

Model - Current Offers.

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

LEXUS

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

OVERVIEW DETAILS GALLERY OWNER BENEFITS REVIEWS CURRENT OFFERS BUILD YOURS

ALL-NEW IS
FROM \$39,065

GOLDEN OPPORTUNITY

SALES EVENT

1

CURRENT OFFERS

Los Angeles Area, 90048

\$349 / 27 / \$3,649 M.O. MOS. DUE AT SIGNING 1.9% APR FINANCING UP TO 60 MOS.

LEASE* 2014 GS 250
Expires 9/13/13. Excludes official fees, taxes and dealer charges. No security deposit required. 10,000 mile/year limit.

LEASE* 2014 ES 350
Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

MORE TO CONSIDER
OTHER VEHICLE OFFERS

LEASE* 2014 GS 250
\$349 / 27 / \$3,649 M.O. MOS. DUE AT SIGNING

LEASE* 2014 ES 350
1.9% APR FINANCING UP TO 60 MOS.

LEASE* 2014 LS 250
\$349 / 27 / \$3,649 M.O. MOS. DUE AT SIGNING

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.

Current Offers

A National Sales event banner will be displayed as applicable throughout the year. When no sales event is running, the banner will be suppressed.

The desktop view of the Lexus model page features a large banner for the 'ALL-NEW IS' model with a starting price of '\$39,065'. Below the banner, there's a section for 'CURRENT OFFERS' showing lease options for the GS 250 and ES 350. The GS 250 offer is \$349/mo. for 27 mos. due at signing, while the ES 350 offer is 1.9% financing up to 60 mos. The page also includes a 'MORE TO CONSIDER' section with images of other Lexus models.

CURRENT OFFERS

LEASE* 2014 GS 250
Expires 9/13/13. Excludes official fees, taxes and dealer charges. No security deposit required. 10,000 mile/year limit.

LEASE* 2014 ES 350
Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

MORE TO CONSIDER
OTHER VEHICLE OFFERS

The tablet view shows a similar layout to the desktop version but with a more compact design. It features a prominent 'GOLDEN OPPORTUNITY' banner for the IS model. Below it, there are two main offer sections: one for the GS 250 and one for the ES 350. Each section includes the monthly payment, term length, and financing details. At the bottom, there's a 'MORE TO CONSIDER' section with vehicle images.

CURRENT OFFERS

LEASE* 2014 GS 250
Expires 9/13/13. Excludes official fees, taxes and dealer charges. No security deposit required. 10,000 mile/year limit.

LEASE* 2014 ES 350
Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

MORE TO CONSIDER
OTHER VEHICLE OFFERS

The mobile view is designed for smaller screens, displaying the 'GOLDEN OPPORTUNITY' banner and the two main offer sections (GS 250 and ES 350) in a vertical stack. The 'FIND THIS LEXUS' button is prominently displayed below each offer. At the bottom, there's a 'MORE TO CONSIDER' section with vehicle images.

CURRENT OFFERS

LEASE* 2014 GS 250
Expires 9/13/13. Excludes official fees, taxes and dealer charges. No security deposit required. 10,000 mile/year limit.

LEASE* 2014 ES 350
Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

MORE TO CONSIDER
OTHER VEHICLE OFFERS

LEASE* 2014 GS 250

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

LEASE* 2014 ES 350

Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

FIND THIS LEXUS

*Offer Details

MORE TO CONSIDER

OTHER VEHICLE 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



LEASE* 2014 ES 350

1.9% FINANCING UP TO 60 APR / MOS.

Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

FIND THIS LEXUS

*Offer Details



LEASE* 2014 LS 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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INFORMATION

- [ABOUT](#)
- [CONTACT](#)
- [MOBILE](#)
- [CAREERS](#)
- [YOUR PRIVACY RIGHTS](#)
- [LEGAL TERMS](#)

SHOPPING TOOLS

- [SPECIAL OFFERS](#)
- [ACCESSORIES](#)
- [FINANCIAL SERVICES](#)

SERVICES

- [WARRANTY & PROTECTION](#)
- [SERVICE & MAINTENANCE](#)
- [OWNER'S RESOURCES](#)

ADDITIONAL SITES

- [!\[\]\(aa734cea3e36b1c3166cac7fb4edde58_img.jpg\) FIND US ON FACEBOOK](#)
- [!\[\]\(143c49c853033fa46e5881c755139149_img.jpg\) FOLLOW US ON TWITTER](#)
- [!\[\]\(11a2fa9a69650a704a393f3cdf226529_img.jpg\) WATCH US ON YOUTUBE](#)
- [!\[\]\(2ae5326e02d1024e76a620bc8a26bc1b_img.jpg\) FOLLOW US ON INSTAGRAM](#)
- [!\[\]\(152cb66dc989f223d6e87b88a162579c_img.jpg\) FOLLOW US ON GOOGLE+](#)

[SIGN UP FOR INFORMATION](#)

[!\[\]\(d29bc88d4c3a5cea48bb11e16b9627c8_img.jpg\) AD CHOICES](#)

Vehicle(s) shown may feature optional equipment.

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The image is a promotional page for Lexus vehicles. At the top, there are two sections for 'FIND THIS LEXUS' with 'Offer Details' links. Below this, a central section titled 'MORE TO CONSIDER OTHER VEHICLE OFFERS' displays two cars: a gold-colored 2014 GS 250 and a dark grey 2014 ES 350. Each car has its own lease offer: the GS 250 is \$349/mo for 27 months due at signing, and the ES 350 is 1.9% financing up to 60 months. Both offers expire on 9/13/13. Below each offer is a 'FIND THIS LEXUS' button and an 'Offer Details' link. At the bottom, there's a row of social media icons for Facebook, Twitter, YouTube, Instagram, and Google+, followed by links for 'SIGN UP FOR INFORMATION' and 'AD CHOICES'. A note at the bottom states that vehicle(s) shown may feature optional equipment.

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

LEASE* 2014 ES 350

1.9%

/
FINANCING
UP TO

60

APR

/

MOS.

Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

FIND THIS LEXUS

*Offer Details

LEASE* 2014 LS 250

\$349 / 27 / \$3,649

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LEXUS

Owner's Resources Certified Pre-Owned

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

OVERVIEW DETAILS GALLERY OWNER BENEFITS REVIEWS CURRENT OFFERS

ALL-NEW IS
FROM \$39,065

CURRENT OFFERS

Los Angeles Area, 90048

*Zip Code Details

\$349 / 27 / \$3,649
MO. MOS. DUE AT SIGNING **1.9% APR** FINANCING UP TO **60** MOS.

LEASE* 2014 GS 250
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

LEASE* 2014 ES 350
Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

FIND THIS LEXUS *Offer Details

MORE TO CONSIDER
OTHER VEHICLE 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

LEASE* 2014 ES 350
1.9% APR FINANCING UP TO **60** MOS.
Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed

FIND THIS LEXUS *Offer Details

LEASE* 2014 LS 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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Current Offers

Model specific offers based on the user's zip code.

The screenshot shows the Lexus IS model page. At the top, there's a navigation bar with links for Owner's Resources, Certified Pre-Owned, and a search bar. Below the navigation is a main menu with categories like SEDANS, SUVS, CONVERTIBLES, HYBRIDS, F/F SPORT, FUTURE, ALL VEHICLES, Shopping Tools, Build Your Lexus, and Find a Dealer. The main content area features a large image of the Lexus IS sedan. To the left of the car is a black box with the text "ALL-NEW IS FROM \$39,065". Below the car, there's a section titled "CURRENT OFFERS" with a zip code input field set to "Los Angeles Area, 90048". It displays two lease offers: one for the GS 250 with monthly payments of \$349 over 27 months, and another for the ES 350 with monthly payments of \$3,649 over 60 months. Both offers include financing up to 1.9% APR. Below these offers are two "LEASE* 2014" sections with small print about expiration and terms. At the bottom, there's a "MORE TO CONSIDER" section showing three other Lexus models.

This screenshot shows the same Lexus IS model page but with a different layout. The main content area features a large image of the Lexus IS sedan. To the left of the car is a black box with the text "ALL-NEW IS FROM \$39,999". Below the car, there's a section titled "CURRENT OFFERS" with a zip code input field set to "Los Angeles Area, 90048". It displays two lease offers: one for the GS 250 with monthly payments of \$349 over 27 months, and another for the ES 350 with monthly payments of \$3,649 over 60 months. Both offers include financing up to 1.9% APR. Below these offers are two "LEASE* 2014" sections with small print about expiration and terms. At the bottom, there's a "MORE TO CONSIDER" section showing two other Lexus models.

This screenshot shows the same Lexus IS model page but with a different layout. The main content area features a large image of the Lexus IS sedan. To the left of the car is a black box with the text "IS CURRENT OFFERS". Below the car, there's a section titled "CURRENT OFFERS" with a zip code input field set to "Los Angeles Area, 90048". It displays two lease offers: one for the GS 250 with monthly payments of \$349 over 27 months, and another for the ES 350 with monthly payments of \$3,649 over 60 months. Both offers include financing up to 1.9% APR. Below these offers are two "LEASE* 2014" sections with small print about expiration and terms. At the bottom, there's a "MORE TO CONSIDER" section showing two other Lexus models.

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The screenshot shows the Lexus IS model page. At the top, there's a navigation bar with links for Sedans, SUVs, Convertibles, Hybrids, F/F Sport, Future, All Vehicles, Shopping Tools, Build Your Lexus, and Find a Dealer. Below the navigation is a main content area with tabs for Overview, Details, Gallery, Owner Benefits, Reviews, Current Offers (which is active), and Build Yours.

ALL-NEW IS
FROM \$39,065

Please check with your local dealer to learn about offers for this vehicle.
[FIND A DEALER](#)

MORE TO CONSIDER
OTHER VEHICLE OFFERS

Los Angeles Area, 90048 [FIND](#) *Zip Code Details

LEASE* 2014 GS 250	LEASE* 2014 ES 350	LEASE* 2014 LS 250
\$349 / 27 / \$3,649 MO. MOS. DUE AT SIGNING	1.9% / FINANCING UP TO 60 APR / MOS. Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed	\$349 / 27 / \$3,649 MO. MOS. DUE AT SIGNING
FIND THIS LEXUS	FIND THIS LEXUS	FIND THIS LEXUS

*Offer Details

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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.

No Current Model Offers

A "Find a Dealer" call to action will be displayed in the banner if there are no current IS model offers within the user's location, based on their zip code.

LEXUS

Owner's Resources Certified Pre-Owned

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

OVERVIEW DETAILS GALLERY OWNER BENEFITS REVIEWS CURRENT OFFERS BUILD YOURS

ALL-NEW IS
FROM \$39,065

Please check with your local dealer to learn about offers for this vehicle.

MORE TO CONSIDER
OTHER VEHICLE OFFERS

*Zip Code Details

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.

*Offer Details

LEASE* 2014 ES 350
1.9% / FINANCING UP TO 60 APR /
MOS. DUE AT SIGNING
Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed.

*Offer Details

LEASE* 2014 LS 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.

*Offer Details

INFORMATION ABOUT CONTACT SHOPPING TOOLS SPECIAL OFFERS ACCESSORIES ADDITIONAL SITES CERTIFIED PRE-OWNED ENGINEERING AMAZING FIND US ON FACEBOOK FOLLOW US ON TWITTER

LEXUS

OVERVIEW DETAILS GALLERY OWNER BENEFITS REVIEWS CURRENT OFFERS **BUILD YOURS**

ALL-NEW IS
FROM \$39,999

Please check with your local dealer to learn about offers for this vehicle.

MORE TO CONSIDER
OTHER VEHICLE OFFERS

*Zip Code Details

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.

*Offer Details

LEASE* 2014 ES 350
1.9% / FINANCING UP TO 60 APR /
MOS. DUE AT SIGNING
Expires 9/13/13. 60 Monthly Payments of \$17.48 per \$1,000 Financed.

*Offer Details

INFORMATION ABOUT SHOPPING TOOLS SPECIAL OFFERS ADDITIONAL SITES CERTIFIED PRE-OWNED FIND US ON FACEBOOK

LEXUS

IS / CURRENT OFFERS ▾

Please check with your local dealer to learn about offers for this vehicle.

MORE TO CONSIDER
OTHER VEHICLE OFFERS

*Zip Code Details

LEASE* 2014 GS 250
\$349 / 27 / \$3,649
MO. MOS. DUE AT SIGNING
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*Offer Details

INFORMATION ABOUT SHOPPING TOOLS SPECIAL OFFERS ADDITIONAL SITES CERTIFIED PRE-OWNED FIND US ON FACEBOOK