

**Compare  
Landing.**

Prepared by Huge for TMS/USA; Release 1 Creative: SOW #3

**SEDANS**



**IS** FROM \$35,950



**ES** FROM \$36,370



**GS** FROM \$47,250



**LS** FROM \$71,990

---

**SUVS**



**RX** FROM \$36,660



**GX** FROM \$53,795



**LX** FROM \$81,530

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**CONVERTIBLES**



**IS C** FROM \$42,710

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**HYBRIDS**

Show all models



**Compare Landing**

The Compare Landing page is where the user can select from any of the current Lexus models and conduct a side by side comparison with top vehicle competitors or any model of their choice.

The left side of the page is dedicated to the Lexus models and scrolls while the right side stays locked in place; displaying the instructions to the user. The title "Compare - Select your Lexus Model" will be centered vertically within the user's view port.

By clicking on a model, the left column transitions to display all the associated styles of that model.

**LEXUS**

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**SELECT MODEL**

**SEDANS**



**IS** FROM \$35,950



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**GS** FROM \$47,250



**LS** FROM \$71,990

**SUVS**



**RX** FROM \$36,660



**GX** FROM \$53,795



**LX** FROM \$81,530

**CONVERTIBLES**



**RC** FROM \$63,950

**LEXUS**

SELECT MODEL

**SEDANS**



**IS** FROM \$35,950



**ES** FROM \$36,370



**GS** FROM \$47,250



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**SUVS**



**RX** FROM \$36,660



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**LX** FROM \$81,530

**CONVERTIBLES**



**RC** FROM \$63,950

**LEXUS**

ALL MODELS ▾

**COMPARE MODELS**

**SEDANS**



**IS** FROM \$35,950 [+]



**ES** FROM \$36,370 [+]



**GS** FROM \$47,250 [+]



**LS** FROM \$71,990 [+]

**SUVS**



**RX** FROM \$36,660 [+]

**CONVERTIBLES**



**RC** FROM \$63,950 [+]

## CONVERTIBLES



IS C FROM \$42,710

## HYBRIDS



CT HYBRID FROM \$32,050



RX HYBRID FROM \$46,310



ES HYBRID FROM \$39,250



GS HYBRID FROM \$59,450



LS HYBRID FROM \$119,910

## E/E COORD

## CONVERTIBLES



IS C FROM \$42,710

## HYBRIDS



CT HYBRID FROM \$32,050



RX HYBRID FROM \$46,310



ES HYBRID FROM \$39,250



GS HYBRID FROM \$59,450



LS HYBRID FROM \$119,910

## F/E SPORT



IS F FROM \$61,750



LFA FROM \$100,000



GX FROM \$53,795



LX FROM \$81,530



IS C FROM \$47,210



CT HYBRID FROM \$32,050



RX HYBRID FROM \$46,310



The image displays a grid of five Lexus vehicles against a white background. At the top left is the ES Hybrid, followed by the GS Hybrid at the top right. Below the ES Hybrid is the LS Hybrid. In the middle row, there is a large, semi-transparent watermark reading 'F/E SPORT'. To the left of the watermark is the IS F, and to the right is the LFA.

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**SELECT MODEL**

**SUVS**

**IS** FROM \$35,950      **SELECT MODEL**

**ES** FROM \$36,370

**GS** FROM \$47,250

**LS** FROM \$71,990

**RX** FROM \$36,660

**GX** FROM \$53,795

**LX** FROM \$81,530

**CONVERTIBLES**

**IS C** FROM \$42,710

**HYBRIDS**

Show all trim styles

**Compare Landing**

After the user has selected a Lexus model, the left column transitions to display all associated styles of the selected model. The instructions in the right column have also been updated to reflect the current selection step; "Compare - Select your style".

Hovering over each style expands a brief summary of the vehicle's key features and specifications.

Clicking on the style selects the vehicle and then transitions the screen to display the model's top competitors and the option to compare the model to other vehicles.

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**SELECT MODEL**

**SEDANS**



**IS** FROM \$35,950      **ES** FROM \$36,370

**SELECT IS STYLE**

250 RWD	PRICE (FROM) \$35,950	HORSEPOWER 204	MPG 21/30/24	SELECT
250 AWD	\$38,485	204	21/27/23	SELECT
350 RWD	\$39,465	304	19/28/22	SELECT
350 AWD	\$41,700	306	19/26/21	SELECT
250 F SPORT RWD	\$39,415	204	21/30/24	SELECT
250 F SPORT AWD	\$41,510	204	20/27/23	SELECT
350 F SPORT RWD	\$43,435	306	19/28/22	SELECT
350 F SPORT AWD	\$45,230	306	19/26/21	SELECT

**Show all trim styles**


**Compare Landing**

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Prepared by Huge for TMS/USA; Release 1 Creative: SOW #3

**SELECT MODEL**

**SEDANS**



**IS** FROM \$35,950



**ES** FROM \$36,370

**SELECT IS STYLE**

250 RWD	PRICE (FROM) \$35,950	HORSEPOWER 204	MPG 21/30/24	SELECT
250 AWD	PRICE (FROM) \$38,485	HORSEPOWER 204	MPG 21/27/23	SELECT
350 RWD	PRICE (FROM) \$39,465	HORSEPOWER 304	MPG 19/28/22	SELECT
350 AWD	PRICE (FROM) \$41,700	HORSEPOWER 306	MPG 19/26/21	SELECT
250 F SPORT RWD	PRICE (FROM) \$39,415	HORSEPOWER 204	MPG 21/30/24	SELECT
250 F SPORT AWD	PRICE (FROM) \$41,510	HORSEPOWER 204	MPG 20/27/23	SELECT
350 F SPORT RWD	PRICE (FROM) \$43,435	HORSEPOWER 306	MPG 19/28/22	SELECT
350 F SPORT AWD	PRICE (FROM) \$45,230	HORSEPOWER 306	MPG 19/26/21	SELECT

Show all trim styles


**Select Style**

After the user has selected a Lexus model, the left column transitions to display all associated styles of the selected model. The instructions in the right column have also been updated to reflect the current selection step; "Compare - Select your style".

Hovering over each style expands a brief summary of the vehicle's key features and specifications.

Clicking on the style selects the vehicle and then transitions the screen to display the model's top competitors and the option to compare the model to other vehicles.

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**SELECT MODEL**

**SEDANS**



**IS FROM \$35,950**



**ES FROM \$36,370**

**SELECT IS STYLE**

**250 RWD** PRICE (FROM) \$35,950 HORSEPOWER 204 MPG 21/30/24 SELECT

**250 AWD** PRICE (FROM) \$38,485 HORSEPOWER 204 MPG 21/27/23 SELECT

**350 RWD** PRICE (FROM) \$39,465 HORSEPOWER 304 MPG 19/28/22 SELECT

**350 AWD** PRICE (FROM) \$41,700 HORSEPOWER 306 MPG 19/26/21 SELECT

**SELECT MODEL**

**SEDANS**



**IS FROM \$35,950**



**ES FROM \$36,370**

**SELECT IS STYLE**

	RWD	PRICE (FROM)	HORSEPOWER	MPG	SELECT
<b>250</b>	RWD	\$35,950	204	21/30/24	<span>SELECT</span>
<b>250</b>	AWD	\$38,485	204	21/27/23	<span>SELECT</span>
<b>350</b>	RWD	\$39,465	304	19/28/22	<span>SELECT</span>
<b>350</b>	AWD	\$41,700	306	19/26/21	<span>SELECT</span>
<b>250</b>	F SPORT RWD	\$39,415	204	21/30/24	<span>SELECT</span>
<b>250</b>					

**ALL MODELS ▾**

**COMPARE MODELS**

**SEDANS**



**IS FROM \$35,950**

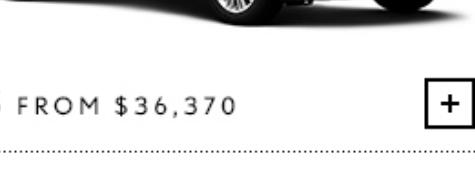
**+**

**STYLES**

- IS 250 RWD** >
- IS 250 AWD** >
- IS 350 RWD** >
- IS 350 AWD** >
- IS 250 F SPORT RWD** >
- IS 250 F SPORT AWD** >
- IS 350 F SPORT RWD** >
- IS 350 F SPORT AWD** >

**ES FROM \$36,370**

**+**



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**SELECTED VEHICLE**

2014 LEXUS IS 350 RWD F SPORT

*"The IS nails its 'fun to drive' assignment."*

CAR AND DRIVER

**READ MORE**

**SELECT MODEL TO COMPARE**

TOP COMPETITORS | LEXUS MODELS

2014 BMW 335i

2014 AUDI A4

2014 MERCEDES C 350

**OR FIND A VEHICLE**

SELECT YEAR

SELECT MAKE

SELECT MODEL

SELECT TRIM

**Select Competitor**

After the user has selected a model style, the display transitions to show the user the next step of selecting the opposition for the side by side comparison.

The right column defaults to show the Lexus model's top three competitors and the option to add another competitor vehicle or compare their selection to another Lexus model.

Selecting one of the top competitor models will take the user directly into the side by side comparison view.

**INFORMATION**

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LUXURY AWAITS  
VIDA LEXUS  
L STUDIO  
LEXUS COLLECTIONS

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AD CHOICES

Vehicle(s) shown may feature optional equipment.

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**Select Competitor - Hover state**

SELECTED VEHICLE

2014 LEXUS IS 350 RWD F SPORT

"The IS nails its 'fun to drive' assignment."

CAR and DRIVER

READ MORE

SELECT MODEL TO COMPARE

TOP COMPETITORS | LEXUS MODELS

2014 BMW 335i

SELECT MODEL

2014 AUDI A4

2014 MERCEDES C 350

OR FIND A VEHICLE

SELECT YEAR

SELECT MAKE

[Show all curated competitors](#)

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**AD CHOICES**

Vehicle(s) shown may feature optional equipment.

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**SELECTED VEHICLE**

2014 LEXUS IS 350 RWD F SPORT

**SELECT MODEL TO COMPARE**

TOP COMPETITORS LEXUS MODELS

- 2014 BMW 335i
- 2014 AUDI A4
- 2014 MERCEDES C 350

**OR FIND A VEHICLE**

SELECT YEAR  
SELECT MAKE  
SELECT MODEL  
SELECT TRIM

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**SELECTED VEHICLE**

2014 LEXUS IS 350 RWD F SPORT

**SELECT MODEL TO COMPARE**

TOP COMPETITORS LEXUS MODELS

- 2014 BMW 335i
- 2014 AUDI A4
- 2014 MERCEDES C 350

**CAR AND DRIVER**

"The IS nails its 'fun to drive' assignment."

**OR FIND A VEHICLE**

SELECT YEAR  
SELECT MAKE  
SELECT MODEL  
SELECT TRIM

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**SELECT COMPARISON**

TOP COMPETITORS LEXUS MODELS

- BMW 3 SERIES SEDANS**
- AUDI 2014 A4**
- MERCEDES C CLASS**

**OR FIND A VEHICLE**

SELECT YEAR  
SELECT MAKE  
SELECT MODEL  
SELECT TRIM

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