

Forget The Halls...Deck The Driveway

New Advertising Campaign Makes Lexus Present Perfect

(NAPSA)—Sales associate Jamie Klein of Park Place Lexus in Plano, Tex., remembers clearly the look on the woman's face when she opened the front door. Klein—holding a beautifully wrapped gift box containing keys to a new performance sedan—visited the woman's house to deliver a shiny, new Lexus GS.

"Sitting on her driveway was the GS decorated with a bright red bow on top, just like the Lexus commercials," Klein said. "She was in total shock. She ran to the car and everyone was jumping up and down and screaming. It was a lot of fun playing Santa."

Last December the woman's husband—inspired by the Lexus ads—arranged for Klein to deliver the new GS to their home after a big family Christmas Eve dinner—and he made sure it was his wife who answered the door when Klein came knocking. Klein said she had three gift sales last December and expects even more this season.

Every year the company launches its "December to Remember" advertising campaign that features storylines of loved ones giving the surprise of a lifetime—a new Lexus in the driveway adorned with a large, festive red bow. The ads, which will begin running Nov. 24, will tout special lease and finance rates on most '05 Lexus vehicles.

"The campaign resonates with people because it taps into everyone's holiday fantasy—the vision of waking up in the morning and finding that dream car in your driveway," said Deborah Meyer, Lexus vice president of marketing. "We hope the ad campaign coupled with the great incentives will inspire people to give a loved one that special gift they can open up



365 days a year."

As in previous years, this season's television advertisements feature fantasy surprise storylines, like the one which begins with a man walking through a festively decorated jewelry store looking overwhelmed and confused at what to buy. Outside, he sees a Lexus parked on the street with what appears to be a giant bow on top. As the car drives away, however, the bow—which turns out to be part of a lamp post decoration—remains. The fleeting moment of serendipity provides the man with the inspiration he needs, and he surprises his wife with a shiny new Lexus for the holidays—complete with the must-have bow.

How important is the bow? John Iacono, vice president, Lexus of Manhattan and Bay Ridge Lexus in Brooklyn, said that during the holiday season, they display only white vehicles in the show room with red bows on top.

"Then in the middle of the showroom we have the only red vehicle with a white bow on top," Iacono said. "The customers feel like all the cars are gift wrapped."

Each year, Lexus headquarters in Torrance, Calif. orders a number of bows—just like the ones in the commercials—to provide to dealers for the holiday season.

Chris Brunner, general manager at Park Place Lexus in Grapevine, Tex., says about 10 to 15 percent of their December sales are gift sales. In fact, he's already ordered a shipment of big red bows for showroom vehicles and for clients to put on their newly purchased vehicles to add that special surprise for their loved ones.

"The December to Remember ads are definitely the most talked about ads here at the dealership," Brunner said. "Clients are always looking for great ways to surprise someone during the holidays, and I truly believe those ads inspire people."