



2024 ELITE OF LEXUS PROGRAM RULES

PROGRAM DATES

January 3, 2024–January 2, 2025 ("Program Period")*

PARTICIPANTS

All eligible Lexus Dealer Principals, Responsible Executives and designated certified associates may earn recognition based upon meeting all dealership program requirements and earning Area General Manager approval. Sales Department teams and Service Department teams (Parts & Service) may be recognized independently in those instances when the dealership does not win the overall award but the department team meets or exceeds Dealership Elite Criteria, as detailed below, and earns Area General Manager approval. The departmental performances of a primary dealership and its companion dealership are not combined.

DEALERSHIP ELITE CRITERIA

A dealership must achieve all Dealership Elite Criteria, as detailed below, and be approved by both its Area General Manager and Lexus to be recognized as a winning dealership. If a dealership also has a companion dealership, primary and companion dealerships may earn Elite of Lexus status separately (performance is not combined).

SALES TEAM (NEW & L/CERTIFIED)

• New-Vehicle 12-Month Non-Fleet Sales Qualifier*	95.0%
• Sales Efficiency	100.0%
• L/Certified 12-Month Sales Qualifier*	95.0%

SERVICE TEAM (PARTS & SERVICE)

• Customer Pay Repair Order 12-Month Volume Growth Qualifier	One more than previous year
• Dedicated Lexus Diagnostic Specialist (DS) Qualifier	
• Participation in Lexus Customer Convenience System (LCCS)	
• Program Service Retention:	
• Above Overall National Benchmark	80.0%
OR	
• Above Area Service Component Criteria Benchmark	Varies by Area

DEALERSHIP FACILITY CRITERIA

Dealership facility must currently meet Lexus Vision USA program requirements as outlined on lexusvisionusa.com. (See Definitions section on page 2 for more details.)

AREA APPROVAL

Dealership must obtain Area General Manager nomination and meet key Lexus operational standards.

2024 ELITE OF LEXUS PROGRAM DETAILS & DEFINITIONS

AWARDS

Each winning Lexus dealership receives the impressive custom-designed Elite of Lexus dealership trophy to display as a symbol of achievement.

- Dealer Principals or Responsible Executives, as listed on the Lexus Dealer Agreement, of winning dealerships receive an invitation to attend a prestigious recognition trip. For Dealer Principals or Responsible Executives of both primary and companion dealerships, only one trip is awarded. If the Dealer Principal or Responsible Executive of a winning dealership is unable to attend, then individual(s) designated as the Approved Automotive Operator or General Manager, as named in the Lexus Dealer Agreement, may be considered for attendance at the discretion and approval of Lexus.
- The Dealer Principal and General Manager, as well as each designated certified associate, of winning Lexus dealerships each receive Award Points to be redeemed for a personal recognition award.
- Each designated certified associate of winning Sales and Service teams, whose dealership does not win overall recognition receives Award Points to be redeemed for a personal recognition award. Primary and companion dealerships will win departmental Elite of Lexus awards separately.
- **All designated associates included in Staffmaster must be certified at winning Lexus dealerships or winning departments as of December 31, 2024, in order to receive Award Points.**
- If a designated certified associate is tied to more than one winning Lexus dealership, that associate will be awarded for the role and dealership where he/she is enrolled in the Lexus Certification Training Program as of December 31, 2024. If a Dealer Principal or General Manager is associated with more than one winning Lexus dealership, the following rules will be applied, in the order as shown below, to determine for which dealership the role will be awarded:
 1. Dealership with the highest winning level
 2. Primary dealership over CCO dealership
 3. Dealer Code numeric order
- Lexus will make 2024 Elite of Lexus Program results available no later than March 31, 2025.
- Combining of awards is not permitted.

DEFINITIONS

New-Vehicle 12-Month Non-Fleet Sales Qualifier: Each dealership receives a monthly new-vehicle sales objective from Lexus. Dealerships are measured on the cumulative, year-to-date percentage of sales objective achieved. By the end of the Program Period, a winning dealership must have achieved at least 95.0% of its cumulative, 12-month new-vehicle sales objective.*

Sales Efficiency: Each dealership must reach a sales benchmark of 100.0% or above as measured by the October R-12 calculation reported in the December Lexus Dealer Performance Summary.

L/Certified 12-Month Sales Qualifier: Each dealership receives a monthly L/Certified sales objective from Lexus. Dealerships are measured on the cumulative, year-to-date percentage of sales objective achieved. By the end of the Program Period, a winning dealership must have achieved at least 95.0% of its cumulative, 12-month L/Certified sales objective.*

Customer Pay Repair Order (CPRO) 12-Month Volume Growth Qualifier: Dealerships will be measured on their cumulative year-to-date CPROs achieved. By the end of the Program Period, a dealership must have achieved one more RO than what was achieved its previous year in CPRO volume, which will be pulled from the year-end National Service History.

Dedicated Lexus Diagnostic Specialist (DS) Qualifier: A Dedicated Lexus DS is a leader of the dealership's technical team; the role serves to oversee the quality of all the maintenance and repair work in the Service Department. Additionally, the Dedicated Lexus DS is the primary technical contact between the dealership and Lexus. Key responsibilities include, but are not limited to, the following:

- Establishing and maintaining a quality-control system
- Monitoring the pre-delivery service process
- Diagnosing difficult-to-resolve vehicle concerns and coordinating repairs
- Communicating, documenting and submitting product reports to Lexus on vehicle concerns
- Working with guests to ensure their concerns are fixed right the first time
- Assisting Service Consultants in gathering complete guest concern information
- Achieving and maintaining "Master Automobile Technician" Automotive Service Excellence (ASE) certification

Note: Lexus Area Offices will verify each dealership has a Dedicated Lexus DS using the above outlined job criteria.

Lexus Customer Convenience System (LCCS): Dealerships are required to participate in the LCCS program and adhere to all LCCS policies. Participating dealerships must maintain a monthly minimum fleet of LCCS-enrolled Lexus Service Loaner Vehicles to be determined based on the dealership's annual CPRO volume and communicated by the dealership's Area Office. In addition, dealerships will have a viable policy in place that provides a loaner vehicle to eligible Lexus service guests, regardless of where the vehicle was purchased. Dealerships not participating in the LCCS program will be ineligible to win Elite of Lexus status.

Service Retention: Dealers will be provided a monthly report detailing their Overall Service Retention Score and the three components that make up the Overall Service Retention calculation (Sales, Service and Applicable Inactive in PMA UIO). By the end of the Program Period, a winning dealer must have a score equal to or greater than the Overall National benchmark, or a score equal to or greater than the Area's Service Component Criteria benchmark. The year-end score will be as of November 2024, and the report will be published in January 2025.

Dealership Facility: Lexus strives to be "best in market" in dealership facilities and exceed guest expectations. Each dealership must meet the current Lexus Vision USA design standards. In addition, each dealership must comply with annual Dealership Facility evaluations conducted by Lexus Area Office representatives that focus on building, acreage, signage and general appearance in accordance with requirements outlined on the Lexus Vision USA Dealer Facility website www.lexusvisionusa.com. Lexus Area Offices will periodically track each dealership's progress in meeting these guidelines.

TERMS AND CONDITIONS

- To be eligible, Lexus dealerships must be open for business on or before January 3, 2024, through January 2, 2025.
- If a "buy/sell" occurs within the program dates, the newly assigned dealership is not eligible. Designated certified associates will be eligible to win Elite of Lexus status if all qualifying criteria are met and at least 51% of the designated certified associates remain employed under the new ownership.
- All dealerships and departments are subject to review, audit and approval by Lexus.
- To be eligible for program awards, designated certified associates must be employed by the winning dealership or department at year-end and at the time of award issuance.
- All Dealer Principals or Responsible Executives, as named in the Lexus Dealer Agreement, must own and/or operate the winning dealerships at year-end and at the time of award issuance.
- Certain sales transactions do not count toward attainment of the program sales objective; e.g., fleet sales are excluded. Please refer to the Lexus Retail Sales Reporting Policy to determine eligible units.
- Awards are not transferable. No substitutions are allowed.
- Winners are responsible for all applicable taxes associated with any program awards.
- All federal, state and local laws apply. Void where prohibited or restricted by law.
- Only dealerships that have achieved Elite of Lexus status by meeting all Dealership Elite Criteria and receiving Lexus and Lexus Area Office approvals may advertise themselves as Elite of Lexus dealerships. Any advertising may be conducted, however, only during the calendar year following the year for which Elite of Lexus status was obtained (i.e., 2024 Elite of Lexus dealerships may advertise their Elite of Lexus status during calendar year 2025 only). Current Elite of Lexus dealerships may also advertise past years' achievements of Elite of Lexus status only in the years that are consecutive with the present year's recognition (e.g., "2020, 2021, 2022, 2023 and 2024"). Dealerships may not advertise departmental Elite of Lexus awards.
- **Lexus reserves the right to cancel, amend or revoke this program or any portion of this program at any time without prior notice.**

*Unit sales will be based on Lexus year-end sales close date.