



Lexus One: New Subscription Service Opens The Doors To Your Ideal Garage

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Lexus is offering motorists a new way to access its award-winning range of self-charging hybrid luxury cars with the launch of Lexus One.

Lexus One is a subscription service that's simple, flexible and affordable, giving people the chance to drive the car they want for a single monthly payment. Every month they can choose to keep the car they have, choose a different model, or, if they wish, end their agreement.

An RC coupe for the summer, an RX SUV for family get-aways or an IS saloon for smart business driving – all are on offer in Lexus One's initial roll-out, together with popular CT hatchback and NX mid-size SUV*.

The scheme, open now, is being operated in collaboration with specialist service provider Drover and is fully aligned with Lexus's market-leading *omotenashi* customer service standards. Initially it is available across the UK mainland.

The monthly charge provides complete peace of mind, covering the cost of vehicle delivery and collection (to home or place of work to suit the customer), comprehensive insurance cover, routine servicing and maintenance when required and a weekly wash at a Lexus Centre. All vehicles come with Lexus Roadside Assistance, should breakdown help be needed. Fees start at £619 per month for the Lexus CT 200h; full details of what is on offer and more information about Lexus One is available [here](#).

For the driver the only ongoing additional cost is for fuel fill-ups; even then, they can take advantage of a 5p per litre discount when using a BP fuel card. The efficiency of Lexus's self-charging hybrid technology also ensures fuel bills are more modest than for comparable models with conventional petrol or diesel engines. There is an allowance of 1,000 miles driving each month, but this can be carried over for successive months for the same vehicle if the limit is not reached. All the vehicles featured in the scheme are between one and two years old.

Signing up is a simple and secure online process, using a website powered by Drover, which is accessed via the lexus.co.uk website. The customer chooses the vehicle they would like, creates an account, provides details of their driving licence and current insurance and selects their preferred date for the vehicle hand-over. The lead-time for delivery is just three days. Subscribers must be aged 25 or older and hold a full, current UK driving licence. Full subscription terms and conditions can be found [here](#).

Ewan Shepherd, Director of Lexus in the UK said: "Lexus One opens up exciting new opportunities for people to experience our vehicles. It's designed to be completely user-friendly, letting you choose the

vehicle you want, when you want it. The subscription covers all the principal financial aspects of running a car and the customer can decide when they want a change of model, or to end their participation.

“We are proud of our reputation for delivering amazing experiences and the highest standards of customer service and we see Lexus One as another example of how we can introduce more people to the great range of vehicles we offer.”

* All models subject to availability.

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