

Lexus Announces Grand Prize Winner of DriveHS.com Promotion

October 22, 2009

TORRANCE, Calif. (October 22, 2009) — From coast to coast, thousands of Lexus enthusiasts entered for a chance to win time behind the wheel of the all-new 2010 Lexus HS 250h in the DriveHS.com promotion. Mr. Michael David Valletta who resides in Pleasant View, Utah, and is currently stationed at Fort Rucker, Ala., is the Grand Prize Winner of the promotion which encouraged people to post a profile and a statement about why people should vote for them on DriveHS.com. Mr. Valletta will be living the life of luxury as he receives a one-year lease of a 2010 HS 250h, a weekend at a Fairmont Resort and a Lexus Hybrid Living gift package.

Mr. Valletta wanted to win because he was intrigued with the style and horsepower of the HS 250h, and recruited people to vote for him by reaching out to friends and family. He networked heavily via Facebook and solicited his fellow neighbors and soldiers. When he discovered he was a winner, he was extremely excited and immediately updated his Facebook page to show how much he appreciated all of his friends and family support.

“I’m excited about the opportunity to get behind the wheel and personally experience the HS 250h,” said Michael David Valletta. “A few road trips are definitely in order.”

The 2010 Lexus HS 250h is the world’s first dedicated luxury hybrid and starts at an MSRP of \$34,200. With a combined EPA-estimated rating of 35 mpg, it has the best fuel economy of any luxury car in the U.S. market.

“There’s no other car like the HS 250h hybrid and we know that people who get behind the wheel will be amazed by its innovation, luxury and sustainability,” said Dave Nordstrom, Lexus vice president of marketing. “This is a great opportunity for people to not just learn about the HS, but to experience it first-hand.”

Note to editors: Photos and video of the Lexus HS 250h are available on www.lexusnewsroom.com.

#

Contact:

Lexus Public Relations

Dick Kelley – 305.375.8090 or dick_kelley@toyota.com