

## **“You have our full support in introducing the UAE to a new driving dimension . . . starting this March.”**

Dear Lexus GS Sales Team Member,

We have heard you.

We are listening to you.

And we want you to know that the entire Lexus marketing team is 100% behind you.

This will become apparent to you in the days and weeks following the March 4 UAE launch of the all-new 2013 Lexus GS.

We want you to hold us accountable. That is why we would like you to keep track of the marketing activities surrounding the all-new 2013 Lexus GS.

But before we tell you more, here's a brief bio of the all-new 2013 Lexus GS.

The all-new 2013 Lexus GS features several technological innovations. It also incorporates L-Finesse Design . . . Class-Leading Aerodynamics . . . an Ergonomic Cockpit with Luxury Touches . . . a 3.5L V6 Engine . . . an Electric Vehicle Drive Mode . . . an Advanced Pre-Crash Safety System . . . Radar Cruise Control . . . and much, much more.

No, the all-new 2013 Lexus GS won't just lead the segment. We believe it will be acclaimed as a game changer.

We are sure you will have a number of opportunities in the coming weeks to get to know the all-new 2013 Lexus GS better.

Meanwhile, here's a 'roadmap' of the marketing activities we have planned for the all-new 2013 Lexus GS. You can keep track of the activities by checking the box next to each activity and writing down its corresponding date(s) as it happens.

### **My 2013 Lexus GS Marketing Activity Tracker**

Media preview, Abu Dhabi. Date: \_\_\_\_\_

UAE Launch of the All-New 2013 Lexus GS. Date: \_\_\_\_\_

Commencement of test drives throughout the UAE. Date(s): \_\_\_\_\_

Advertising campaign. Space will be bought in all leading English and Arabic newspapers and magazines in the UAE. Dates: \_\_\_\_\_

Nationwide outdoor advertising campaign. Dates: \_\_\_\_\_

Fleet initiative. Dates: \_\_\_\_\_

Facebook marketing. Dates: \_\_\_\_\_

Sponsorship of *Tonight with Richard Dean & Tim Elliott* on Dubai Eye 103.8. Dates: \_\_\_\_\_

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[ ] PR campaign—prominent UAE nationals and residents test-drive the all-new 2013 Lexus GS.  
Dates: \_\_\_\_\_

[ ] E-mail campaign targeting prospects within the Al-Futtaim Group. Dates:  
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There you have it!

That's what marketing will be like for the all-new 2013 Lexus GS in the coming weeks.

If you have questions or need more information, just let us know.

On behalf of the entire marketing team, I take this opportunity to thank you for the important frontline role you and your colleagues play as sales team members of Lexus UAE.

All the best.

[Firstname Lastname]  
[Designation]  
Lexus UAE