

# Lexus Keeps the Magic Alive This Holiday Season

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TORRANCE, Calif. (Nov. 18, 2015)—Today Lexus launches its holiday marketing efforts, taking its iconic “December to Remember” campaign up a notch in a multitiered partnership with specialty luxury retailer Barneys New York. At the center of the collaboration is an elaborate Lexus racetrack display in one of Barneys’

own iconic creations: its signature holiday windows.

“Barneys New York is an influential purveyor of high style and modern luxury, making it the perfect match for Lexus this holiday season,” said Brian Smith, Lexus vice president of marketing. “This partnership will help us create stunning and memorable experiences for our customers for a true 'December to Remember'.”

## **Two Holiday Icons, One Partnership**

In all, the Lexus/Barneys partnership includes the holiday windows collaboration, retail product offerings, in-store promotions and a chance to win a \$10,000 Barneys shopping spree.

- Window Magic: “Arctic Chase”

Beginning with the idea of the penguin, the Barneys New York team partnered with Lexus to reimagine a traditional and playful winter racetrack adventure. The Barneys *CHILLIN' OUT* -themed holiday window features three penguins surfing atop dazzling, crystal-encrusted Lexus IS, GS F and RC F model cars racing around a track commissioned and created by renowned slot car track designer Gary Gerding. With visual cues informed by ZSL London Zoo's Lubetkin Penguin Pool and action reminiscent of childhood games, a one-minute animated narrative brings the full scene together. Using traditional animation, CG, pixel, glitch effects and a custom music score, the stylized animation, “Stay Cool,” tells the story of a penguin hero racing against his opponents, set to an imaginary world of ice formations, city structures, and ski lodges.

The vignette will also be replicated for the Barneys Beverly Hills, Calif. location. A behind-the-scenes video highlighting the displays’ design, development and installation will be featured on Barneys New York's luxury content site, The Window.

- Ultimate Holiday Toy for Kids Big and Small

In addition to the windows, a limited edition Lexus RC F remote control car is also available exclusively in the Barneys New York holiday mailer, in the retailer’s New York and Beverly Hills stores and on [Barneys.com](http://Barneys.com). The 1/10 scale Barneys special edition of the high-performance coupe features fully operational LED headlights and taillights, an exclusive silver and black finish, 20-spoke replica wheels mounted with high-grip racing tires and detailed brake components.

- Shop 'Til You Drop

Two specially designed promotions provide a unique opportunity for customers to enjoy even more shopping at Barneys, courtesy of Lexus.

An in-store promotion featuring the new 2016 Lexus LX full-size SUV will give Barneys Beverly Hills

customers the chance to win a Barneys gift card ranging in value from \$100 to \$1,000.

Additionally, eligible consumers who visit a Lexus showroom during the month of December can enter for a chance to win a shopping spree at Barneys New York. The sweepstakes offers one grand prize of \$10,000 and four first prizes of \$5,000 in Barneys gift cards — along with travel, accommodations and a Barneys personal shopper.

### **A Perennial Favorite: A December to Remember**

Lexus is also launching its annual holiday campaign for its “December to Remember” sales event. Two new TV spots build on last year's successful holiday storytelling theme of revealing Santa’s inventive gift-giving secrets — in which parents explain to their inquisitive children how Santa managed to deliver the full-size, bow-topped Lexus sitting in the driveway.

The first spot, “Snow Globe,” opens with Santa busy in his workshop putting the finishing touches on a snow globe. In the driveway of the miniature house, he ties the iconic red bow on an ES, sprinkles snow inside, and encloses the home in its glass globe. He sets it on a shelf among dozens of other snow globes, and, magically, it comes to life. The camera travels through the glass into the real world where the family is gathered in the driveway. Dad assures his precocious daughter that Santa has a magic snow globe for every family.

The second new spot, “Racetrack,” takes viewers to the North Pole where a penguin presses a lever with his flipper, and a toy-sized IS takes off onto a toy racetrack. It handles a series of loops and races into a spiral. When it lands, the real IS tears through a life-size racetrack, maneuvering through an impressive series of turns. It travels through a winter wonderland before stopping right in the family's driveway. As the dad brings his carefully crafted story to a close, his young son corrects him, “But Dad, penguins live in the South Pole.”

A third spot, “Teleporter,” is re-airing from last year's campaign. Two elves zap an RX to a family’s driveway through an ice-covered teleportation machine. The spot cuts to a dad telling his kids how Santa delivers the “big stuff.”

All three broadcast spots begin airing today on network and cable television, sports channels and more. A digital partnership with Roku will run targeted pre-roll across its network of apps. Additional digital campaign executions will run on key automotive websites, and out-of-home extensions include placements in Times Square and DC Verizon Center. Print support includes four full-page ads in the *Wall Street Journal*.

The December Sales Event offers incentives through Jan. 4, 2016. To view the spots, visit [youtube.com/LexusVehicles](https://youtube.com/LexusVehicles).