

LEXUS OF ROYAL OAK

Experience First-Class Luxury in Northwest Calgary

As you walk through the tall glass doors into the modern, shiny and pristinely white facility you're quickly greeted by warm, smiling faces. "May I offer you a coffee, tea or latte?" the concierge asks. While you check in the barista quickly gets to work creating your delectable custom drink order. As you relax into the plush, leather massage chair the esthetician begins her refined pedicure ritual. You are in bliss. You then ask yourself, "How did I ever take my car for service before I found Lexus of Royal Oak?"

"We want to make people feel like they're a guest in the dealership," says dealer principal and general manager, Todd Richardson. Indeed Lexus of Royal Oak has set the bar high for luxury in Calgary, not just in the vehicles available on the lot, but also in guest experience. One of Lexus of Royal Oak's guests, Mavis Sacher, describes the experience as "the best experience ever."

"Not only was it a relaxing and friendly experience with danishes and a pedicure," Sacher says. "It was also an excellent detail job on the car. I felt like I drove away with a brand new car! They even went above and beyond and found a rock chip on my windshield and fixed it. All this on a Friday afternoon!"

Only at Lexus of Royal Oak can you enrol in their exclusive Royal VIP Rewards program when you purchase any vehicle, including pre-loved vehicles, from Lexus of Royal Oak. The VIP rewards program not only grants you exclusive access to Lexus of Royal Oak's Royal Lounge and Spa where you can indulge in a manicure or pedicure while you wait for service, but also allows you to access Lexus loaners, citywide shuttle service, royal valet service, complimentary service detail with every service visit, invites to exclusive events and promotions and access to their "Keep It Local" merchant network where you will receive exclusive deals, discounts and promotions from local businesses within Calgary.

Lexus is already known for producing high-quality luxury vehicles, so why does Lexus of Royal Oak bother going the extra mile? Richardson explains, "You have to make it worth their while. Time is money for our guests." With express service available in a state-of-the-art 18-bay repair facility and a dedicated eight bay

detail facility you can rest assured your vehicle will be promptly taken care of and well-looked after by their Lexus certified master and hybrid technicians whom have over 100 years of combined experience.

In addition to the massive repair facility and 20-plus vehicle showroom, Lexus of Royal Oak also boasts a large on-site tire storage facility. When checked in each tire is coded, filed and condition checked. "We can even email them a photo of the tire and explain why they may need to replace it," Richardson says. "We're not the only dealership that's gone into tire storage, but ours is on-site. Elsewhere the guest may need to give the dealership anywhere between two days and a week's notice to retrieve their tires from an off-site storage facility. They don't need to worry about that here."

Of course the vehicles speak for themselves when it comes to exceptional automobile luxury. Lexus promotes the theme of "Progressive Luxury" – an engaging blend of personally rewarding, enriching experiences; intelligent and innovative luxury design; and socially and environmentally responsible solutions.

In addition to the always-popular Lexus RX luxury sport utility Richardson says the Lexus IS luxury sports sedan comes in a close second for most sought after Lexus vehicles.

The 2016 Lexus IS is a graceful combination of performance and fuel efficiency. The new turbo-charged engine in the Lexus IS 200t outputs 241 HP in a 2.0L four-cylinder engine and offers superior smoothness. While the all wheel drive Lexus IS 350 offers up to 306 HP in a 3.5L V6 engine and is also available in an enhanced F SPORT package that is sure to excite any Lexus aficionado.

With prices on a new 2016 Lexus IS starting at \$43,082* it's never been more effortless to drive away in a brand new Lexus. Go ahead and treat yourself to luxury. Let's face it, you *deserve* the Royal Experience.

Visit Lexus of Royal Oak today at 7677 - 112 Avenue NW in the Northwest Auto Mall overlooking Stoney Trail or visit them online at www.lexusofroyaloak.com.

*\$43,082 for the Lexus IS 200t is the all-in price including freight charges, PDI, air conditioning charge, 3M and other applicable dealership fees. GST is not included.





INDULGE IN LUXURY. ENJOY THE COMPLETE ROYAL EXPERIENCE.

Drive away in a new
Lexus IS 200t for
\$499[°]
MONTHLY



LEXUS OF **ROYAL OAK**

403.296.9600 | www.LexusOfRoyalOak.com | 7677 - 112 Avenue NW, Calgary, AB



[°]Lexus IS 200t base package, monthly lease price based on 19%/39 months with \$4,300 down payment or trade equivalent, \$1,500 dealer incentive and 16,000 km/year. All-in price includes freight charges, PDI, air conditioning charge, 3M and other applicable dealership fees. GST is not included. Dealer order may be required. Vehicle may not appear exactly as shown. Colour may vary.

