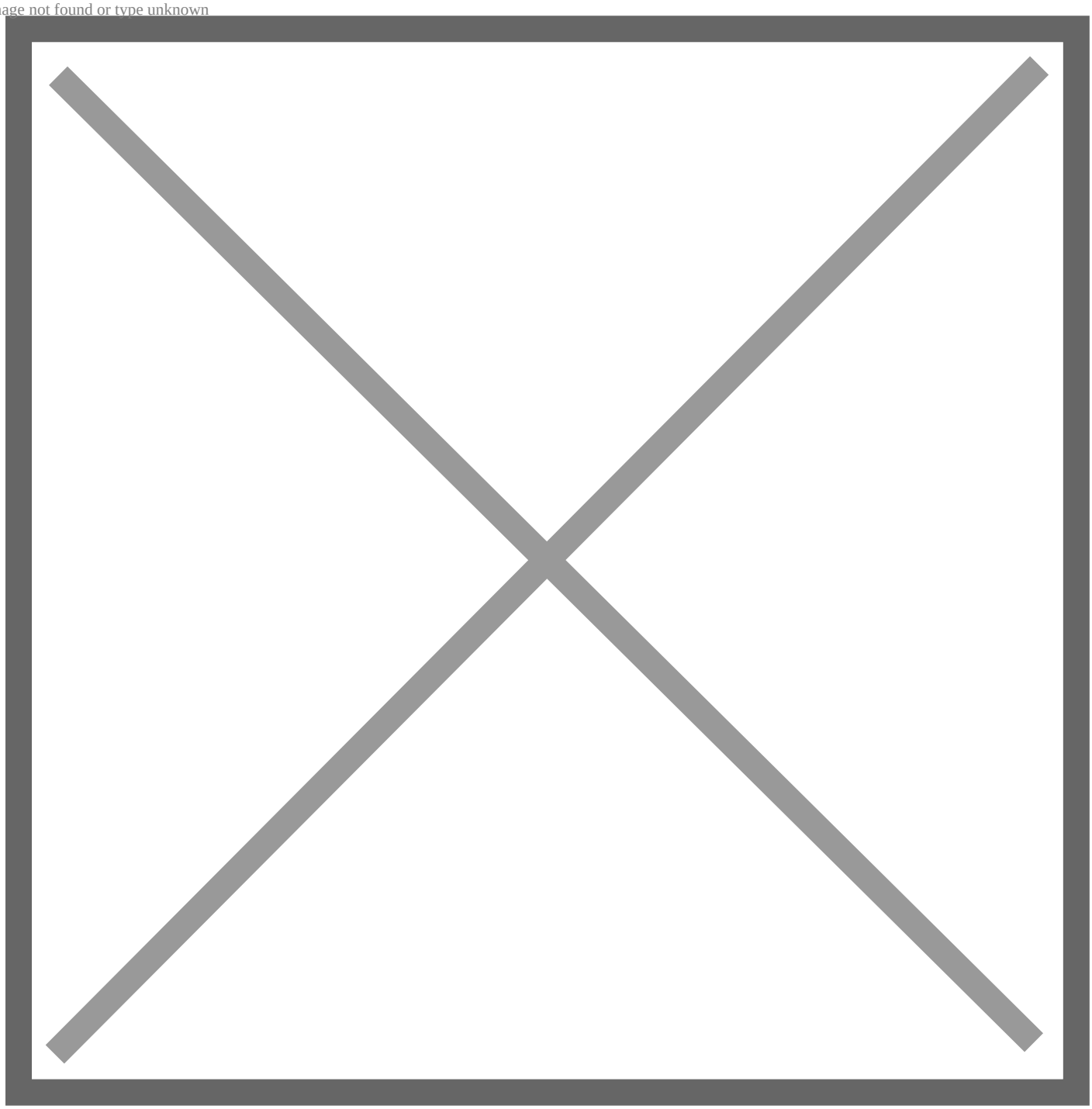
LEXUS “DECEMBER TO REMEMBER”: CELEBRATING THE MAKERS OF HOLIDAY MAGIC

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PLANO, Texas (Nov. 4, 2026) – Today, Lexus unveils its annual "December to Remember" campaign, celebrating the thoughtful gestures that make the holidays feel unforgettable for the people we love.

At a time of year when the pressure to do more can overshadow what matters most, Lexus takes a fresh look at what makes the season special: how we make others feel. Featuring new hero film, "Child's Eyes," and companion spot, "Snowball," the campaign's latest chapter celebrates the adults who bring the magic of the season to life. Through familiar traditions and unexpected moments of delight, the films capture how creating cherished childhood memories for our loved ones can reconnect us with the joy and youthful wonder of the holidays.

"There's something special about seeing the season through the eyes of a child. The excitement, the wonder and the belief that anything is possible," said Cynthia Tenhouse, vice president, Lexus marketing. "In trying to make the holidays unforgettable for them, we often rediscover a little bit of that magic for ourselves. That's the spirit we wanted to bring to life in this year's campaign."

2026 "December to Remember" Spots

Lexus adds two all-new commercials to its 2026 "December to Remember" campaign, bringing a fresh, youthful perspective to the holiday season.

In "Child's Eyes," a young, independent girl, her hands full of shopping bags, skips down a city street during the holidays. She stops in front of a store window, gazing longingly at a handbag on display. Along her way, she stops into a cafe, shops for groceries, and helps secure a holiday tree to the roof of a Lexus GX. Later at home, she sips a hot beverage as she watches other children unwrap presents. In an emotional twist, the film brings holiday magic to life through an unexpected transformation, reminding us that the wonder of the season knows no age limit. Set to Willie Nelson's "Young at Heart," the film captures the quiet rituals and thoughtful gestures that make the season meaningful.

The story is further explored in companion spot, "Snowball," where the young girl engages in a playful snowball fight with two children outside a home, with a Lexus GX parked in the driveway. As they come together in a warm embrace, a heartwarming transformation reveals it was the mother all along, rediscovering the uninhibited, childlike joy of the holidays.

In addition to its new commercials, Lexus is bringing back last year's spots, "Overnight Lexus" and "Over the Years," for this year's holiday campaign.

The commercials begin airing today across cable, cable sports, and high visible Connected TV inventory including ESPN College Football, Amazon Thursday Night Football, and NBA. Additional supporting media will be rotated across digital broadcast extensions including Cinema, Amazon Prime, Hulu, HBO Max and Netflix.

The Lexus December Sales Event offers incentives through Jan. 4, 2027. To learn more, visit Lexus.com.