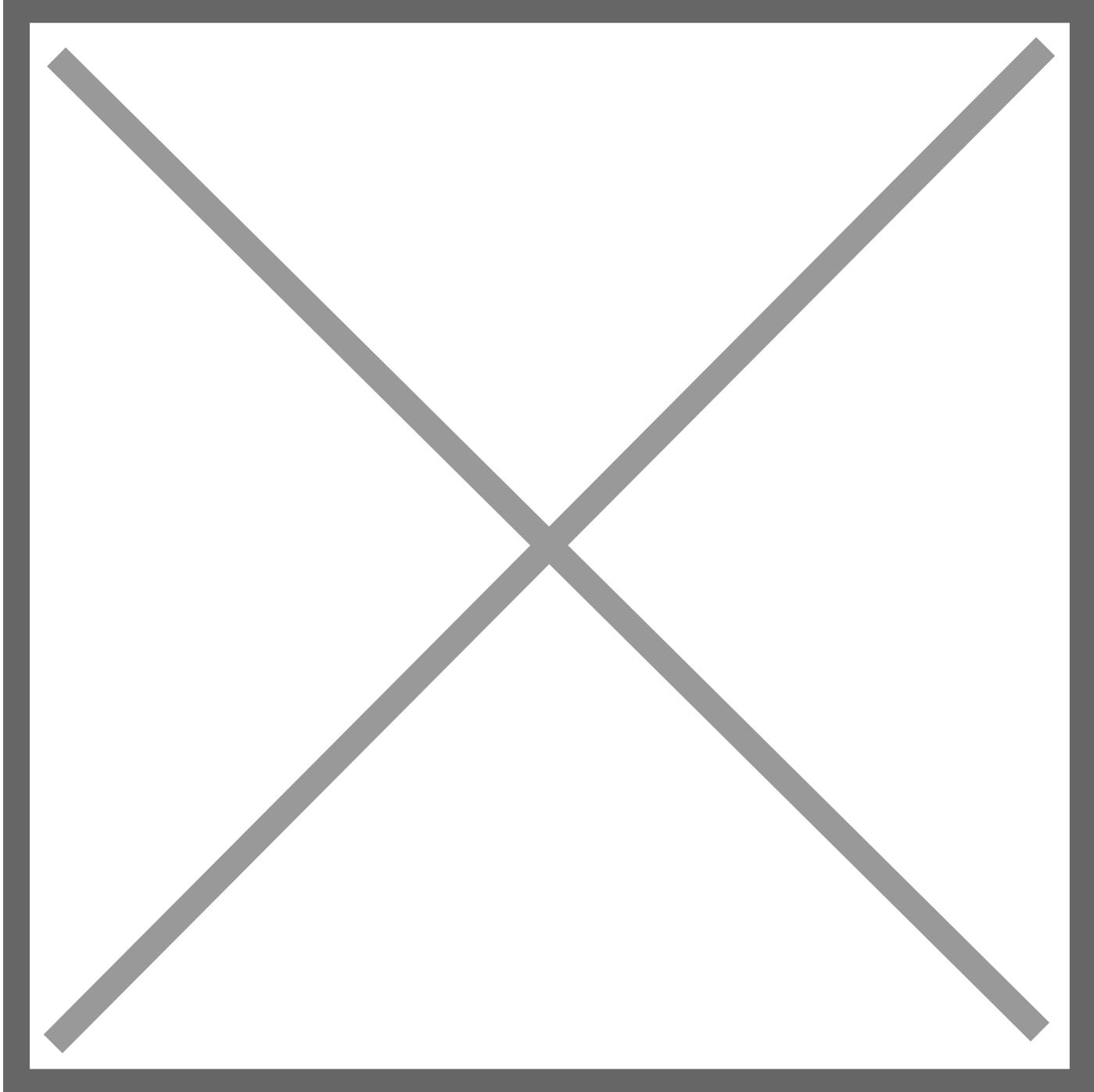


Lexus' New Holiday Tale Comes Alive with Fleetwood Mac's "Landslide"

November 04, 2025

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The notes are unmistakable. Fleetwood Mac's timeless "Landslide" anchors Lexus' newest *December to Remember* commercial, "Over the Years," which tells a heartfelt story about family, the passage of time, and the holiday moments that stay with us.

Returning November 4, the campaign invites audiences to rediscover what makes the holidays unforgettable: not what we receive, but how those cherished moments make us feel long after they've passed. Watch the video below:

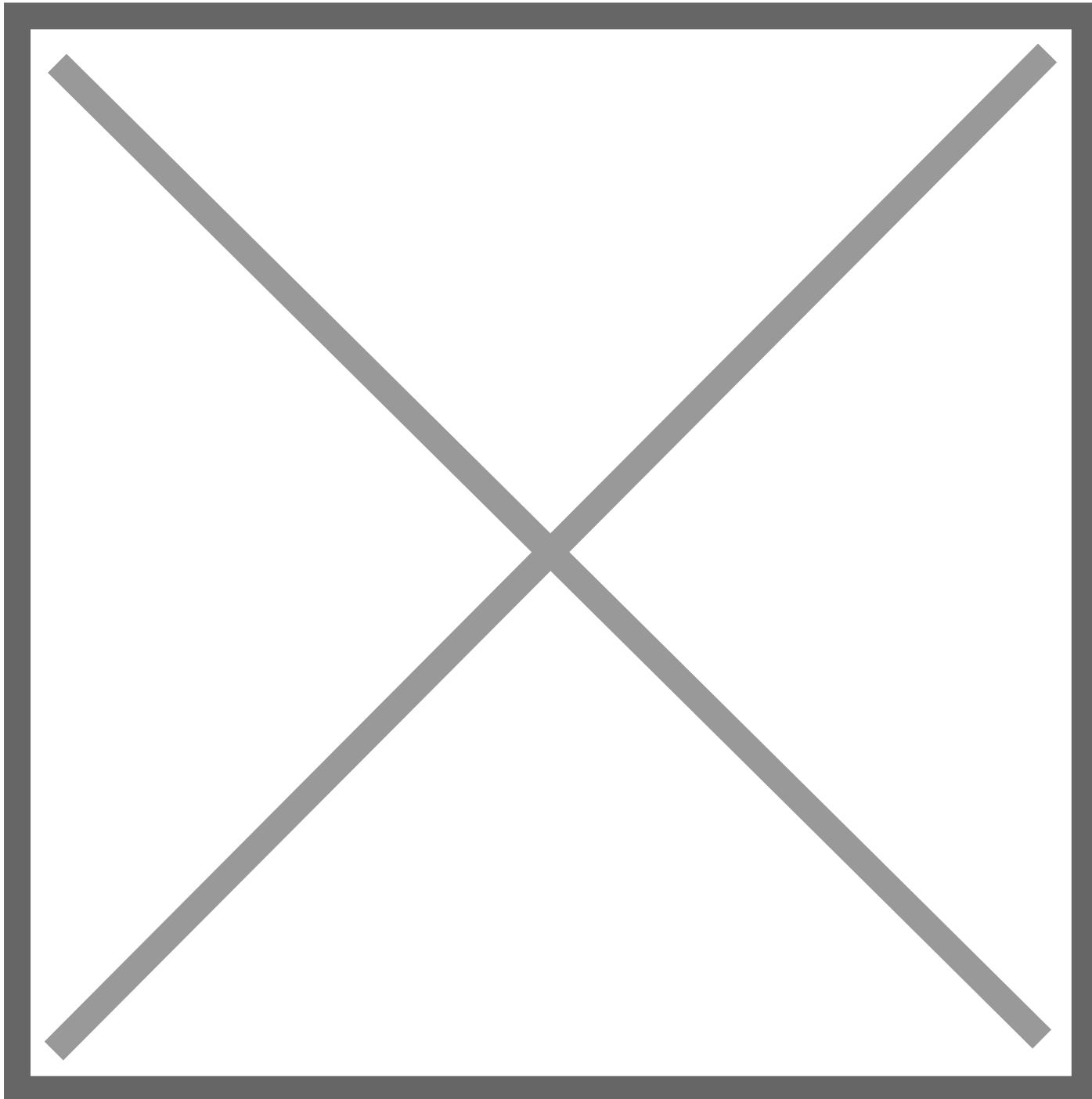
Savoring Anticipation

For more than two decades, *December to Remember* has been a part of the holiday lexicon, marked by iconic big red bows and heartwarming stories of connection. The latest commercial deepens that legacy.

In a world of instant gratification, the spot lingers on the quiet build-up, savoring the pause before the door opens for a loved one. That anticipation is the emotional thread that carries the story.

The Evolution of an Icon

"Landslide" enriches a montage of memorable Christmas mornings seen through the parents' eyes, tracing their daughter's journey from childhood to motherhood. Throughout the evolving family story, one constant remains: a Lexus in the driveway, marking each memorable chapter.



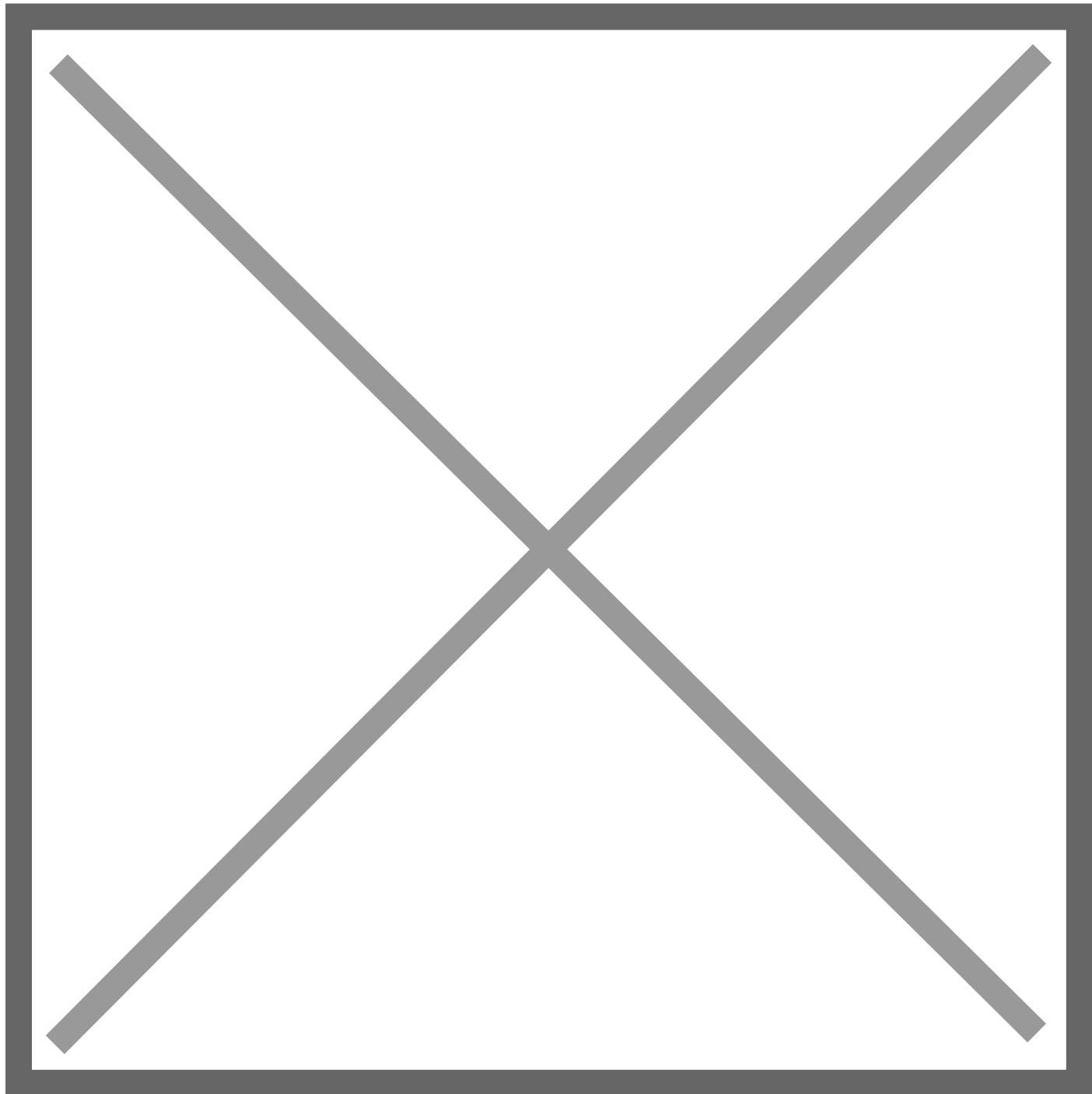
The gentle nostalgia mirrors the evolution of both the family and the brand itself. What began more than two decades ago as a campaign about the *joy of giving* has evolved into one about the *joy of living*—and the role Lexus plays in life's most meaningful moments.

“‘Landslide’ does much of the storytelling for us,” said Jason Stinsmuehlen, executive creative director, Team One. “The iconic song tugs at the heart strings and sets the tone for a story about change and what endures through the generations.”

A Season of Connection

In addition to “Over the Years,” Lexus is bringing back two audience favorites, “Letters” and “Forecast.” Together, they evoke the heartfelt nostalgia that defines the season. Digital, experiential and other campaign elements will highlight real Lexus owner stories and beloved vehicles from years past, bringing memories to life in unexpected ways.

As “Over the Years” so beautifully reminds us, luxury is more than what you drive; it’s the memories you make along the way.



This year's Lexus December Sales Event offers incentives now through Jan. 5, 2026. To learn more, visit Lexus.com.