

Model Overview.

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

The screenshot shows the Lexus IS model page. At the top left is the Lexus logo. The top navigation bar includes links for Owner's Resources, Certified Pre-Owned, and a search bar. Below the navigation is a large banner for the 'ALL-NEW IS' starting from \$39,999. The main headline is 'DECIDE'. Below the banner are tabs for OVERVIEW, DETAILS, GALLERY, OWNER BENEFITS, REVIEWS, CURRENT OFFERS, and BUILD YOURS (which is highlighted). A large image of a silver Lexus IS sedan is centered. Below it is a section titled 'EXPLORE & CUSTOMIZE' with options for IS 250 / 350, IS F SPORT 250 / 350, and IS HYBRID. It features a side-view image of the car and a color selection tool showing Starfire Pearl as the chosen color. Below this is a section titled 'THE FEATURES' with three main items: 'RACECAR-LIKE DRIVE' (showing the interior cockpit), 'ALL-NEW DESIGN' (showing the front grille and headlights), and a close-up of a multi-spoke wheel.

Model Overview

Model Overview (cont.)

and steering wheel are positioned and angled for a dynamic driving experience.



BOLD STYLING

Full-faced mesh grille, race-inspired dashboard design, and bolstered sport seats are sure to attract attention.



ALL-NEW DESIGN

The 2014 features all-new aggressive styling inside and out, track-honed performance, and seamless technology.



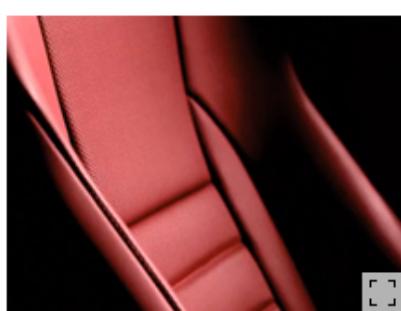
F SPORT ADRENALINE

Tested and tuned on the racetrack, performance enhancements create a visceral connection to the road.



SUBSCRIPTION-FREE NAVIGATION

Lexus provides an industry-first subscription-free traffic and real-time weather service.



LOREM IPSUM

Faccus dolo quam, et, venia a dem sit pa doleseri tem id que ped que es sapis seque am, cones excepser.



LOREM IPSUM

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CUTTING-EDGE AUDIO

15-speaker Mark Levinson Premium Surround Sound audio System with HD radio you can rewind and pause.



LOREM IPSUM

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ACTIVE SAFETY

Blind Spot Monitor and advanced Pre-collision System are constantly scanning the road to bring you peace of mind.

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

CAR & DRIVER

READ MORE

NEARBY LEXUS DEALERS

Los Angeles Area, 90048



*Zip Code Details



CURRENT OFFERS

Model Overview (cont.)

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

CAR & DRIVER**READ MORE****NEARBY LEXUS DEALERS**

📍 Los Angeles Area, 90048 | 🔎

*Zip Code Details

LEXUS SANTA MONICA

6525 Santa Monica Boulevard
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555.555.5555

CURRENT OFFERS

LEASE* 2014 GS 250

\$349 / 27 / \$3,649
MO. MOS. DUE AT SIGNING

Expires 9/13/13. Excludes official fees, taxes and dealer charges. No security deposit required. 10,000 mile/year limit.

FIND THIS LEXUS

*Offer Details

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FIND US ON FACEBOOK**FOLLOW US ON TWITTER****WATCH US ON YOUTUBE****FOLLOW US ON INSTAGRAM****FOLLOW US ON GOOGLE+****SIGN UP FOR INFORMATION****AD CHOICES**Vehicle(s) shown may feature optional equipment.MSRP does not include delivery, processing and handling fee of \$910. Excludes taxes, title, license and optional equipment. Dealer price may vary.©2006-2013 Lexus, a Division of Toyota Motor Sales, U.S.A., Inc. All information contained herein applies to U.S. vehicles only.*Ratings achieved using the required premium unleaded gasoline with an octane rating of 91 or higher. If premium fuel is not used, performance will decrease.

The desktop version of the Lexus IS model page features a large hero image of a white IS sedan at night with the word "DECIDE" overlaid in large, glowing letters. To the left, a black IS sedan is shown from a front-three-quarter angle. A sidebar on the left highlights the "ALL-NEW IS FROM \$39,999". The top navigation bar includes links for Sedans, SUVs, Convertibles, Hybrids, F/F Sport, Future, All Vehicles, Shopping Tools, Build Your Lexus, and Find a Dealer. Below the hero image is a main navigation bar with links for Overview, Details, Gallery, Owner Benefits, Reviews, Current Offers, and Build Yours. A large "EXPLORE & CUSTOMIZE" section features a silver IS sedan in a side profile view. It includes color swatches for Starfire Pearl and other options, as well as tabs for Exterior, Interior, and Wheels.

The mobile version of the Lexus IS model page is displayed on a smartphone screen. It features a large hero image of a white IS sedan with the word "DECIDE" overlaid. The top navigation bar is simplified with a search icon and a menu icon. Below the hero image is a main navigation bar with links for Overview, Details, Gallery, Owner Benefits, Reviews, Current Offers, and Build Yours. A large "EXPLORE & CUSTOMIZE" section features a silver IS sedan in a side profile view. It includes color swatches for Starfire Pearl and other options, as well as tabs for Exterior, Interior, and Wheels.

The tablet version of the Lexus IS model page is displayed on a tablet screen. It features a large hero image of a white IS sedan with the word "DECIDE" overlaid. The top navigation bar is simplified with a search icon and a menu icon. Below the hero image is a main navigation bar with links for Overview, Details, Gallery, Owner Benefits, Reviews, Current Offers, and Build Yours. A large "EXPLORE & CUSTOMIZE" section features a silver IS sedan in a side profile view. It includes color swatches for Starfire Pearl and other options, as well as tabs for Exterior, Interior, and Wheels. A "THE FEATURES" section is visible at the bottom right.

THE FEATURES



RACECAR-LIKE DRIVE

The low-set driver's sport seat, pedals and steering wheel are positioned and angled for a dynamic driving experience.



ALL-NEW DESIGN

The 2014 features all-new aggressive styling inside and out, track-honed performance, and seamless technology.



BOLD STYLING

Full-faced mesh grille, race-inspired dashboard design, and bolstered sport seats are sure to attract attention.



F SPORT ADRENALINE

Tested and tuned on the racetrack, performance enhancements create a visceral connection to the road.



SUBSCRIPTION-FREE NAVIGATION

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LOREM IPSUM

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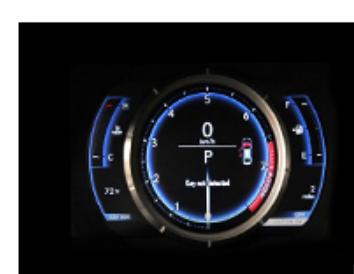
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THE FEATURES



RACECAR-LIKE DRIVE



ALL-NEW DESIGN



BOLD STYLING



F SPORT ADRENALINE

SUBSCRIPTION-FREE NAVIGATION



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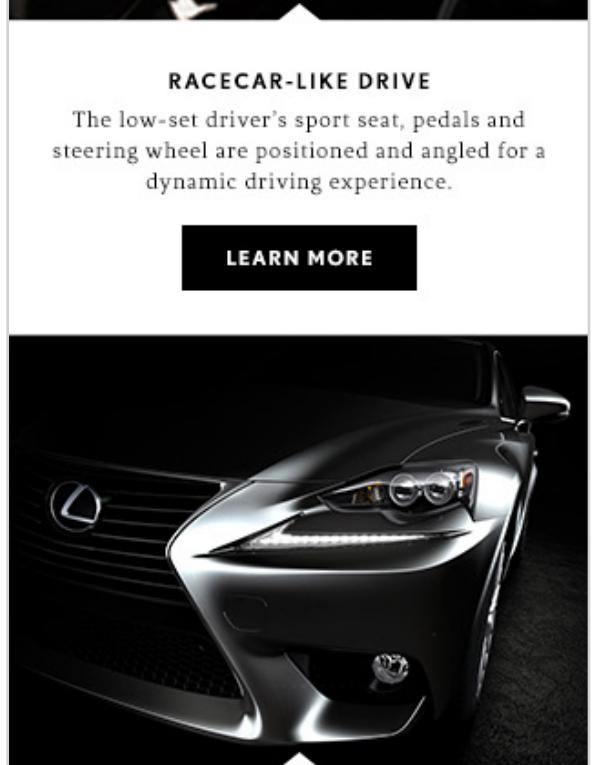
CUTTING-EDGE AUDIO



LOREM IPSUM



ACTIVE SAFETY



RACECAR-LIKE DRIVE

The low-set driver's sport seat, pedals and steering wheel are positioned and angled for a dynamic driving experience.

[LEARN MORE](#)



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[LEARN MORE](#)





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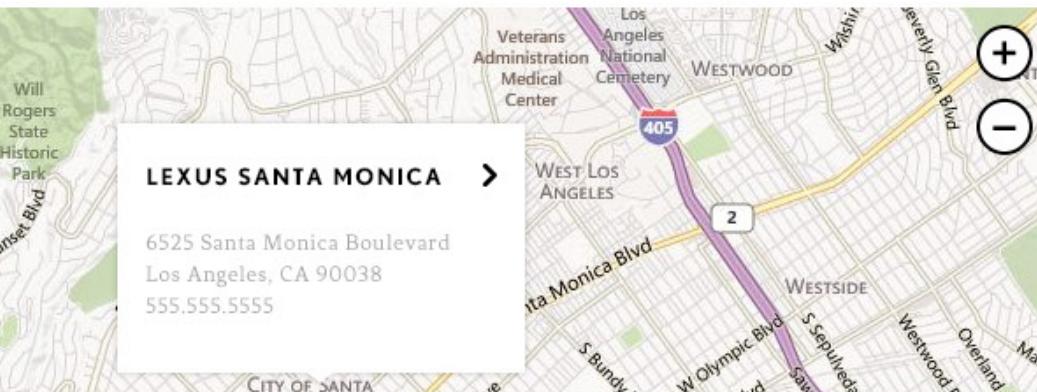
"The IS nails its 'fun to drive' assignment."

CAR & DRIVER

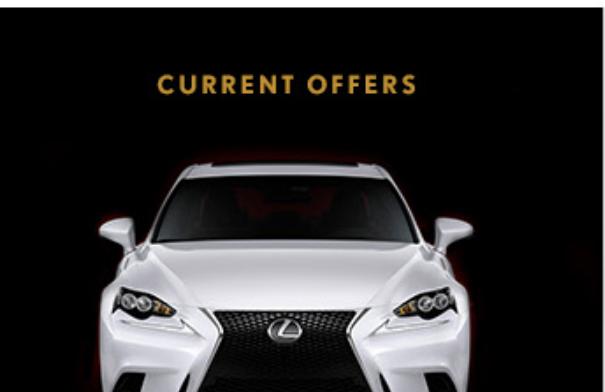
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CUTTING-EDGE AUDIO



LOREM IPSUM



ACTIVE SAFETY

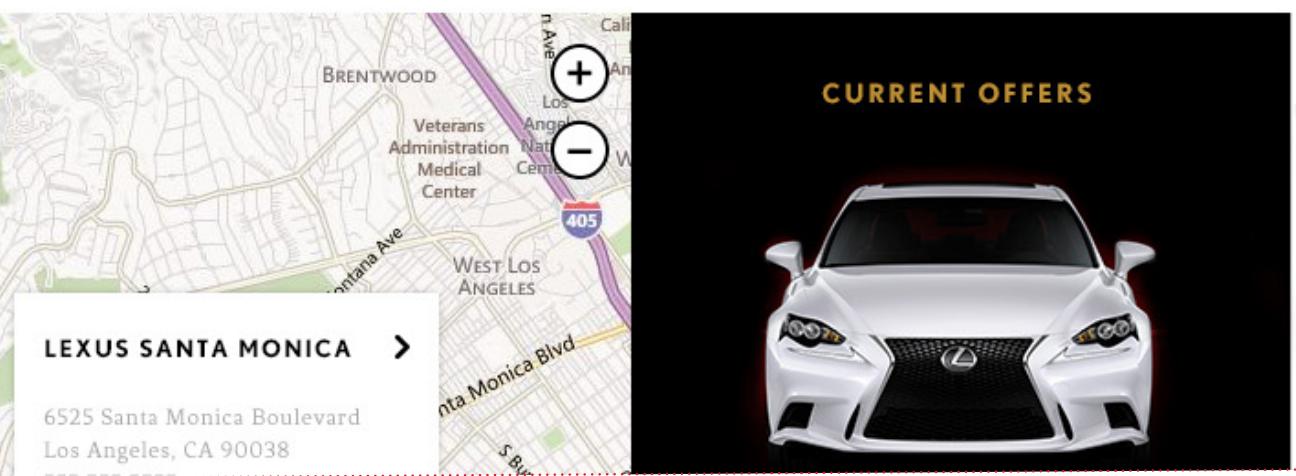
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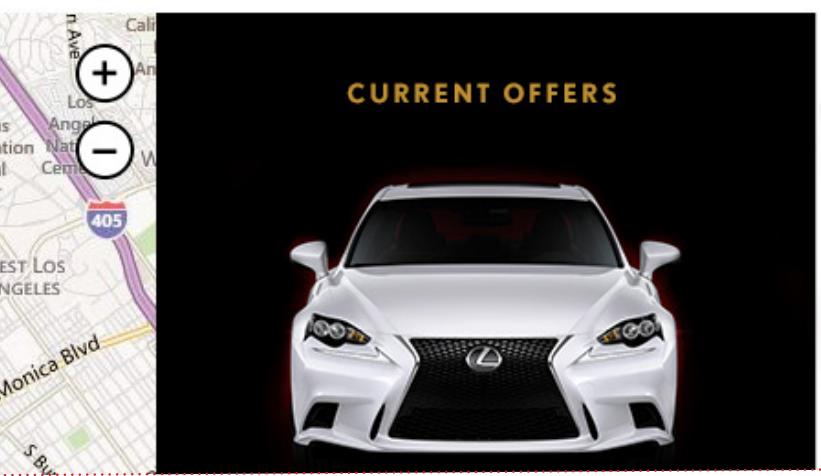
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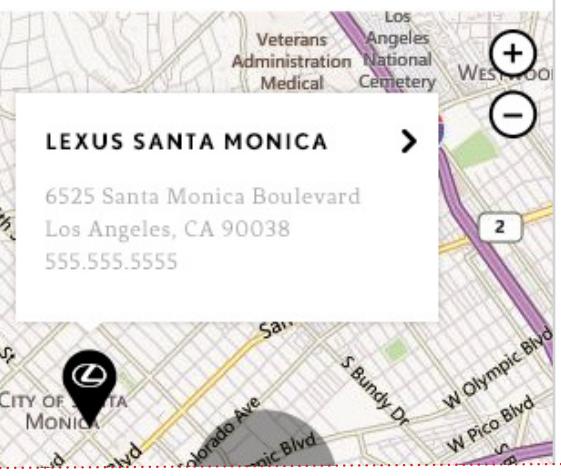


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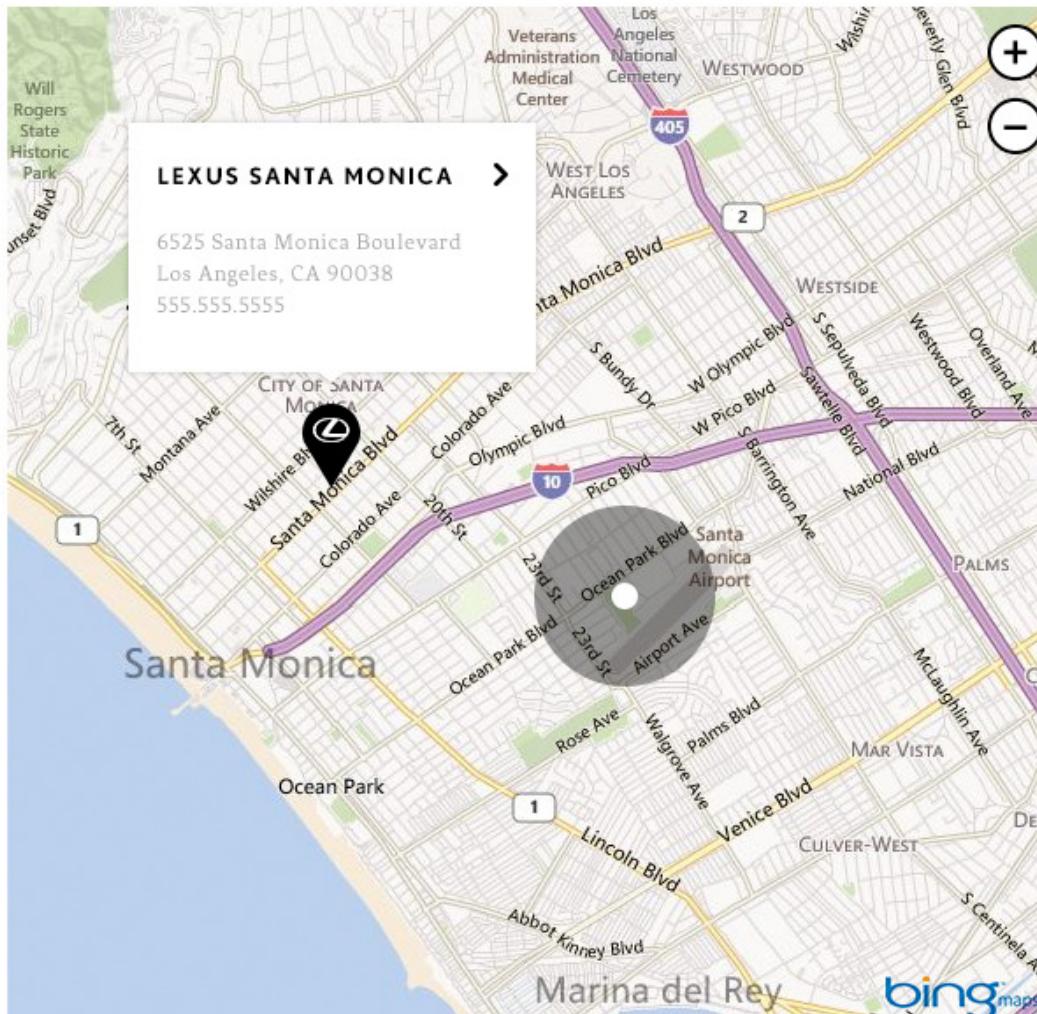
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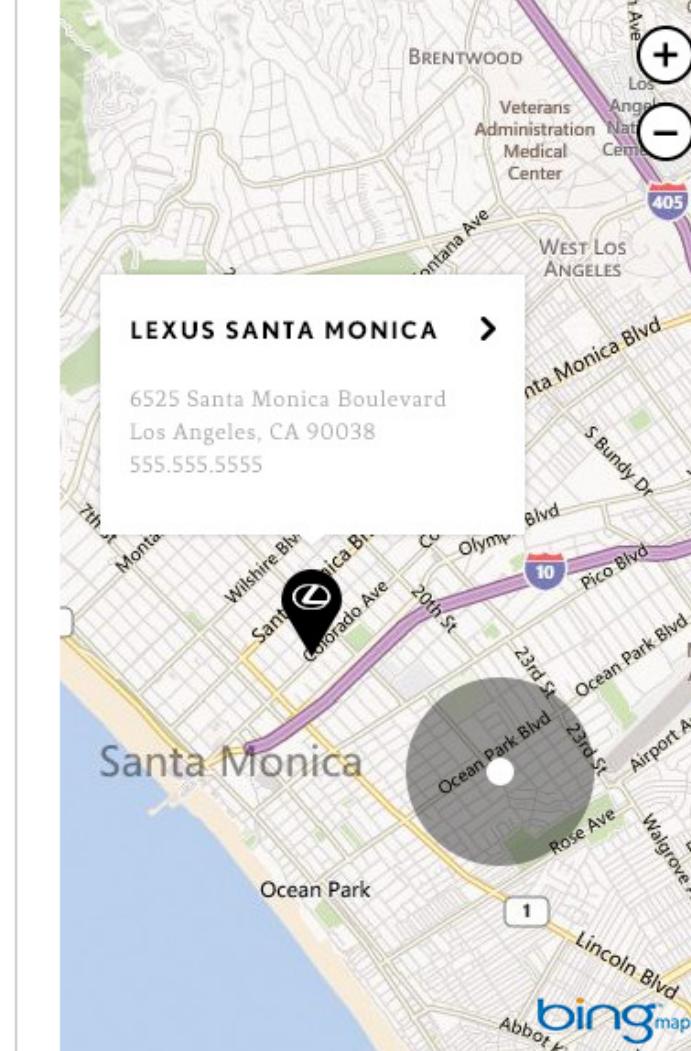
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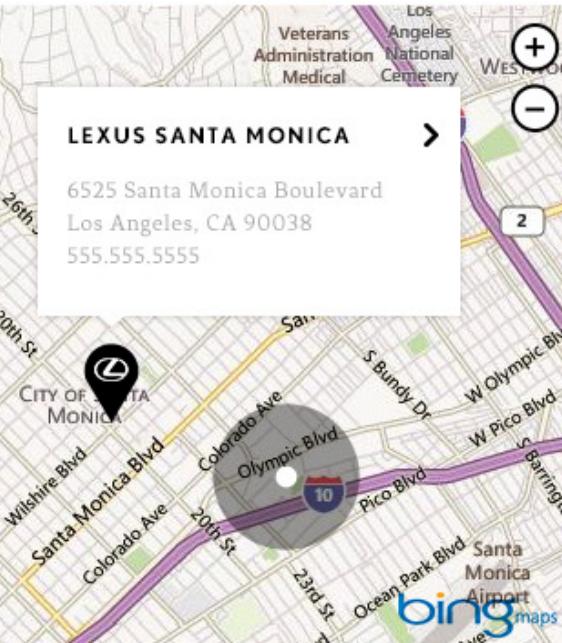
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Vehicle(s) shown may feature optional equipment.

MSRP does not include delivery, processing and handling fee of \$910. Excludes taxes, title, license and optional equipment. Dealer price may vary.
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*Ratings achieved using the required premium unleaded gasoline with an octane rating of 91 or higher. If premium fuel is not used, performance will decrease.

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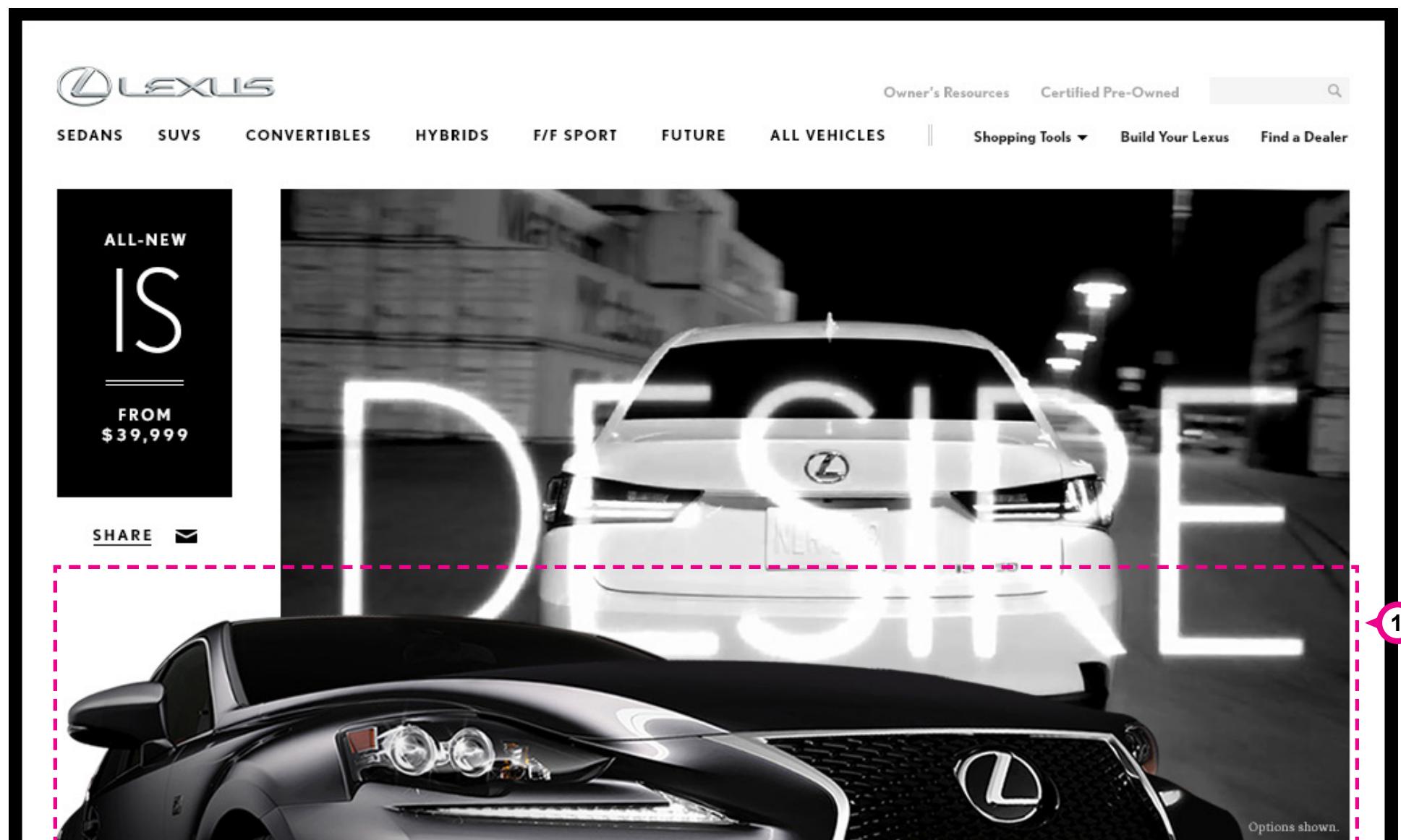
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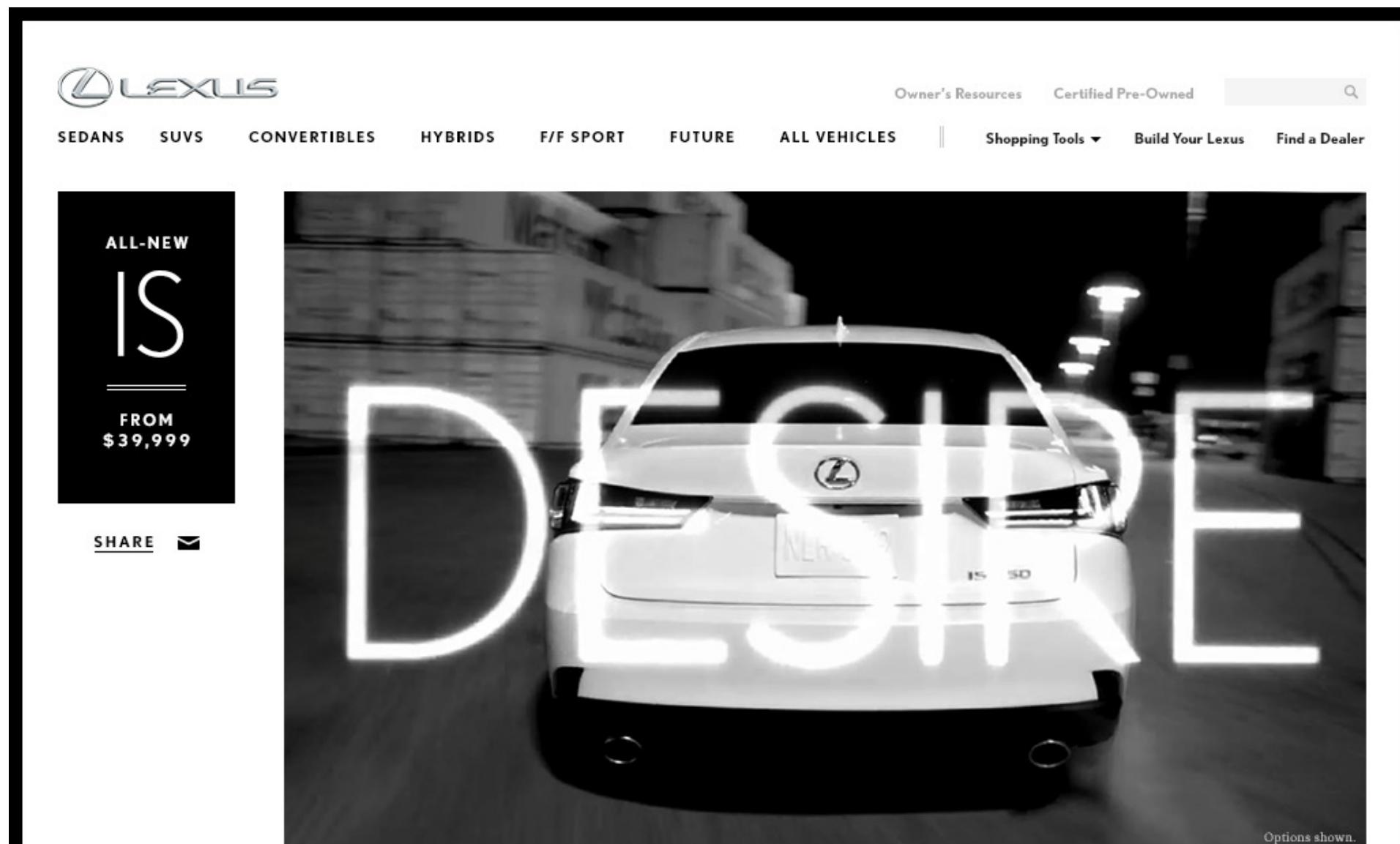


Model Hero - Layout Options

Multiple hero layout options are available to express unique vehicle personalities.

Video with PNG overlay.

1. PNG overlay safe zone



Video only.

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LEXUS

SEDANS SUVS CONVERTIBLES HYBRIDS F/F SPORT FUTURE ALL VEHICLES Shopping Tools ▾ Build Your Lexus Find a Dealer

Owner's Resources Certified Pre-Owned

ALL-NEW LS FROM \$71,990

SHARE

Option shown.

MAKE A BOLD STATEMENT

LS

FROM \$71,990

Model Hero - Layout Options (cont.)

Static background image.

1. Vehicle header - white option.

LEXUS

SEDANS SUVS CONVERTIBLES HYBRIDS F/F SPORT FUTURE ALL VEHICLES Shopping Tools ▾ Build Your Lexus Find a Dealer

Owner's Resources Certified Pre-Owned

ALL-NEW LS FROM \$71,990

SHARE

Option shown.

MAKE A BOLD STATEMENT

LS

FROM \$71,990

Static image gallery. E.g. for use during national sales events.

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

EXPLORE & CUSTOMIZE

IS 250 / 350 | IS F SPORT 250 / 350 | IS HYBRID



• • • •

EXTERIOR | INTERIOR | WHEELS

Explore & Customize

EXPLORE & CUSTOMIZE

IS 250 / 350 | IS F SPORT 250 / 350 | IS HYBRID



• • • •

EXTERIOR | INTERIOR | WHEELS

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IS 250 / 350 | IS F SPORT 250 / 350 | IS HYBRID



• • • •

EXTERIOR | INTERIOR | WHEELS

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

EXPLORE & CUSTOMIZE

IS 250 / 350 | IS F SPORT 250 / 350 | IS HYBRID



• • • •

EXTERIOR | INTERIOR | WHEELS

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EXTERIOR | INTERIOR | WHEELS

EXPLORE & CUSTOMIZE

IS 250 / 350 | IS F SPORT 250 / 350 | IS HYBRID



• • • •

EXTERIOR | INTERIOR | WHEELS

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Explore & Customize - Interaction Details

EXPLORE & CUSTOMIZE

IS 250 / 350 · IS F SPORT 250 / 350 · IS HYBRID



• • • •

EXTERIOR · INTERIOR · WHEELS

SELECT A COLOR



Starfire Pearl

EXPLORE & CUSTOMIZE

IS 250 / 350 · IS F SPORT 250 / 350 · IS HYBRID



EXTERIOR · INTERIOR · WHEELS

SELECT A COLOR



Luxury Package: Light Gray Leather / Linear Dark Gray Wood Trim

EXPLORE & CUSTOMIZE

IS 250 / 350 · IS F SPORT 250 / 350 · IS HYBRID



• • • •

EXTERIOR · INTERIOR · WHEELS

SELECT WHEELS



17-inch Ten-Spoke Alloy

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

THE FEATURES

**RACECAR-LIKE DRIVE**

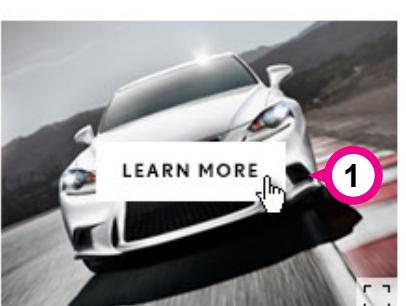
The low-set driver's sport seat, pedals and steering wheel are positioned and angled for a dynamic driving experience.

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**BOLD STYLING**

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**F SPORT ADRENALINE**

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**SUBSCRIPTION-FREE NAVIGATION**

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**LOREM IPSUM**

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**ACTIVE SAFETY**

Blind Spot Monitor and advanced Pre-collision System are constantly scanning the road to bring you peace of mind.

The Features - Interaction Details

The top 5-12 model feature stories will be elevated on the model overview pages. Featured stories should align with Lexus Product Marketing strategy sheets. Each will click through to a shareable overlay where the user can get additional information.

1. Hover state.