

LEXUS of Chatswood



Life & Luxury



Issue 6 - April 09

THE RX FACTOR

Welcome to the Autumn edition of our Life and Luxury Newsletter.

A frenetic start to the year has seen the successful run-out of the previous generation RX, Australia's best selling Lexus, and the launch of the amazing, all-new RX350 at Sydney's playground, the stunning Luna Park.

The next few months promise to be equally busy as we prepare to host over 500 clients at our legendary Lexus Golf Days at the challenging and picturesque Terrey Hills Golf & Country Club.

In this issue's My Lexus, we meet Lexus owners Paul and Rosemary Koenig, who have recently taken delivery of their all new RX350. We also have some great news on Government Tax Breaks for business owners, and review a great Easter Holiday destination on the mid north coast.

I'm often being asked how well our business is performing during these challenging economic times, and as Simon McCarroll, Dealer Principal, mentioned at the RX350 launch, Lexus was born during our last major economic downturn in 1990. Of course, our brand and our dealership survived and prospered based on the philosophy of the "Pursuit of Perfection", something that defines both our range of vehicles, as well as the key mantra of treating every client like a Guest in our own Home.

We look forward to welcoming you at our home over the next few months to view the upgraded 2009 range of Lexus vehicles and to take advantage of the exceptional offers that are currently available.

Enjoy this issue and thank you for your valuable feedback on previous editions. It is certainly appreciated.

Daniel Odman
General Manager



inside

- My Lexus - Paul Koenig
- Vodafone Shop
- Autumn Racing Carnival
- Tax Breaks
- Golf Day Dates Announced
- Easter Drive

NEXT GENERATION RX ARRIVES AT CHATSWOOD

Lexus has launched its first all-new RX model to the Australian public since 2003.

From its exterior design, to interior features, the next generation RX has been designed with efficiency, safety and comfort top of mind.

The exterior design delivers a very low 0.33 coefficient of drag that, when combined with the all-new six speed gearbox, AWD system and improved engine, delivers a seven per cent improvement in fuel efficiency.

Further efficiencies in the climate control, electrical systems, interior packaging and body construction add to the overall improved efficiency of the new model. All these improvements were made without sacrificing occupant comfort and safety.

The RX features a raft of new interior functions, headlined by the new Lexus Remote Touch navigation system.

Located on the centre console, the Lexus Remote Touch system is intuitive and reduces occupant eye movement away from the road by up to 30 per cent, while also increasing navigation screen visibility.

Safety was also paramount for the all-new RX. The new model features a reversing camera, wide-view side camera*, parking sensors*, a pre-crash safety system and an all-new VDIM system, meaning the RX continues to lead the field in safety.



Available for personal previews at the dealership NOW!



Life & Luxury

My Lexus:

Paul & Rosemary Koenig

Paul Koenig and his wife Rosemary have just taken delivery of their new RX 350 Sports Luxury. They chose a white exterior with black interior with the full Mark Levinson sound system.

As a partner with global accountancy firm PWC, Paul recently finished a three year secondment in Germany. So you would expect some loyalty to the German brands.

And as the owner of six cars in the family, Paul has had a chance to compare cars and dealerships. He says Lexus of Chatswood wins hands down.

"My wife is the boss over this decision. It is her car and her previous Lexus experience was the clincher for us," says Mr Koenig.

"Unfortunately we had a thief break into our previous Lexus and smash the rear window on a Friday night, while I was still overseas. I received a frantic call from my wife. I suggested she call the team at Lexus of Chatswood expecting to be told to come by next Monday and have the window repaired."

"However by Saturday we had a replacement vehicle delivered to our home and the damaged car was quickly repaired and returned to us as good as new."

"This is by far the best service I have ever experienced," says Paul. He says the new generation RX 350 ticks all the boxes.

"There is no options lists which doubles the list price. Instead all the features you want are already included."

The final word goes to Paul's wife Rosemary, who values the Lexus reliability and personal service.

"It's as if they know what it's like to be a mum!"



Rosemary Koenig



LEXUS ROADSTER UNVEILED

Lexus has revealed a convertible version of its LF-A super car concept at the 2008 Detroit Motor Show - dubbed the LF-A Roadster. The LF-A Roadster is based on the sturdy yet lightweight carbon-fibre and aluminium body used for the LF-A coupe, which helps maintain the structure's strength and rigidity even without a top. Like its coupe counterpart, the LF-A Roadster is powered by a high-revving V10 engine that approaches 5.0 litres in displacement. Styling of the LF-A Roadster draws from the Lexus L-Finesse design philosophy, with a compact, low-profile and aerodynamic front end.



LF-A



Aaron Beves
Vodafone Shop Manager

NEW VODAFONE SHOP

Lexus of Chatswood is proud to announce the establishment of its very own Vodafone shop, located within the dealership. Manager, Aaron Beves says it makes sense to match the right phone with the Lexus bluetooth on-board systems. The shop also offers bill analysis to check whether customers are paying too much with their current network provider.

"We are able to offer our customers exclusive rates and if they sign a 24 month contract, they will receive a \$100 cashback," says Mr Beves. The Vodafone Shop, located in the service centre, is not just for Lexus customers but will be available to local businesses as well.



Places to take your Lexus

Sydney Royal Easter Show - Sydney Olympic Park 9th - 22nd April

The Show is one of the great calendar events in Sydney and brings together everything that is Australian - from country to city."

Individual tickets from \$21.50 www.eastershow.com.au

Autumn Racing Carnival 7th March - 25th April

"The Autumn Racing Carnival brings together 120 race meetings and a host of social events and celebrations. Don't miss the David Jones Australian Derby Day on Saturday 11th April at Royal Randwick.

Tickets from \$8 www.autumnracingcarnival.com.au

Treasures of Sydney Observatory - The Rocks 19th April, 10am - 8pm

"History and stargazing guided tours include stories of the instruments that were used to map both the skies and the land by great explorers and astronomers.

www.sydneyobservatory.com.au

the pursuit of perfection

NEW LINK WITH BUSINESS CHAMBER

Lexus of Chatswood is an active member of the Australia-Israel Chamber of Commerce and General Manager Corporate Business, Lee Roberts, has just been appointed a non-executive member of the Chamber's board.

The Chamber is regarded as Australia's pre-eminent business networking organisation representing both large companies and SMEs from across the CBD from a diverse range of industries such as banks, telcos, IT, property, insurance, finance, law, FMCG, and accounting.

CEO Anthony Hollis says that the Chamber provides a forum for senior business leaders to engage with their peers through more than 50 events a year ranging from lunches for more than 800+ people to private boardroom events for 20. The Chamber also supports the next generation of business leaders through its Young Business Forum and mentoring programs aimed at the 20-35 year old demographic of professionals and entrepreneurs.

Mr Hollis says that in tough economic times there is a tendency to bunker down, reduce costs and shrink staff. However, he warns that this may be counter-productive in the long term.

"We believe that it is more important than ever to keep one's personal and business profiles elevated, to meet with key influencers from business, politics, academia and philanthropy, and to engage in thought leadership discussions in order to engender a more competitive and compassionate society," he said.

"The Chamber is proud to be associated with organisations and brands, such as Lexus of Chatswood, which share our values of professionalism, quality, innovation and discretion."

For further information about membership opportunities or the Chamber's programs, go to www.aicc.org.au



Lee Roberts addresses an AICC meeting.

TAX BREAKS

Following from an initiative by the Commonwealth Government, business owners may be entitled to a bonus 30% tax deduction when purchasing a New Lexus vehicle. Under the proposed legislation, new vehicles purchased between 13/12/08 and 30/6/09 will receive a once off 30% tax bonus.

The legislation is designed to encourage businesses to buy new assets.

The Investment Allowance applies on the capital cost of the asset and is claimed in the first year the asset is delivered and ready for use.

We strongly recommend that customers seek their own professional advice and confirm the best option for their individual circumstances.



ITS TIME TO TEE OFF

Planning for the ever popular Lexus of Chatswood Golf Days is well in hand with the dates set for May 7th, 19th and 21st. Please put these dates in your diary now!

Once again we will be using the wonderful facilities at the Terry Hills Golf and Country Club. As well as 18 challenging holes, Lexus owners will enjoy great prizes, excellent catering and free golf carts.

The invitations will be mailed to any owners with a Lexus still under new car warranty. If your car is outside a new car warranty and you still want to attend, why not trade up now to be eligible for what is always a memorable day.



RX LAUNCH AT LUNA PARK

More than 550 people attended the exciting "Lexus of Chatswood" launch of the new generation RX 350 held at Luna Park in March.

Three sessions were held during the day and evening at the Crystal Ball Room.

Most who attended were amazed at the level of new technology and features included as standard items on the new generation RX.

There were also many comments from customers about the safety and quality improvements evident in the new car.

The new RX 350 is slightly longer and wider than its predecessor, which creates an even better handling experience. Sales have been brisk and the level of interest remains high with many visitors at the launch booking test drives.

For your chance to experience the new Generation RX up close and personal call 1300 798 418.





Life & Luxury



TEA GARDENS HAWKS NEST OFFERS THE BEST OF BEACH RIVER AND BAY



Lexus owners looking for an Easter break need to go no further than the twin holiday towns of Hawks Nest and Tea Gardens.

Just 2 hours freeway drive north from Sydney, the townships offer a choice of leisure activities to meet every taste.

Bennetts Beach off Hawks Nest is renowned for its pristine water quality, excellent beach fishing and regular visits by dolphins.



The Yacabba Headland, which forms the northern entrance to Port Stephens, offers a challenging climb, but rewards your efforts with amazing views in every direction from the summit.

The singing bridge links the two towns and crosses the famous Myall River.

Travel this waterway on a hire boat or charter cruiser to the beautiful and unspoilt Myall Lakes, considered by some to be a boating wonder of the highest order.

Amazing tree ferns and tea trees form the river boundary as it winds up the coast, with the water becoming less salty as you travel towards the freshwater lake system.



In Tea Gardens there is now a respectable choice of excellent places to eat, including open air cafes and restaurants.

While the pub and local chinese restaurant offer a great feed, don't miss a chance to dine at the historic Tillermans Restaurant, recently recognised by the Restaurant and Catering Association for its fine cuisine using fresh local produce.

For more information go to:
www.teagardenshawksnest.com
www.HawksNestBeachRealty.com.au
www.tillermans.com.au



FREE EASTER HOLIDAY INSPECTION

As a special offer we invite you to bring your Lexus into the Lexus of Chatswood Service Centre for a FREE holiday service inspection. Make sure your vehicle is in top condition before embarking on your Easter holiday road-trip.

Call 9406 8388 to book in for this special offer.
Bookings are essential and this offer only applies to customers dropping off their vehicle.



932 Pacific Highway Chatswood NSW 2067 Ph: 1300 798 418
e: contact@lexusofchatswood.com.au w: www.lexusofchatswood.com.au