

LEXUS PLUS

NEGOTIATION-FREE PRICING.
DEDICATED CONSULTANTS. THE
DEALERSHIP EXPERIENCE, REDEFINED.



WE'VE ALWAYS FOCUSED ON PUTTING OUR CUSTOMERS FIRST. BUT NEVER MORE THAN NOW.

Introducing Lexus Plus, a refreshingly new approach to the dealership experience. Where transparent, negotiation-free pricing comes standard. And where a dedicated consultant can assist you in every way, every step of the way. This is more than a new chapter of customer service. This is our next step in rewriting the book.

NEGOTIATION-FREE PRICING

As you walk around our dealership, you may notice that a few things have changed. The truth is that everything has. The decal you'll find on every vehicle, for example. That's the price. Not the starting price before negotiating. It's the price we've arrived at after considering everything from the average prices paid in this area to the cost of delivering the vehicle to our location—as transparent as the vehicle's glass itself. And it's only the beginning. You'll also have instant access to the negotiation-free price of every product and service we offer.

Areas where you'll find negotiation-free pricing:

- New vehicles • L/Certified vehicles • Pre-owned vehicles
- Finance rates and products • Service packages • Service labor rates
- Genuine Lexus Parts and Accessories

DEDICATED CONSULTANTS

Say goodbye to awkward hand-offs and confusing financing formulas. And say hello to your dedicated Lexus sales or service consultant—a friendly face that will answer any question and assist you along the way. Having your vehicle serviced? We're an open book with every price. Interested in purchasing a vehicle? From product and pricing information to final paperwork, your consultant can handle it all. And all with no pressure. Because they're not here to sell you a Lexus. They're here to help you buy the one that's right for you.

Services provided by dedicated consultants:

- Appointment scheduling • Product information and personalization
- Pricing information • Trade-in evaluation and offer • Document preparation
- Financing options and transactions • Vehicle delivery • Cashier

LET'S PUT THE DRIVER BACK IN THE DRIVER'S SEAT.

