



Lexus Takes Customer Service to a Higher Level With New Test Drive Promise

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Lexus is again pushing the boundaries of service excellence with a new approach to vehicle test drives that puts the customer's needs and preferences first in every detail.

With the new Test Drive Promise launched this week, Lexus's UK retailers will make sure the model the customer wants is available for them to experience.

Complete convenience and flexibility are also ensured, with customers welcome to visit their local Lexus Centre, or arrange for the car to be brought to their home, place of work or other location.

Appointments can also be tailored to suit individual requirements, from a 30-minute spin up to a 48-hour test drive. Arrangements can be made for the customer to drive alone, or accompanied by a member of their Lexus centre team.

The team members hosting the test drive can provide full information on the vehicle, in particular the operation and benefits of Lexus's self-charging hybrid technology. Lexus has more experience and insight into hybrid than any other luxury car maker, having introduced it to the premium market with the RX 400h SUV back in 2004.

Kevin Ledger, General Manager Lexus Operations, said: "The test drive is a crucial element in the new car purchase process, but we know that all too often customers feel they don't meet their expectations – the car isn't right, the test is too short, the route doesn't cover the kind of roads they use and the salespeople lack in-depth knowledge.

"With our new Test Drive promise, we have addressed all these issues to produce a process that is genuinely customer-focused from start to finish. It's perfectly aligned with our "Experience Amazing" ethos and our core principle of *omotenashi* – anticipating customers' needs and treating them with the welcome and courtesy you'd extend to guests in your home."

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