



## **Lexus Flagship To Ferry Sunseeker London Boat Show VIPs**

10 January 2007

The new Lexus LS 460 flagship limousine is cruising around the London Boat Show this week, providing chauffeur transport for Sunseeker London VIP guests of top luxury yacht manufacturer Sunseeker.

Like Lexus, Sunseeker is a global luxury brand, delivering world-class products and service. Coinciding with launch of the LS 460 limousine in the UK, Sunseeker is using the show at London's ExCeL to present its own new top-of-the-range model: the 37M Trideck yacht. Sunseeker guests travelling to the show will enjoy a film presentation about the new car during their journey, played on the Lexus LS 460 SE-L's standard rear drop-down DVD screen with surround sound.

The top of the range Lexus LS 460 SE-L is priced £71,000 and comes equipped with a class-leading range of technologically advanced equipment to make life on board both simpler, safer and supremely comfortable.

By contrast, the new Sunseeker 37M Trideck is custom-built to order, costing upwards of £10 million. And where the Lexus requires just a single chauffeur at the wheel, the Trideck is designed to accommodate a crew of eight.

Based in Poole in Dorset, Sunseeker employs more than 1,800 people and has an annual turnover of in excess of £200 million. The company enjoys a well-established position at the top end of the marine market.

The achievements of both Lexus and Sunseeker have been acknowledged with a raft of global awards. For Lexus, these include the J.D. Power and Associates Gold Award for customer satisfaction six years in succession.

**ENDS**