

# DESTINATIONS by Lexus: Expanding the Palette

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When the [DESTINATIONS by Lexus](#) program was looking to broaden the horizons of their partnership portfolio, they started by asking themselves how they could provide even more unique experiences that speak to what truly elevates Lexus ownership. Searching coast to coast for something innovative within the space and

narrowing it down with the criteria of timeless luxury and storied pasts, they found that there was one place in particular whose name is synonymous with this pedigree: Napa Valley.

Lexus Culinary Master Carlton McCoy knew that Lawrence Wine Estates (LWE) was up to the task. With four of their Napa wineries each offering their own tailored response to the question posed, LWE was the perfect pairing for the brand. Calling the scenic vistas and estuarine countryside home, the blend of wineries charts the topography of the region whilst highlighting the locations and experiences that set Napa Valley a tier above its contemporaries. The partnership, the first of its kind in the wine industry, ties into the brand's existing relationships to further accentuate the luxurious and adventurous lifestyle that goes hand-in-hand with Lexus ownership.



Additions include LWE's historical estates Heitz Cellar, Stony Hill, Ink Grade, and Burgess with Lexus providing vehicles to serve onsite as VIP shuttles and aid in the execution of curated experiences.

This partnership introduces four distinct vineyard immersion experiences, each offering an exciting journey through the iconic landscape and rich history of Napa Valley:

- [Heitz Cellar: The Rutherford Legacy at Trailside Vineyard & The Salon](#): Explore the historic Trailside Vineyard, some of the most coveted terroir in Napa Valley, from the comfort of a Lexus LX. Following

the vineyard visit, guests will enjoy a vertical tasting of our Trailside Vineyard Cabernet Sauvignon at The Salon at Heitz Cellar.

- [Stony Hill Vineyard: The Terroir Experience](#): Delve into the jewel-like Spring Mountain estate from the comfort of a Lexus GX 550, with a guided tour through historic vineyard blocks. The experience includes exclusive views and an immersive tasting of rare and current portfolio selections at The Residence, paired with cheese and charcuterie.
- [Ink Grade: The Road to Ink Grade](#): This journey begins at the Pavilion in St. Helena and travels to the remote Ink Grade vineyard on Howell Mountain. Guests will be guided by a wine educator along the iconic Ink Grade Road in a Lexus GX 550, exploring the rugged vineyard terrain that produces intensely flavored wines.
- [Burgess: The Vineyard Immersion Experience](#): Embark on a journey through Napa Valley in a Lexus RX 450, exploring the iconic Burgess vineyard, Clos Abeille, known for their innovative farming practices. A Burgess Estate Ambassador will provide a private tour of the St. Andrews and Clos Abeille Vineyards, followed by a vintage retrospective tasting in the estate's Speakeasy. Guests will be chauffeured back to their hotel or next destination within Napa Valley.

Lexus owners can also enjoy exclusive benefits at these properties including:

- 30% off all tastings
- Guaranteed Reservations
- Dedicated Lawrence Wine Estates Concierge
- Library wine selection as exclusive add-on
- Gift from Lexus presented at the Estate

Further enhancing the [DESTINATIONS by Lexus](#) program, two additional resort partners have joined the catalog offering elevated experiences to Lexus owners, bringing the total portfolio count to 21. The Loren Hotel Austin features stunning views of Lady Bird Lake while being situated within mere walking distance of the city's central business district. Embodying the style and culture of ATX, The Loren treats guests to a synergistic blend of greenery, opulence, and sophistication throughout their stay.



Moving west to Sedona, Arizona, Ambiente is an adults-only landscape hotel and destination experience. With 40 modern cube-shaped guest pods elevated above the natural landscape of the surrounding Verde Vally, Ambiente Sedona ensures minimal environmental impact while still providing patrons with awe-inspiring 180-degree views of the national forest and iconic red rock formations. Through innovation and homage, this property continues to show its appreciation and respect for the breath-taking scenery and native wildlife that call it home.



While enjoying their stays at these two properties, Lexus owners can take advantage of the following benefits:

- Loren at Lady Bird Lake: \$100 resort credit
- Ambiente Sedona: \$150 resort credit, complimentary daily breakfast for 2, and complimentary valet during their stay

Through the [DESTINATIONS by Lexus](#) program, the marque focuses on pairing luxury with lifestyle by offering exclusive experiences at some of the finest resorts, hotels, and now wineries across the country,

providing seamless opportunities to Experience Amazing.