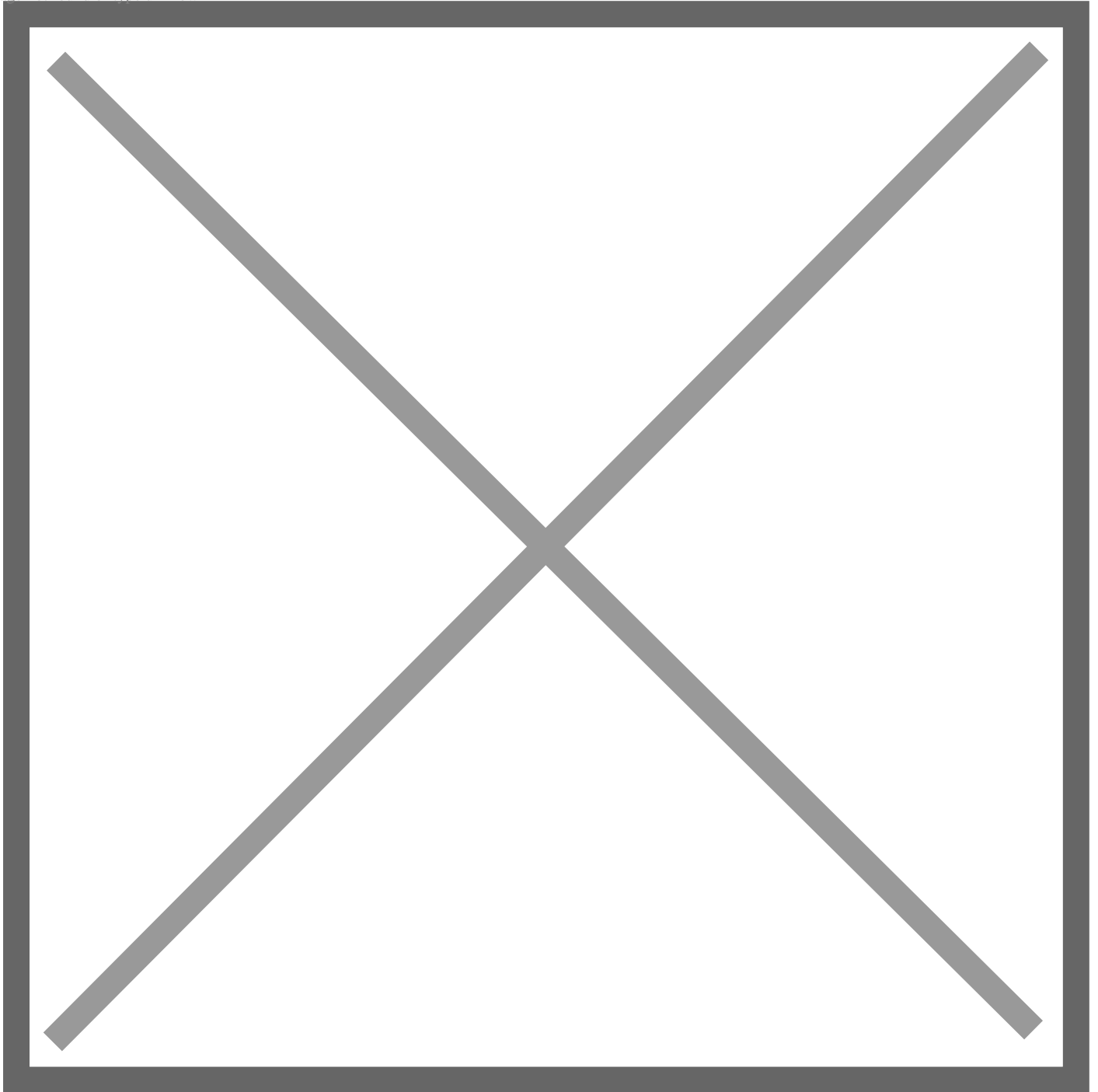


# A Touch of Luxury: The Lexus Guest Experience

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When Lexus launched in 1989, the brand set out to provide exceptional service, refined performance, and relentless innovation. That commitment was captured in the Lexus Covenant, a pledge to value the customer (the Lexus “guest”) and exceed expectations.

### *The Lexus Covenant*

*Lexus competes in the luxury automotive industry, the most prestigious race in the world. Lexus' history and experience has culminated in the creation of our automobiles, the finest ever built.*

*Lexus will win the race because:*

*Lexus will do it right from the start.*

*Lexus will have the finest dealer network in the industry.*

*Lexus will treat each customer as we would a guest in our home.*

*If you think you can't, you won't.*

*If you think you can, you will.*

*We can, we will.*

The Lexus Covenant continues to guide decisions made, all delivered in the Japanese spirit of hospitality known as “omotenashi”. This guest-focused mentality encompasses the Lexus experience by anticipating needs and elevating lifestyles. It begins the moment a guest considers a Lexus, continues once they purchase a vehicle at a dealership, and remains steadfast throughout ownership.

#### **Discover**

To help meet the various needs of Lexus guests and cater to any lifestyle, the brand offers a diversified portfolio of vehicles that focus on bold design, standard safety features, and advanced technology. Whether someone is looking for thrilling performance or plug-in efficiency, the guest is given a multi-pathway approach to luxury with electrified options, three-row SUVs, and off-road capable vehicles.

Lexus continues to amplify efforts to drive brand desire and attract a younger, affluent audience. The brand provides guests with the opportunity to experience its products with popups at locations like Fashion Island in Newport Beach, California, participation at events such as Electrify Expo, and national ride and drive opportunities.

#### **Shop**

Once guests have discovered Lexus products, their personalized journey continues with a convenient shopping process that puts them in control. Lexus helps dealerships across the United States to integrate the online and in-store retail experience.

In 2021, Lexus unveiled [Monogram](#) to provide dealers with the ability to give guests the transparency and flexibility when purchasing their vehicle. Monogram provides guests with increased insight into current inventory, real-time pricing, and the flexibility to shop when and how they want. Guests can choose the path that works best for them by starting their journey online, saving their progress to pick up where they left off, or completing their purchase at their participating Monogram dealer.

#### **Buy**

Lexus applies the same level of care and thoughtfulness in every vehicle crafted to every moment in the dealership. That is why, for the third consecutive year, J.D. Power ranked Lexus as highest in satisfaction with dealership service among luxury brands in 2023.

During the delivery of a guest's new Lexus, a Vehicle Delivery Specialist will walk them through every feature, setting, and function. Each Specialist has a deep knowledge of Lexus vehicles to ensure a seamless transition for guests. Additionally, a Lexus Technology Specialist is available to answer all questions regarding the technology on a vehicle at any point during ownership.

Dealerships also provide much more than great technical service. Many offer a range of amenities including, complimentary car washes, loaner vehicles, luxury waiting areas, meeting centers, and shuttle services. As

dealerships make significant investments in their facilities, Lexus is investing in ways to enhance the overall experience.

## **Own**

The benefits of owning a Lexus don't stop when you turn off the ignition. It's taken one step further with curated travel, entertainment, retail, and sporting experiences for guests. Additionally, every new and [L/Certified by Lexus](#) includes [LexusCare](#), a complete suite of standard services and benefits such as two complimentary maintenance services, up to a 10-year trial of Service Connect via the Lexus app, and a 4-year/50,000-mile Basic Warranty. LexusCare also provides ownership benefits through service in store, on the road, and exclusive lifestyle experiences.

Pairing luxury with lifestyle, [Destinations by Lexus](#) offers exclusive vehicle access and travel experiences at some of the finest hotels and resorts across the country. As the preferred vehicle of 17 unique hotels, guests can enjoy the convenience of private transportation and the thrill of test-drive opportunities. Most recently, Lexus added The Loren in Austin, Texas and Ambiente in Sedona, Arizona to its roster. As a Lexus owner, guests may also be eligible for exclusive benefits including room upgrades, resort credits, and more.

Combining all these luxury touches creates an experience like none other for Lexus guests.