

CASE STUDY: LEXUS

Industry: Automotive

Introducing Lexus to the South African market

Uber-premium vehicle brand Lexus has set the benchmark for luxury car showrooms, taking cues from boutique hotels and first-class lounges. An upper-premium brand owned by Toyota, Lexus first turned heads on South African roads in 1995. Today, using standalone showrooms, Lexus wanted to separate itself from Toyota in consumers' minds, ensuring that it is seen as an independent, premium brand. And so, we got to work.



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The pursuit of perfection

We were approached by Lexus to help bring a Japanese prototype of the retail environment to South Africa, using local construction methods and materials. The development of the new Lexus dealerships coincided with a repositioning of the brand that had recently expanded to include more cars in their premium range. Our primary goal was to design a Lexus showroom that would set a new standard of excellence locally, while accommodating a pre-owned outlet and service-centre facility. Staying true to the brand positioning, the dealership was designed to exude a feeling of luxury, class and sophistication, similar to the experience of a five-star hotel. Superior service was made paramount and personal attention the primary objective.



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L is for luxury

The end result of our work was a clean, minimalist environment that serves as a backdrop and does not detract from the focus of the vehicles. More than a dealership, the flagship outlet – Lexus Fourways – embodies sophisticated elegance and presents an unrivalled retail environment. The attention to detail has transformed the customer experience into something refined, intimate and personal, with special attention paid to the way staff interact with customers. The new Lexus showrooms have transformed buying a vehicle into an exclusive, arresting, multi-sensory experience.

"We believe that the dealerships reflect our goal: the pursuit of perfection. It's a very special environment that hints at the rare refinement of the Lexus brand."
– Brian Hastie, Senior Manager, Lexus South Africa

