



# BUILD THE NICHE LUXURY EXPERIENCE THAT ELEVATES THE STANDARD



LEXUS IS PARTNERING WITH AGI:

BUILDING AN ENVIRONMENT TO SERVE GUESTS AND INSPIRE MULTIPLE NICHE PRODUCT LINES.

THE SALES AREA BECOMES AN INTERACTIVE SPACE THAT ADAPTS SEAMLESSLY TO THE DRIVER'S LIFESTYLE AND PLACE.

THIS TAILORED EXPERIENCE FOSTERS DEEPER CONNECTIONS, GUIDING CUSTOMERS THROUGH AN IMMERSIVE JOURNEY THAT ULTIMATELY LEADS TO A CONFIDENT AND PERSONALIZED TRANSACTION.

DESIGNED TO SUPPORT DEALERS AT EVERY STAGE OF PLANNING, DESIGN, AND EXECUTION - PROVIDING FLEXIBLE, TURNKEY SOLUTIONS ALIGNED CONSISTENTLY WITH THE LEXUS LUXURY EXPERIENCE BRAND VISION.



# STEP ONE

## SUPPORTING YOUR DESIGN

1. ENGAGE WITH AGI VIA [WWW.NICHELUXURYLEXUS.COM](http://WWW.NICHELUXURYLEXUS.COM)
2. TRAINED ASSOCIATE TO SUPPORT UNDERSTANDING NICHE LUXURY NEEDS
3. SCHEDULE AN ONSITE MEETING
4. CREATE A SITE ASSESSMENT
5. CONCEPT DESIGN
6. SIZE, FIT AND FINISH
7. 3D RENDERING OF SPACE

# STEP TWO

## CHOOSE YOUR PRODUCTS

1. ENGAGE WITH AGI TO DETERMINE PRODUCT NEEDS
2. DECIDE ON PRODUCTS FOR SPACE (SEE KIT OF PARTS OPTIONS BELOW)
3. DETERMINE DESIGN LOOK & FEEL (MANY TO CHOSE FROM)
4. DEVELOP DELIVERY AND INSTALLATION SCHEDULE

# STEP THREE

## TURNKEY

1. DEALER LIAISON
  - CORP APPROVALS
  - MANAGING ARCHITECT/GC
  - MILESTONE COMPLIANCE
2. PROCUREMENT MANAGEMENT
  - DESIGN COORDINATION
  - BUDGET REVIEWS
  - PERMIT OVERSIGHT
  - REPORTING
3. FULL PROJECT COORDINATION
  - ONSITE VISITS
  - STAKEHOLDER COORDINATION
  - CONSTRUCTION SCHEDULE MGT
  - LEXUS COMPLIANCE
  - PROJECT CLOSEOUT
  - AS BUILTS AND WARRANTY
4. COMPREHENSIVE DEALER SOLUTION

STEP ONE: DESIGN

# PLANNING & CREATIVE PACKAGE

AGI'S TEAM OF INDUSTRY LEADING EXPERTS WILL COME TO YOUR SITE AND WORK WITH YOU, PROVIDING:

1. ONSITE ARCHITECTURAL DESIGNER
2. SITE ASSESSMENT
3. LOCATION PLANNING
4. DEALER ALIGNMENT & VISION
5. SPACIAL NEEDS
6. CONCEPTUAL DESIGN
7. FF&E PACKAGE
8. 3D RENDERING OF SPACE
9. 3D FLY-THRU

**PLANNING AND DESIGN PACKAGE**  
SERVICE \$12,000

ENGAGE WITH AGI VIA [WWW.NICHELUXURYLEXUS.COM](http://WWW.NICHELUXURYLEXUS.COM)

**Material Sample Overview**

- A3 - Chrome
- A2 - Ceramic Tile
- A1 - Oak Wood
- A4 - Black HPL
- A5 - Black Paint
- A6 - Black Leather
- A7 - Black Fabric
- A8 - Copper Accent
- A9 - Black Saple Veneer
- A10 - Black Marble

**FINISH SCHEDULE**

CODE	MATERIAL	MANUFACTURER	PRODUCT	COLOR	DIMENSION	LOCATION	ADDL INFO	WEB LINK
T-1	STONE TILE	PANTHEON TILE	BOLLEVIARD	MATTE 420-1203	48" x 48"	FLOOR	STACK BOND	<a href="#">http://www.panttheon.com/Products/Stone-Tile/48x48-Matte-420-1203.aspx</a>
G-1	GROUT	MAPEI	RETRO	MOONBEAM S21	1/8" JOINT	FLOOR		<a href="#">http://www.mapei.com/Products/Grout/RETRO-MOONBEAM-S21.aspx</a>
B-1	EXTRUDED ALUMINUM	FRY REGLET	FLUSH REVEAL BASE	MATCH WALLS	5/8" CHIP WITH 1/2" REVEAL	WALL BASE	DRIBBLE/RESIS400	<a href="#">http://www.fryreglet.com/Products/Flush-Reveal-Bases/Flush-Reveal-Bases.aspx</a>
P-1	PAINT FINISH	BENJAMIN MOORE	INTERIOR EGG SHELL	FOG MIST (OC-31)		WALLS		<a href="#">http://www.benjaminmoore.com/Products/Interior-Paints/Interior-Paints.aspx</a>
P-2	PAINT FINISH	BENJAMIN MOORE	FLAT	MOUNTAIN PEAK WHITE (OC-121)		CELANGES		<a href="#">http://www.benjaminmoore.com/Products/Interior-Paints/Interior-Paints.aspx</a>
P-3	PAINT FINISH	BENJAMIN MOORE	FLAT	WASH NEUTRAL (2134-30)		CEILING COVES		<a href="#">http://www.benjaminmoore.com/Products/Interior-Paints/Interior-Paints.aspx</a>
WC-1	STONE	EL DORADO	CLIFFSTONE	MANZANITA		COFFEEBAR / DRY FOUNTAIN	AT WALLS PER ELEVATIONS	<a href="#">http://www.eldorado.com/Products/Cliffstone/Cliffstone.aspx</a>

**LEXUS** | PRELIMINARY | AGI | Floor Diagram (Zen Bamboo) | Lexus Luxury Experience | A-2



# STEP TWO: CHOOSE YOUR PRODUCTS

AGI'S PRODUCTION TEAM WILL DEVELOP AND CUSTOM TAILOR:

<b>1. DIGITAL WALL</b> (INCLUDES INSTALL CONFIGURATION & 5 YR WARRANTY)		
DEALER TO WORK WITH LEXUS CORP FOR PURCHASE		
<b>2. HERITAGE PENDANT LIGHT</b> (CUSTOM COLORS AVAILABLE)		
PRODUCT \$9,441	INSTALL \$4,500	
<b>3. HERITAGE WALL</b> (CUSTOM COLORS AVAILABLE)		
PRODUCT \$35,570	INSTALL \$10,000	
<b>4A. CONFIGURATOR TABLE ILLUMINATED</b> (CUSTOM COLORS AVAILABLE)		
PRODUCT \$23,031	INSTALL \$3,000	
<b>4B. CONFIGURATOR TABLE NON-ILLUMINATED</b> (CUSTOM COLORS AVAILABLE)		
PRODUCT \$21,159	INSTALL \$3,000	
<b>5. GIDM CONFIGURATOR WALL</b> (CUSTOM COLORS AVAILABLE)		
PRODUCT \$38,690	INSTALL \$13,500	



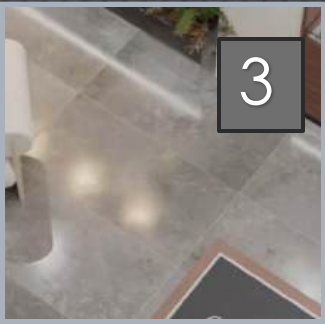
ENGAGE WITH AGI VIA [WWW.NICHELUXURYLEXUS.COM](http://WWW.NICHELUXURYLEXUS.COM)

PRODUCT LEAD TIMES OF 12-14 WEEKS, EXPEDITED LEAD TIMES AVAILABLE UPON REQUEST. INSTALLATION PRICING ASSUMES MULTIPLE PRODUCTS BUNDLED P/SITE TO MAXIMIZE SPECIALIZED LABOR, ASSEMBLY AND INITIALIZATION

# STEP TWO (CONT): CHOOSE YOUR PRODUCTS

AGI'S PRODUCTION TEAM WILL DEVELOP AND CUSTOM TAILOR:

<b>1. FEATURE WALL</b> (CUSTOM DESIGNS & SIZES AVAILABLE)	
PRODUCT \$TBD CUSTOMIZABLE BY DESIGN	INSTALL \$TBD CUSTOMIZED BY DESIGN
<b>2. CEILING SYSTEM</b> (CUSTOM COLORS AVAILABLE)	
PRODUCT \$45 P/SQ FT	INSTALL \$TBD CUSTOMIZED BY SIZE
<b>3. FLOORING</b> (CUSTOM COLORS AVAILABLE)	
PRODUCT \$30 P/SQ FT	INSTALL \$TBD CUSTOMIZED BY SIZE
<b>4. CUSTOM DOOR ENTRY</b> (CUSTOM SIZING & STYLES AVAILABLE)	
PRODUCT \$TBD CUSTOMIZABLE BY DESIGN	INSTALL \$TBD CUSTOMIZED BY DESIGN
<b>5. AMENITIES ISLAND W/MILLWORK</b> (CUSTOM COLORS AVAILABLE)	
PRODUCT \$15,197	INSTALL \$7,500
<b>6. REFRESHMENT BAR/BACK WALL</b> (CUSTOM COLORS AVAILABLE)	
PRODUCT \$21,848	INSTALL \$15,000
<b>7. SEATING &amp; RUG</b> (CUSTOM COLORS, STYLES AND QTYS AVAILABLE)	
PRODUCT \$TBD CUSTOMIZABLE BY DESIGN	INSTALL \$N/A



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STEP THREE:

# TURNKEY SERVICE PACKAGE

- DEALER LIAISON
  - COORDINATING LEXUS CORPORATE APPROVALS
  - MANAGING DEALER ARCHITECT/ GC COORDINATION
  - MANAGING PROGRAM MILESTONES TO ENSURE TIMELY COMPLIANCE
- PROCUREMENT AND MANAGEMENT OF ARCHITECTURAL AND GENERAL CONTRACTING SERVICES
  - ARCHITECTURAL DESIGN COORDINATION
  - BUDGET REVIEWS
  - REPORTING
  - PERMIT OVERSIGHT
- FULL PROJECT COORDINATION AND MANAGEMENT
  - ON SITE VISITS (AS NEEDED)
  - KEY STAKEHOLDER COORDINATION MEETINGS
  - ISSUE RESOLUTION
  - MANAGE CONSTRUCTION SCHEDULE
  - ASSURE LEXUS COMPLIANCE
  - COMPREHENSIVE PROJECT CLOSEOUT AND WARRANTY DOCUMENTATION

