

People First: Lexus Leans on Guiding Principle During Global Pandemic

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People are the driving force behind Lexus.

During the COVID-19 outbreak, taking care of people is even more important.

“It’s really simple, treat people as you would a family member,” says John Iacono, Lexus of Manhattan, Lexus of Brooklyn and Lexus of Queens. “Saying yes to a request, being mindful and thoughtful, and exceeding expectations is the hallmark of being a Lexus dealer.”

That sentiment is being shared across Lexus through several initiatives and supportive partnerships to help those faced with challenges during this global pandemic.

<https://www.youtube.com/watch?v=3-XxLd-UMcQ&feature=youtu.be>

Lexus understands the economic impact this crisis is causing so, in response to financial hardships, Lexus Financial Services is offering a variety of payment relief options for new and existing owners.

But assistance from Lexus spans beyond the guest. Fostering successful partnerships with nonprofits and community-based organizations has always been one of the cornerstones of the business — and it remains so. The brand is currently teaming up with Boys & Girls Clubs of America to help provide immediate relief to youth and their families in operational areas. Services include the distribution of basic needs, as well as childcare for children of first responders, health care workers and other essential workers.

While the world adapts to a new way of life, Lexus wants its guests to know that quality service will never be compromised. Many dealers can still provide transactions and services at various locations, while some also offer contactless servicing.

<https://www.youtube.com/watch?v=62630qpB8VU&feature=youtu.be>

Whether through monetary support or simply servicing and addressing a guest’s individual needs, Lexus’ top priority will always be helping people and putting them first.

Visit [Lexus.com/PeopleFirst](https://www.lexus.com/PeopleFirst) to learn more about the wide range of actions Lexus is taking to address COVID-19.

https://www.youtube.com/watch?v=e3L_OA_7cAk