

ROYAL VIP  
*Rewards*

2017 - 2018 BENEFITS GUIDE

LEXUS OF ROYAL OAK

# Welcome.



As a consumer in today's world, your choices are endless. We appreciate the fact that you have entrusted our dealership as your personal guide throughout this exciting process. In return, we pledge the continued commitment of our staff to exceed your expectations and treat you like royalty.

Please take a few moments to learn more about the benefit of becoming a Lexus of Royal Oak Royal VIP Rewards Member.

On behalf of everyone at Lexus of Royal Oak, we would like to thank you for presenting us the opportunity to serve you. We appreciate your business, value your trust, and would like to welcome you to the family!

**Todd Richardson**  
Dealer Principal/General Manager

# Rewards.



**10%**  
IN BONUS  
POINTS

## Swipe & Save

With the swipe of your Rewards key tag or card, you will earn 10% of all qualified purchases (up to a maximum purchase amount of \$2,500) toward the purchase or lease of your next new or pre-owned vehicle from Lexus of Royal Oak.

**\$250**  
IN BONUS  
POINTS

## Family & Friends Referral Program

Our best advertisement is a satisfied Guest. If you are fully satisfied with your vehicle and our service... tell someone! You will receive \$250 in Bonus Points and a \$150 Cheque for every new Guest who purchases a vehicle from Lexus of Royal Oak.

**\$150**  
IN BONUS  
POINTS

## New Vehicle Bonus - NEW!

Royal VIP Members will receive an additional \$150 in Bonus Points when they purchase a new or pre-owned vehicle from Lexus Of Royal Oak.

**\$50**  
IN BONUS  
POINTS

## First Time Bonus

To thank you for being a Royal VIP Member, we will add an additional \$50 in Bonus Points to your earnings account the first time you use your key tag or card!

**\$100**  
IN BONUS  
POINTS

## Extra Care Protection Plan

For the peace of mind that an extended warranty offers, we recommend purchasing an Extra Care Protection Plan. If you are a Royal VIP Member you will also receive an additional \$100 in Bonus Points to your account.

**\$150**  
IN BONUS  
POINTS

## Accessory Bonus - NEW!

As a special offer for Royal VIP Rewards members, you will receive \$50 in Bonus Points when you spend \$500 on any accessories added at the time of your vehicle purchase. If you spend \$1,500 or more we will increase that bonus to \$150 in Bonus Points.  
Valid only at time of vehicle purchase.

**\$15**  
IN BONUS  
POINTS

## Warranty / Extra Care Protection Plan Visit Bonus - NEW!

When your vehicle is in for services covered by your warranty or your extra care protection plan, you will earn an extra \$15 in Bonus Points for that visit if you are a Royal VIP Member.

One bonus per visit even if you have both warranty and extra care protection plan service performed at the same visit.

**\$50**  
IN BONUS  
POINTS

## First Time Detail Bonus - NEW!

Give your vehicle the Royal treatment with either our Presidential or Vice-Presidential Details. If this is your first time booking this service and you are a Royal VIP Member, you will be rewarded with \$50 in Bonus Points.

One per member. Applies only to first appointment.

**\$50**  
IN BONUS  
POINTS

## High Kilometre Club Bonuses - NEW!

Members can earn up to \$50 in Bonus Points based on their vehicles' kilometres and service visits that total over \$200.

100,000+ km: An Extra \$25 in Bonus Points for EACH service over \$200! Or 200,000+ km: An Extra \$50 in Bonus Points for EACH service over \$200!

**\$50**  
IN BONUS  
POINTS

## Royal Ownership Experience Night Bonus - NEW!

When you purchase a vehicle, you will be invited to attend one of our Royal Ownership Experience Nights. Plus, when you present your Royal VIP Rewards key tag or card, we will award you with \$50 in Bonus Points.  
One per member.

# Gifts.

To thank you for your continued loyalty, you will earn points towards valuable gift certificates in service. When you reach these point levels in your account, you will automatically qualify to receive the corresponding gift. The best part is that no points are subtracted from your account for redeeming your certificates. They are simply our gifts to you!

Minimum Point Balance	Your FREE Gift
300	<b>\$50 Gift Certificate</b> for Parts, Service or Boutique
500	<b>\$100 Gift Certificate</b> for Parts, Service or Boutique
750	<b>\$150 Gift Certificate</b> for Parts, Service or Boutique
1,000	<b>Executive Detail</b> \$275 Value!
1,500	<b>Presidential Detail</b> \$450 Value!

Rewards and reward levels are subject to change.

# Benefits.

## ✓ Complimentary Service Detail

As a Rewards member, you will enjoy a complimentary exterior wash and interior vacuum (including windows, dash, console wipe down) with every scheduled service.

Weather conditions and circumstances permitting.

## ✓ Courtesy Shuttle Service

Let us keep your day moving with our complimentary shuttle service. When you arrive please notify your service consultant and we will get you on your way!

## ✓ Manicure or Pedicure - You Choose!

When booking your next service visit, why not schedule a manicure or pedicure on us? Simply call in advance and we will schedule your appointment with our in house esthetician.

Subject to availability, schedule in advance with your service consultant.

## ✓ Excess Mileage & Damage Waiver

Provide your sales consultant with the lease-end invoice when trading back your vehicle to Lexus of Royal Oak, and we will reimburse you up to \$250 for excess mileage or minor damage charges incurred from your lease company.

## ✓ Complimentary Service Loaners

As a special benefit for our Royal VIP Rewards members, we also have available Lexus loaner vehicles\*\* which may be used on a complimentary basis while your vehicle is in for service. Supply of these loaner vehicles is subject to availability, so please book in advance.

\* This service is available to Royal VIP members who have purchased their Lexus locally and does not apply to vehicles undergoing work in our certified body shop.

\*\* See Rules and Regulations, line 16, in our VIP Rewards Benefits Guide. Reserved for Guests whose vehicle is in for scheduled service.

## ✓ Royal Valet Service

As a Royal VIP member, we will pick up your vehicle, bring it to our shop and return it when completed.

## ✓ Windshield Chip Repair

As a special benefit, for Royal VIP members, we will repair minor windshield chips during your service visit!

## ✓ Exclusive Events & Promotions

Throughout the year, we invite our Royal VIP Rewards members to enjoy exclusive invitations to special events and promotions reserved for our top Guests. Watch your inbox for your invitation to guest appreciation events, new model previews and exclusive vehicle sales events.

# Local Savings.

At Lexus of Royal Oak, we believe in supporting our local communities. For this reason, we have launched our "Keep It Local" Merchant Partnerships.

In our effort to support our local businesses, when you present your Rewards card or key tag, you will be rewarded with exclusive, unlimited discounts with some of the area's finest merchants! It has never been so easy to support locally & save!

View All Of Our "Keep It Local"  
Merchant Partners...

[www.LexusOfRoyalOak.com](http://www.LexusOfRoyalOak.com)



Lynx Ridge GOLF CLUB



ceil's

Ed Williams  
MENS WEAR



# THE ROYAL TREATMENT



## MEMBERSHIP INCLUDES:

Access To Our Royal Lounge With Manicure And Pedicure Treatments	✓	✓
Service Detail With Every Service Visit	✓	✓
Courtesy Shuttle Service	✓	✓
Access To Our Barista Services	✓	✓
Available Express Service	✓	✓
Excess Mileage Waiver On Leases	✓	✓

## EARNINGS PROGRAM INCLUDES:

Earn 10% At Every Visit	✓	✓
Lost Key Return Service	✓	✓
Family & Friends Referral Program - \$250 in Points and \$150 Cheque	✓	✓
High Kilometre Club Bonuses - Up to \$50 in Bonus Points	✓	✓

New Vehicle Bonus - \$150 in Points		✓
First Time Bonus - \$50 in Points		✓
Extra Care Protection Bonus - \$100 in Points		✓
Accessory Bonus - Up To \$150 in Points		✓
Warranty / Extra Care Protection Visit Bonus - \$15 in Bonus Points		✓
First Time Detail Bonus - \$50 in Bonus Points		✓
Royal Ownership Experience Night Bonuses - \$50 in Bonus Points		✓
Loyalty Reward Gift Certificates	✓	✓
Exclusive Royal VIP Merchant Network Discounts	✓	✓
Travel Rewards Concierge		✓

*Plus...*

## ROYAL VIP REWARDS MEMBERS ENJOY:

Access To Special Promotions And Events		✓
Invitations To Our Annual Lexus Events		✓
Access To Loaner Vehicles While Your Lexus Is In For Service		✓
Access To Our Royal Valet Service		✓
Windshield Chip Repair		✓

LEXUS OF ROYAL OAK

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