on Saturday, August 29, 2026.

Located at 3700 W Tennessee St., the new dealership brings [Lexus sales](#) and service to the Tallahassee area, with the nearest Lexus dealership more than 150 miles away. A full grand opening celebration will follow later this year.



Peter Boulware Lexus, a new 44,263-square-foot Lexus dealership in Tallahassee, Florida, officially opens Saturday, August 29, 2026.

The brand-new, state-of-the-art facility spans 44,263 square feet and features a striking two-story showroom and a high-capacity service center equipped with 16 service bays. Peter Boulware

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At Peter Boulware Lexus of Tallahassee, luxury is not just about the vehicle you drive: it is about how we make you feel every step of the way.”

Peter Boulware

Lexus will employ approximately 60 team members, including 40 newly created jobs in the Tallahassee community.

Designed to deliver an elevated guest experience, Peter Boulware Lexus offers a range of premium amenities and services focused on comfort and convenience.

The Lexus Café features premium coffee and espresso beverages, comfortable luxury lounge seating,

complimentary high-speed Wi-Fi, and private workstations with charging stations.

Service guests will have access to complimentary Lexus loaner vehicles, as well as complimentary service pickup and delivery within a 35-mile radius of the dealership. Peter Boulware Lexus will also offer complimentary vehicle delivery for purchases within 350 miles of the dealership.

The opening represents a new chapter in Boulware's longstanding connection to Tallahassee and North Florida. A former Florida State University football standout, Boulware went on to become a first-round NFL Draft selection and Super Bowl Champion before returning to Tallahassee and continuing his involvement in the community.

Peter Boulware Lexus sales and service departments will officially open for business Saturday, August 29, 2026. Additional details regarding the dealership's grand opening celebration will be announced at a later date.

For more information, visit [PeterBoulwareLexus.com](https://www.PeterBoulwareLexus.com). Guests and media may also contact Tamara Swatts, Marketing Director for Peter Boulware Lexus, at (850) 558-2347.

ABOUT PETER BOULWARE LEXUS

Peter Boulware Lexus is Tallahassee's new destination for Lexus sales, service, and luxury automotive experiences. Located at 3700 W Tennessee St., Tallahassee, FL 32304, the dealership offers new and pre-owned Lexus models, certified service, premium amenities, and an elevated guest experience centered on personalized care and convenience.

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