

Published: February 10, 2012

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Lexus Dares You

By Jon Sealy | Jon Sealy/Drives Correspondent



Last weekend Lexus aired its first ever commercial during the big football game to promote the launch of the all-new 2013 Lexus GS. The ad campaign calls it a "dare—as in, this car is so good, they dare you to try it.

Locally, Lexus of Richmond has its own campaign, complete with strategic partnerships around town. On Feb. 1, Lexus of Richmond became the exclusive automotive partner for Stony Point Fashion Park, which includes six vehicle displays, among other things.

And, to piggyback off the national commercial, the dealership has filmed its own GS 350 commercial tied in with CineBistro, the luxury dinner-and-a-movie theater in the mall.

'DARE' TO TEST THE GS 350

Nhat Pham, owner of Successwerks and coordinator of the promotion for Lexus of Richmond, explained, "Lexus has always been about innovation and doing things a little differently. With the new GS 350, the goal is to bring other highline vehicle owners into Lexus. It's not an invitation;

it's a dare."

You heard it here, Mercedes and BMW owners. Take the dare, and test out the new 2013 GS 350 because the folks at Lexus are sure there's no going back.

"I've had the chance to drive it, and it really is incredible, to say nothing of the car's look," said Pham. "The way they designed the front of the car, the lights—it's edgier. It's pretty daring. One of Lexus' phrases is: 'From this car forward, there's no going back.' With the GS, there's no going back to other styles."

THE NUTS AND BOLTS OF THE GS 350

The first thing of note about the GS is its transmission, which was adopted from the IS F high-performance sedan. The GS transmission shifts more smoothly and faster for high performance. The six-speed automatic transmission comes standard with paddle shifters and sport driving functions.

Four driving modes allow you to customize your driving experience. In addition to Normal, you have ECO mode, Sport S mode and Sport S+ mode, each of which can be selected by toggling the new Lexus Drive Mode selector.

In addition to a high-performance transmission, the GS offers you the next-generation Lexus Enform 2.0, an information management system that uses mobile phone technology. Voice-enabled apps allow you to make restaurant reservations through OpenTable, purchase movie tickets through MovieTickets.com, stream Internet radio, check in on Facebook and more.

WIN A TEST DRIVE AT THE RACETRACK

Lexus of Richmond has partnered with the Virginia International Raceway (VIR) for what will prove to be 2012's ultimate car experience.

Eight winners will be drawn—two from CineBistro, two from the Lexus of Richmond Facebook page and four from area radio stations. These eight lucky individuals will enjoy the suite at the racetrack, and they'll get to take the GS on several laps around the track.

"It's almost a full NASCAR experience," said Pham. "It's our way of encouraging you to take that dare, to take the challenge and compare the GS to any other vehicle out there."

To enter the contest, visit the [Lexus of Richmond Facebook page](#). Winners will be drawn later in February.