

Customers Vying for Drives of New Lexus HS 250h Hybrid

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TORRANCE, Calif. (July 9, 2009) — The 2010 Lexus HS 250h, which will be available later this summer, is the world's first luxury car available with only a hybrid engine. It will be a driving experience like none other, and customers are hoping to win some time behind the wheel in the DriveHS.com promotion.

Customers are posting their profiles and a statement about why people should vote for them on DriveHS.com, then encouraging their friends, family, and even strangers, to vote for them. The top vote-getter will get a one-year lease of a HS 250h, a weekend at a Fairmont Resort and a Lexus Hybrid Living gift package. The other top 100 vote-getters will get a week-long drive of the HS and a Lexus Hybrid Living gift package.

Additionally, every person who submits a vote will be entered into a random drawing to also win the use of an HS for a year.

"There's no other luxury car like the HS 250h hybrid and we know that people who get behind the wheel will be amazed by its innovation, luxury and sustainability," said Dave Nordstrom, Lexus vice president of marketing. "This promotion is an opportunity to introduce people to the HS and it gets them excited about the possibility of driving it."

To showcase the promotion, Nordstrom is featured in a video on DriveHS.com that explains the promotion, urges customers to sign up, and gives some tips on how to generate votes. Some of the ideas include hosting a voting party, joining facebook.com/lexus to do some campaigning, and posting a video on YouTube.

Response to the contest has been strong, with the winners being determined when the contest closes July 31.

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