

Fairmont & Lexus Form New Marketing Alliance

2008-07-24

The principal and most visible component of the new marketing alliance will be the use of Lexus hybrid vehicles as hotel courtesy cars at Fairmont Hotels & Resorts in the United States.

A thoughtful benefit reserved exclusively for members of Fairmont's guest loyalty program, the new fleet of Lexus hybrid vehicles, which provide greater fuel mileage with lower smog-forming emissions, will be available to conveniently transport guests around the destination while making less of an impact on the environment.

Lexus is the only luxury automaker with hybrid vehicles in its line-up and Fairmont guests will be able to travel in the style and comfort of a RX 400h hybrid luxury utility vehicle or the GS 450h, a luxury performance sedan. Both vehicles demonstrate how eco-savvy customers can enjoy making less of an impact on the earth without sacrificing luxury.

'Like Fairmont, Lexus is a flagship brand that has carved out an enviable niche within its industry, and continues to lead with a distinctive product, innovative thinking and an unyielding commitment to service excellence,' said Brian Richardson, Vice President, Brand Marketing for Fairmont Hotels & Resorts. 'The new partnership with Lexus, a like-minded brand that shares our passion and commitment to environmental sustainability, enables us to extend the luxury experience outside of the hotel and provides our guests with a dynamic new amenity and enhanced level of personal service.'

'It's clear that luxury customers want to take care of the environment, both at home and when they travel,' said Lexus Vice President of Marketing, Dave Nordstrom. 'This partnership with Fairmont allows Lexus to showcase how our hybrids strive to seamlessly blend style, comfort and luxury with sustainability.'

As part of the new relationship, both companies will also work closely on a number of exciting co-branded marketing opportunities and will extend special benefits and privileges to their respective network of frequent guests and loyal customers. A primary example is the co-branded Lexus Hybrid Living Suites, high-end accommodations geared for eco-conscious visitors which were launched earlier this spring at The Fairmont San Francisco and The Fairmont Washington, D.C. Targeting the responsible traveler, the new signature suites have been designed to be environmentally sustainable and incorporate elements such as local and organic materials and renewable resources such as bamboo. The suites also feature efficient technology such as compact fluorescent lighting, sustainable cuisine, eco-friendly paints and recycled products, not to mention complimentary use of a Lexus LS 600h L, the flagship sedan of Lexus' hybrid fleet.

Other initiatives to be explored by the brands range from exclusive travel offers for Lexus owners to dealer events and shows hosted at Fairmont properties.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article33695.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html