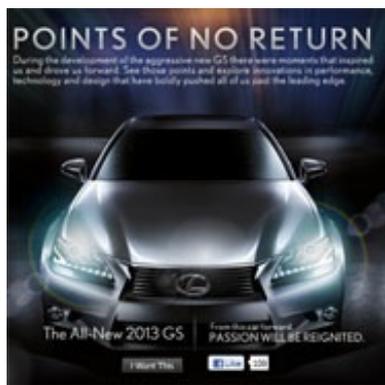


INTERNET

Lexus speeds ahead with Facebook Timeline engagement

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By RACHEL LAMB

Toyota Corp.'s Lexus is taking advantage of the new features that Facebook has to offer by using Timeline for its "points of no return" tab.

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Luxury Daily

The "points of no return" tab focuses on Lexus' GS model and the steps that it took to get the vehicle to its current version. Using the Facebook Timeline, consumers are able to see the history of the model and likely become more intertwined with the brand's history and Lexus itself.

"The strategy behind this initiative is for Lexus to be referred to as a thought leader within the social media space as Ford, Audi and General Electric have been early adopters [of] social media in recent days," said Dalia Strum, president of Dalia Inc., New York.

"The 'points of no return' concept is interesting because it not only focuses on the actual car, as well as the creation and the history associated with the car in combination with highlights from social media and technology attributes - similar to a Facebook users' timeline," she said.

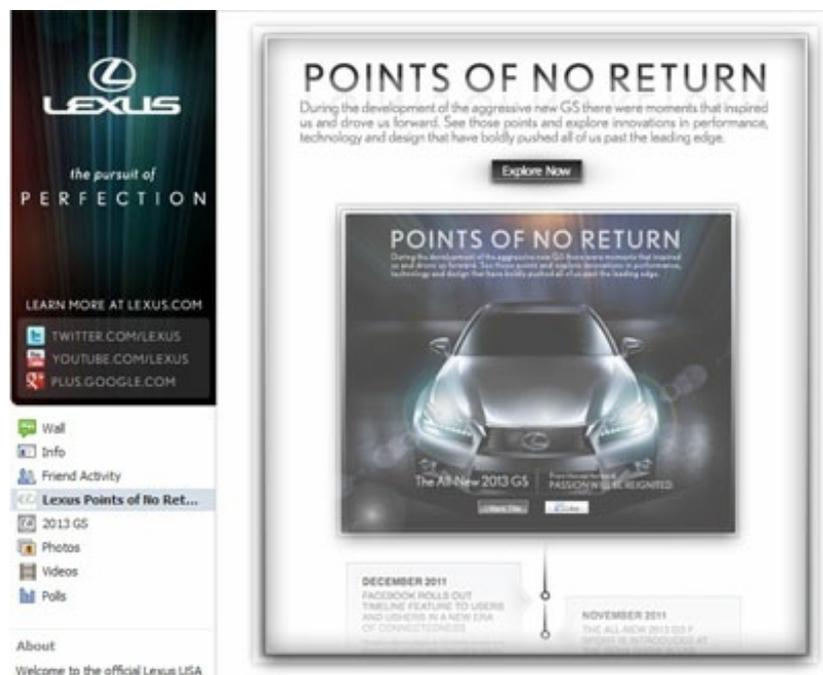
"I think this will be a seamless approach for both brands and users because it has become an inherent part of daily routine and communication."

Ms. Strum is not affiliated with Lexus, but agreed to comment as an industry expert.

Lexus could not reply by press deadline.

Good timing

Consumers who are fans of Lexus on Facebook are able to go to its page at <http://www.facebook.com/lexus> and choose the “points of no return” tab.



Lexus app

The link leads users to another page where they can see the history of the GS from its conception in 2008.

Some points of interest on Lexus’ timeline include renderings of the GS in October 2008, testing of the new GS in February 2009 and the GS 2013 debut at Pebble Beach in August 2011.

Lexus complements its company history with other points of reference such as the release of popular gaming application Angry Birds in December 2009 and the introduction of the Facebook Timeline in December 2011.

For each event, consumers can click on an icon that says “I remember this.” Along with that, customers who own a version of the GS can choose “I own this” and those who want the GS 2013 can choose “I want this.”



Lexus' Timeline

In doing so, these events are incorporated into users' timeline on their own profile. Therefore, Lexus history becomes a customer's history also, likely creating a brand advocate.

Walk the line

The new updates by Facebook this week will require a major shift in strategy for brands advertising on the platform, presenting opportunities more focused on sharing and interaction ([see story](#)).

These new features could work for any luxury brand.

Hypothetically, Chanel could create a timeline with events such as "Coco Chanel's birth," "Karl Lagerfeld becomes creative director of Chanel" and "Chanel introduces first Mademoiselle handbag collection."

Consumers could "remember," "own" or "want" products found on the timeline and Chanel could have a permanent place in their timelines.

Since birds of a feather flock together, friends of Lexus owners are likely able to buy or want products. Furthermore, when they see that their Facebook friend has an item, that

may entice purchase.

This could work with virtually any luxury brand, be it fashion, hotel or automaker.

"The value of Lexus being one of the first Timeline users is thereby displaying that they are amongst the early adopters, ready to discover what could be the next big thing and engaging their community along the way, especially through some sneak peaks, where this is the ideal outlet," Ms. Strum said.

Final Take

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