

# LEXUS CERTIFIED PRE-OWNED AUTO SHOW KIOSK VIDEO

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VIDEO	AUDIO
<b>FADE IN</b>	(Music up for opening)
CU - gleaming Lexus CPO logo, panning up slowly from bottom, revealing "Certified Pre-Owned"	<u>JIM SLOYAN (V.O.)</u> WHAT'S IN A NAME?
Lexus logo comes into view at top of CPO logo	EVERYTHING, WHEN THE NAME IS LEXUS.
CUT TO (stock): Beauty & running footage, Lexus CPO vehicles	PRESENTING THE LEXUS CERTIFIED PRE-OWNED PROGRAM -- THE INDUSTRY'S FINEST . . .
<b>CG: 1. Extensive Warranty</b>	. . . INCLUDING EXTENSIVE WARRANTY PROTECTION --
<b>CG: 2. Certification Process</b>	-- A PAINSTAKING CERTIFICATION PROCESS --
<b>CG: 3. New Vehicle Finance Rates</b>	-- FINANCE RATES COMPARABLE TO THOSE FOR NEW VEHICLES --
CG (begin building graphic): <b>4. Customer Care Package:</b>	-- PLUS A CUSTOMER CARE PACKAGE THAT COVERS YOU WHEREVER YOU DRIVE.
CG (finish building graphic): <b>4. Customer Care Package:</b> - 24-hour Roadside Assistance - First Maintenance No Charge - Free Loaner Car	(Music up for CG)

**VIDEO**

**AUDIO**

CUT TO (stock): Customers examining  
Lexus CPO vehicles at dealerships

SLOYAN (V.O.):  
EVERY LEXUS CERTIFIED PRE-  
OWNED VEHICLE FEATURES  
RENOWNED LEXUS QUALITY,  
VALUE AND OWNER  
SATISFACTION. THE ONLY  
WAY TO TELL IT'S NOT NEW  
MAY BE TO CHECK THE  
ODOMETER.

CUT TO: "Warranty" 30-second spot

(Sync. audio from "Warranty" 30-  
second spot, interviewee  
describes warranty as deciding  
factor in his buying a Lexus CPO  
vehicle.)

(Music up for transition from spot)

**CG: 3 Years/100,000 Total Miles**

SLOYAN (V.O.):  
THE LEXUS CERTIFIED PRE-  
OWNED WARRANTY PROVIDES  
UNSURPASSED PROTECTION -  
- LONGER, IN FACT, THAN  
SOME NEW-CAR WARRANTIES.  
YOU CAN TRUST YOUR  
CERTIFIED PRE-OWNED  
LEXUS PRECISELY BECAUSE  
WE DO.

CUT TO: "Salesman" 30-second spot

(Sync. audio from "Salesman" 30-  
second spot, illustrating the  
dependability of Lexus CPO  
vehicles.)

(Music up for transition from spot)

CUT TO: Montage of key inspection points, Lexus technicians at work  
 CG: **128-Point Maintenance Check:**  
**Under the Hood**  
**Interior**  
**Exterior**  
**Trunk**  
**Test Drive**  
**etc.**

CG becomes busier as we add some of the 128 points

CUT TO (stock): Beauty footage of Lexus CPO vehicles on display at dealerships

CUT TO: CU, Lexus CPO logo

CUT TO: "Ross Family" 30-second spot

SLOYAN (V.O.):  
 EVERY LEXUS CERTIFIED PRE-OWNED VEHICLE COMES WITH IMPECCABLE CREDENTIALS. WE PUT IT THROUGH A RIGOROUS 128-POINT INSPECTION. EVERYTHING IS CHECKED AND RE-CHECKED IN RELENTLESS DETAIL.

ONLY THEN DOES IT EARN THE LEXUS SEAL OF APPROVAL.

(Sync. audio from "Ross Family" 30-second spot, in which they describe the confidence they feel in their Lexus CPO vehicle.)

(Music up for transition from spot)

**CG: Flexible terms to qualified customers for the purchase or lease of Lexus certified pre-owned vehicles**

SLOYAN (V.O.):  
 LEXUS OFFERS THE KIND OF FINANCE RATES YOU'D EXPECT TO FIND ONLY ON A NEW VEHICLE.

**CG: Customer Care Package:**  
 - **24-hour Roadside Assistance**  
 - **First Maintenance No Charge**  
 - **Free Loaner Car**

AND OUR CUSTOMER CARE PACKAGE FEATURES PERKS LIKE 24-HOUR ROADSIDE ASSISTANCE -- NO CHARGE FOR YOUR FIRST OIL CHANGE AND ROUTINE SERVICE -- AND A FREE LOANER CAR FOR QUALIFYING WARRANTY REPAIRS

**VIDEO**

**AUDIO**

CUT TO (stock): Lexus Sales Consultants dealing with customers

IT'S THE KIND OF TREATMENT THAT HAS ALWAYS COME WITH OWNING A LEXUS -- WHETHER OR NOT SOMEONE HAS OWNED IT BEFORE.

(Music up for close)

CG:

- 1. Comprehensive Limited Warranty**
- 2. Extensive Certification Process**
- 3. New Vehicle Finance Rates**
- 4. Customer Care Package**

SLOYAN (V.O.):

THE LEXUS CERTIFIED PRE-OWNED PACKAGE. OWNING A LEXUS IS CLOSER THAN YOU THINK. ONLY AT YOUR LEXUS DEALER.

**See your Lexus dealer for details.**

CU: Lexus CPO logo

FADE OUT

Black screen 10 sec. then begin loop again.