



MODEL PAGE REDESIGN

UI SPEC | VERSION 4.0

03/27/20

REVISION HISTORY

VERSION	AUTHOR	DESCRIPTION	DATE
1.0	BRIAN SONG	FIRST DRAFT	07/12/19
1.1	BRIAN SONG	UPDATED STORY MODULE RULES AND REQUIREMENTS	09/18/19
1.2	BRIAN SONG	ADD TRIM INFORMATION LAYER, OFFERS PROMO MODULE	09/23/19
1.3	BRIAN SONG	UPDATED INFORMATION LAYER, ADDED TABLE OF CONTENTS, UPDATED STYLES MODULE	10/04/19
1.4	BRIAN SONG	UPDATED ANNOTATION, ADDED CHARACTER COUNTS	11/01/19
1.5	BRIAN SONG	UPDATED INFORMATION LAYER, UPDATED STYLES MODULE	11/08/19
1.6	BRIAN SONG	VISUALIZER MODULE ADDED	11/12/19
1.7	BRIAN SONG	UPDATED CONSOLIDATION OF PROMO MODULES, UPDATED CREATIVE SPEC	11/21/19
1.8	BRIAN SONG	UPDATED LANGUAGE DESCRIPTION, UPDATED MODULE TITLE	12/16/19
1.9	BRIAN SONG	UPDATED STYLES MODULE FOR DRIVETRAINS	01/21/20
2.0	BRIAN SONG	UPDATED PROMO MODULES / OVERLAY PAGE ANNOTATIONS	01/22/20
2.1	BRIAN SONG	UPDATED VEHICLE NAV MODULE / PROMO MODULE	2/12/20
3.0	BRIAN SONG	PROMO MODULE, OVERLAY LANGUAGE	3/12/20
3.1	BRIAN SONG	ADDED IMAGE CONTAINER DIMENSIONS	3/24/20
4.0	BRIAN SONG	UPDATED ANNOTATIONS, TABLE OF CONTENTS	3/27/20

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DOCUMENT OVERVIEW

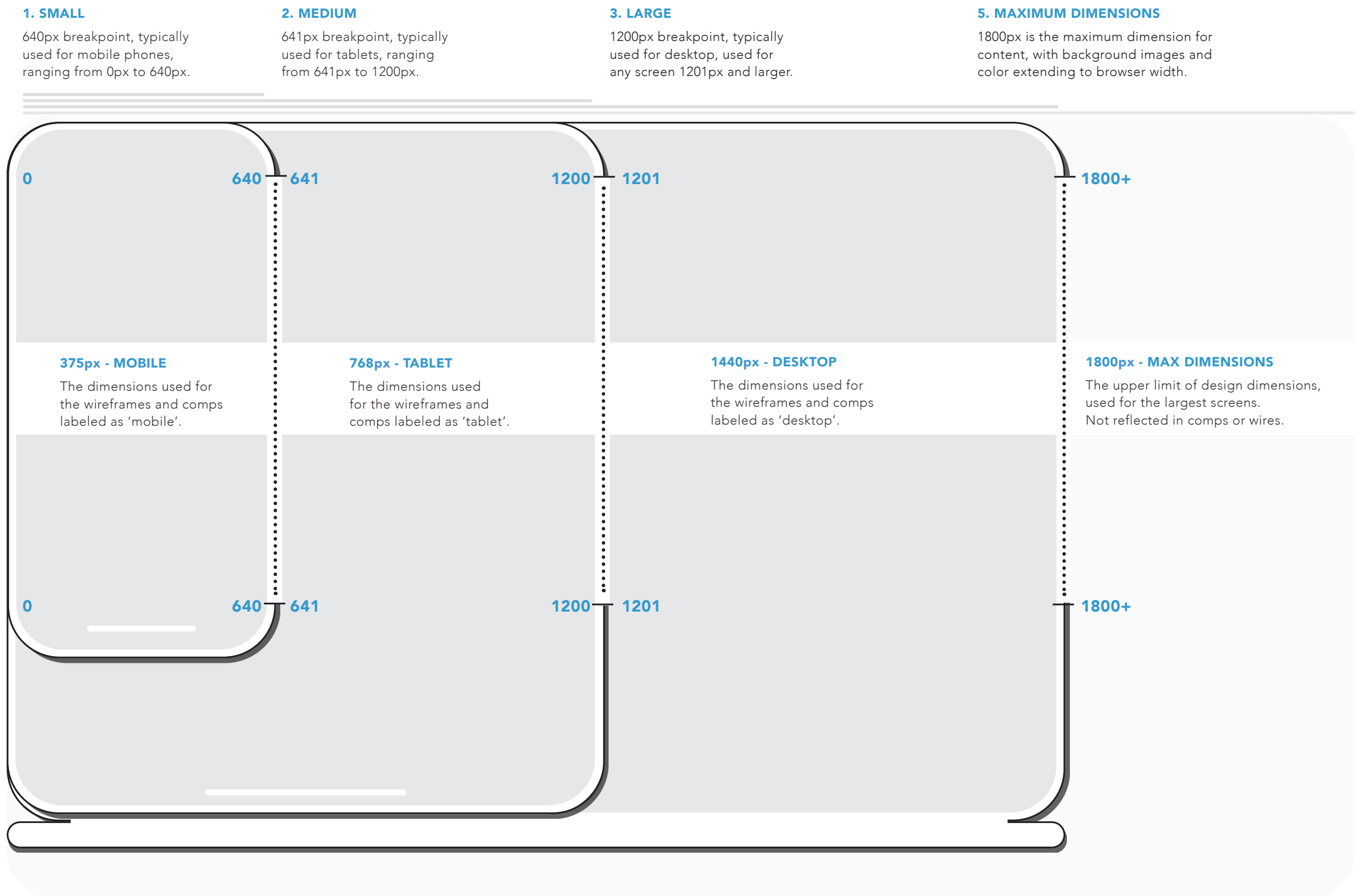
INTRODUCTION & BREAKPOINTS

STANDARD BREAKPOINTS & DESIGN DIMENSIONS

This document is meant to provide an overall description of the functionality of Lexus.com Model Page Redesign. It is a document for discussion and it is normal for it to go through several iterations until all parties agree with the specification of functionality.

Due to this iterative process, the architecture is predicated on some technical assumptions. Please provide any feedback about changes, opinions, features, or omissions so that this document can serve as a specification for development.

The wireframes and creative specs are annotated for the desktop site experience, but also provide a similar flow and functionality for mobile versions of the site, which are illustrated within this document.

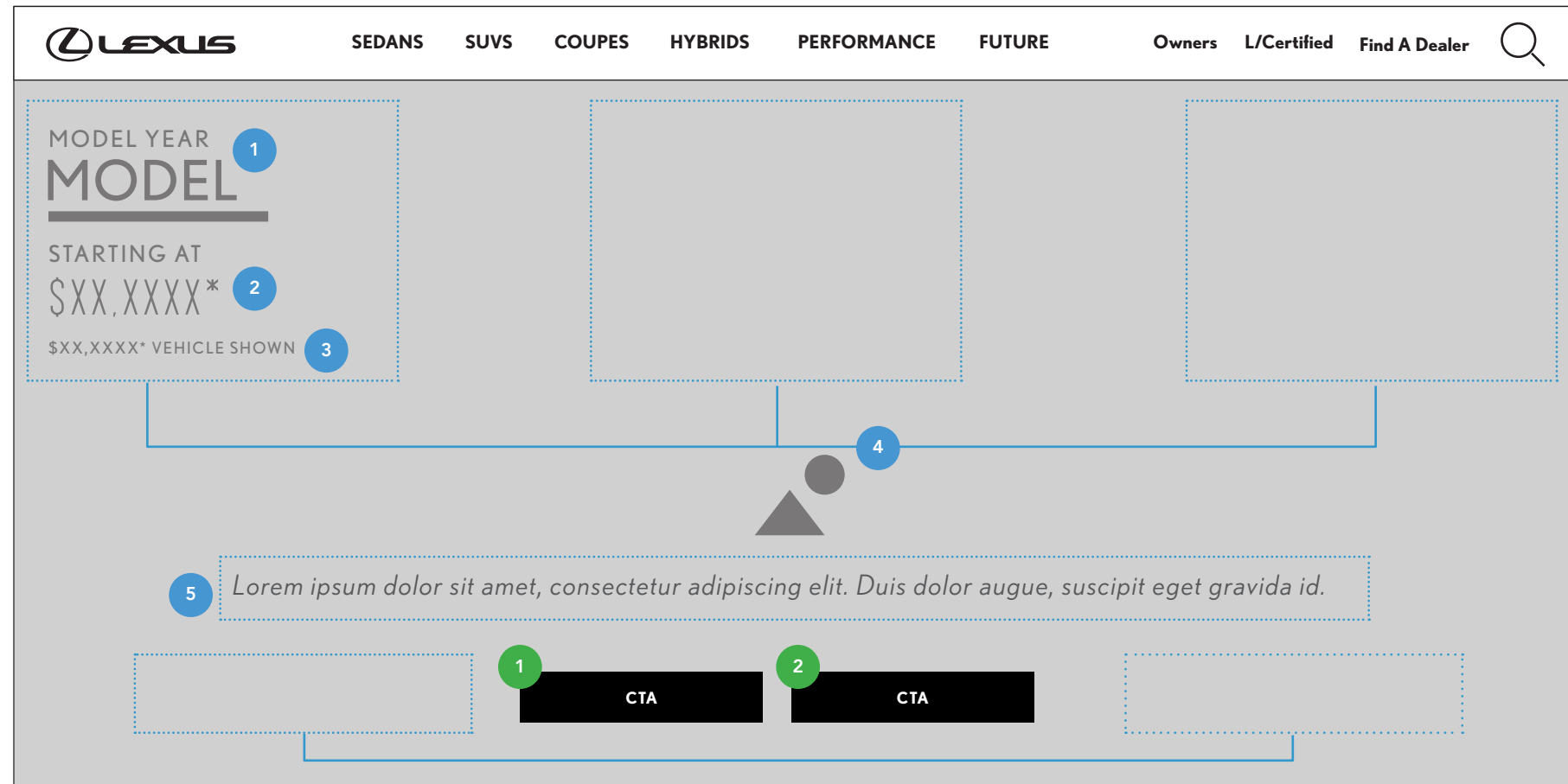


HERO MODULE

ALL BREAKPOINTS

HERO MODULE - DESKTOP

DESKTOP VIEWPORT



1. MODEL YEAR AND MODEL NAME

Hero module dedicated to campaign level content or personalized shopping content. If model is a hybrid vehicle, text will appear below the model name.

2. MSRP

Display of MSRP for vehicle with disclaimer information in a tool tip.

3. VEHICLE SHOWN PRICING

Display of vehicle shown pricing for vehicle with disclaimer information in a tool tip.

4. HERO IMAGE

Image container that can contain a mix of different types of media that include images and video.

5. SUB-HEADLINE

Sub-headline (if needed) will be able to be left, center or right justified. CMS will prioritize price first. If price not available sub-head will show.

1. OFFERS

Link out to the all offers page on Lexus.com

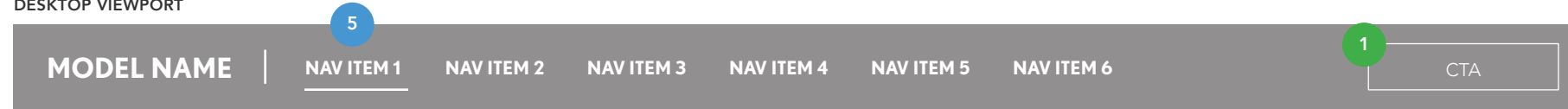
2. BUILD YOURS [MODEL]

Link out to the Build Your Lexus page on Lexus.com

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.01	HERO MODULE	AS A USER, I WANT TO SEE THE VEHICLE FEATURED STORY FROM LEXUS.	01.A - Hero space will be able to support image/video 01.B - Vehicle lockup and CTA(s) will be able to support left, center and right justified text 01.C - Will contain 0-3 CTA(s). Target field will be specified in CMS. 01.D - On mobile, auto-play of video header will be disabled. 01.E - Auto-play repeat forever video flags will be built into CMS. 01.F - Video will have a max file size of no larger than 3MB. Will have no time limit. Video will be able to loop if necessary. 01.G - CTA(s) color will support various color options dependent on image/video contrast. 01.H - Will support a sub-headline if needed. 01.I - CTA's will stack on certain mobile devices when screen width cannot accommodate them in line

MODEL PAGE NAVIGATION - DESKTOP

DESKTOP VIEWPORT



1. VEHICLE NAVIGATION

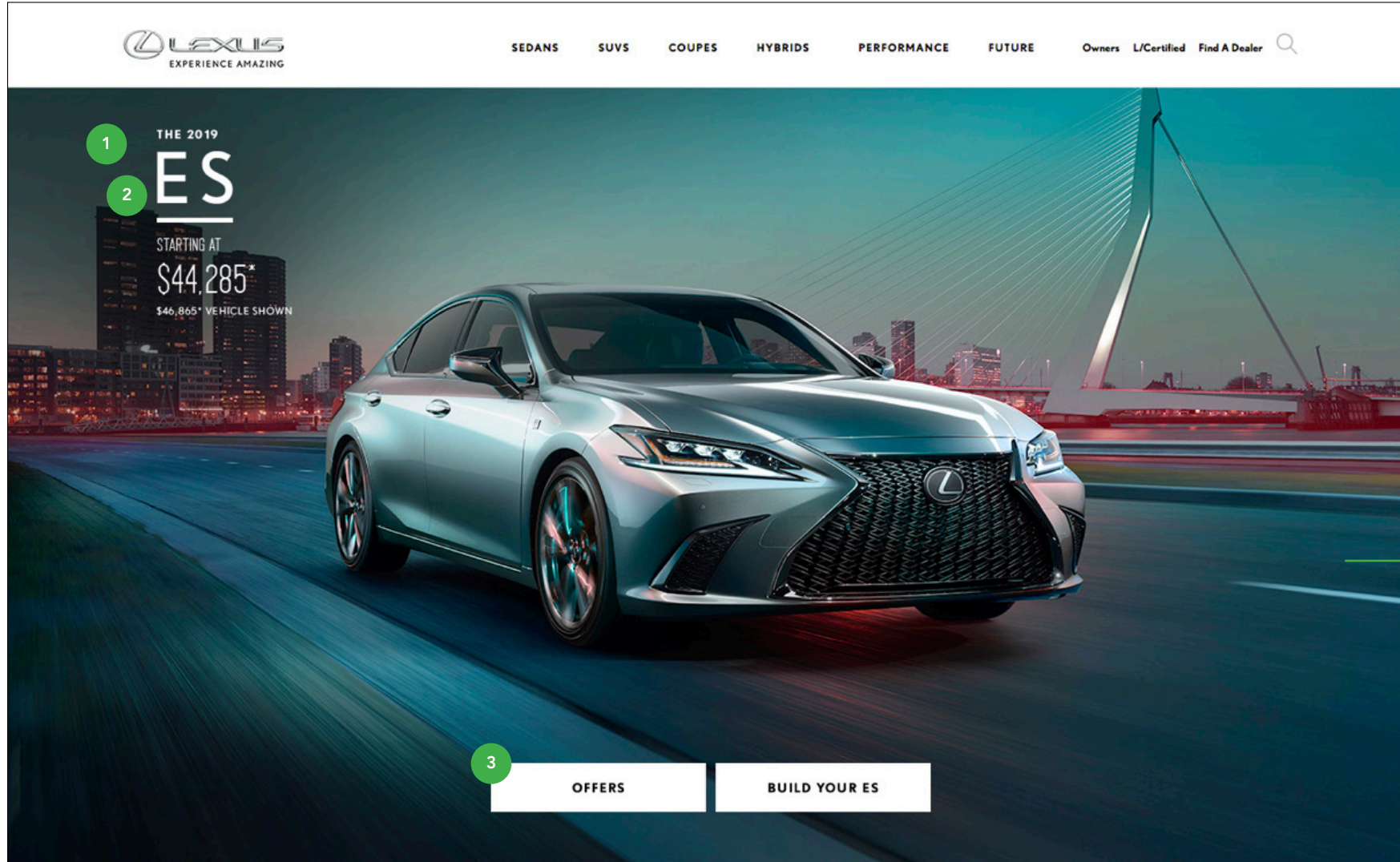
Navigational items will be anchor links within the single page format. As user clicks on a navigation item, page will scroll to the user selected section. On click of the model name will bring users to top of the model page. Navigation marker will display current scroll position and module section.

1. BUILD YOURS [MODEL]

Link out to the Build Your Lexus page on Lexus.com

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.02	VEHICLE NAV	AS A USER, I WANT TO EASILY NAVIGATE THE MODEL PAGE.	02.A - Vehicle nav items will be in order of modules featured on the model page. 02.B - Vehicle nav will be sticky to top of browser after user scrolls vehicle nav to top of browser. 02.C - On Click of any navigation item, page will scroll to the user selected navigational item. 02.D - On Click of model name will bring users back to top of the model page. 02.G - Will support 1-N amount of items that fit horizontally/vertically in given space. 02.H - Mobile subnav will collapse if user taps outside menu area. 02.I - Section marker/text for navigation section will disappear for all modules outside main story modules. (i.e Additional Info)

HERO MODULE / MODEL PAGE NAVIGATION - DESKTOP CREATIVE SPEC 1 OF 2

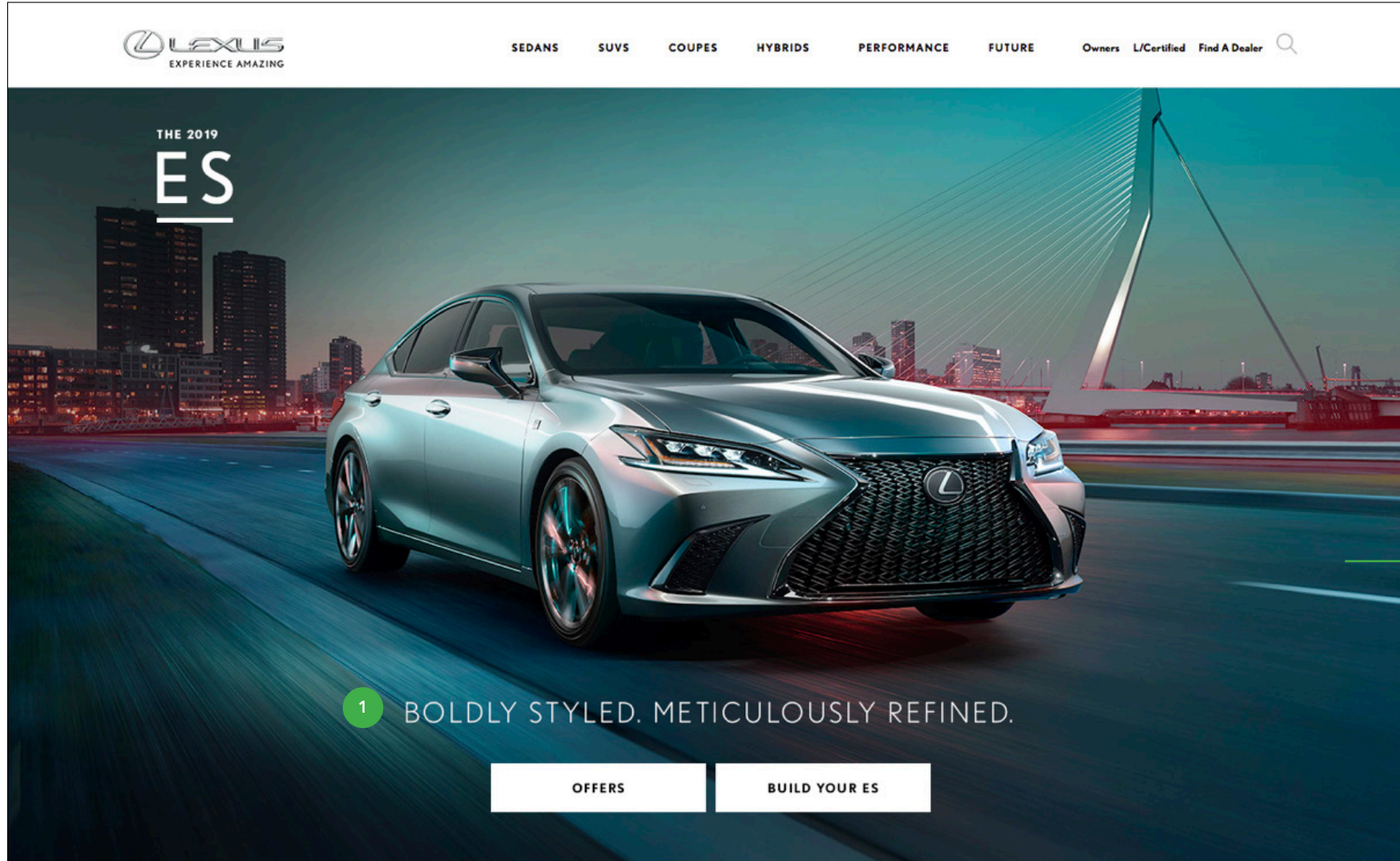


- 1. YEAR**
- 8 Characters
- 2. MODEL**
- 4 Characters
- 3. CTA**
- 13 Characters

1920x795



HERO MODULE / MODEL PAGE NAVIGATION - DESKTOP CREATIVE SPEC 2 OF 2



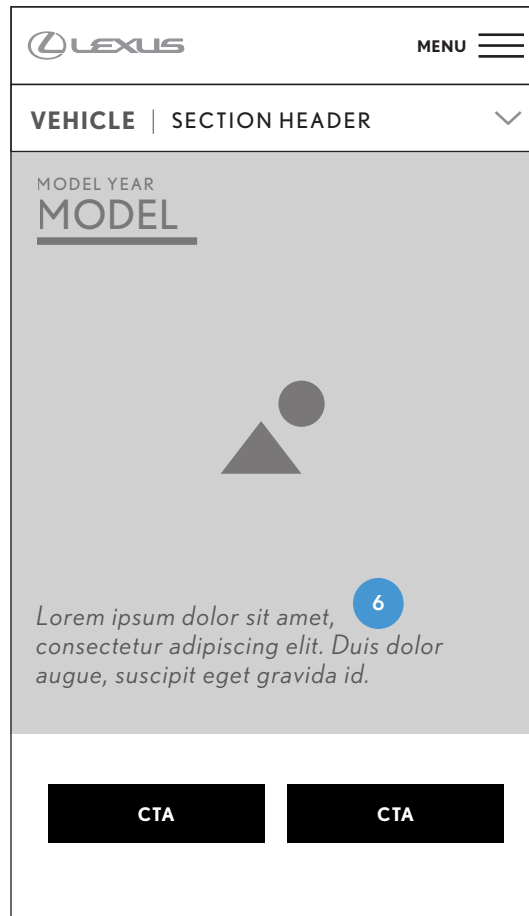
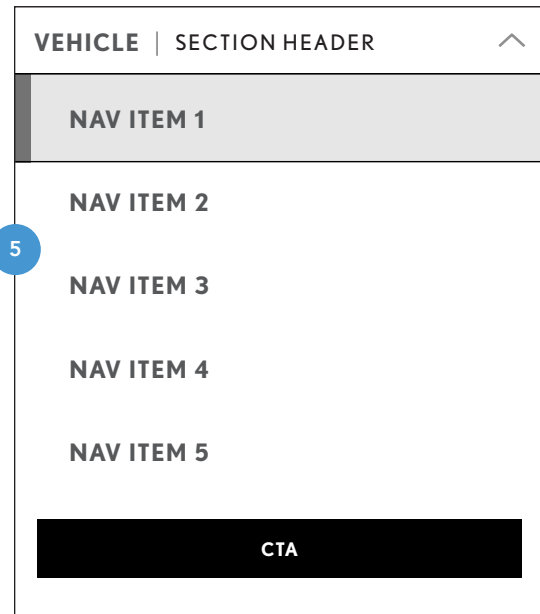
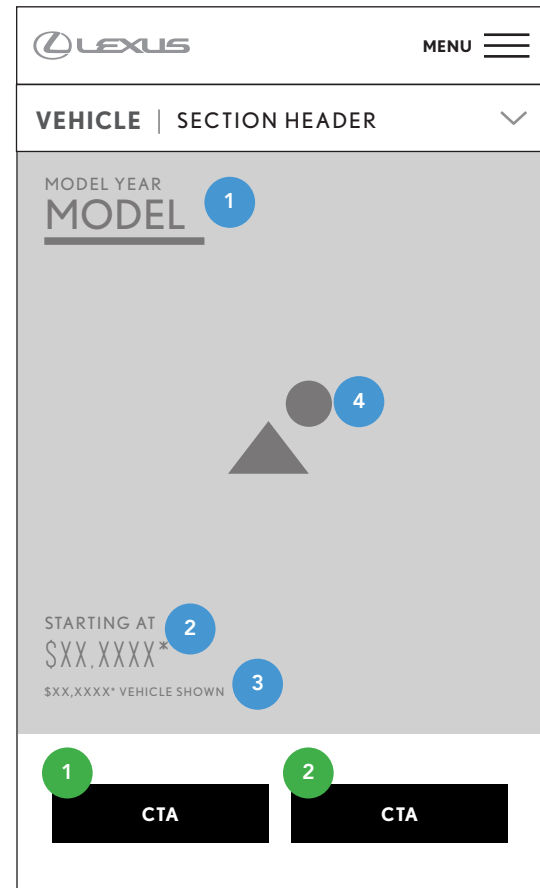
1. HEADLINE

- 42 Characters / Line

1920x795

HERO MODULE / MODEL PAGE NAVIGATION - MOBILE

MOBILE VIEWPORT



1. MODEL YEAR AND MODEL NAME

Hero module dedicated to campaign level content or personalized shopping content.

2. MSRP

Display of MSRP for vehicle with disclaimer information in a tool tip.

3. VEHICLE SHOWN PRICING

Display of vehicle shown pricing for vehicle with disclaimer information in a tool tip.

4. HERO IMAGE

Image container that can contain a mix of different types of media that include images and video.

5. VEHICLE NAVIGATION

Navigational items will be anchor links within the single page format. As user taps on a navigation item, page will scroll to the user selected section. On tap of the model name will bring users to top of the model page.

6. SUB-HEADLINE

Sub-headline (if needed) will be able to be left, center or right justified.

1. OFFERS

Link out to the all offers page on Lexus.com

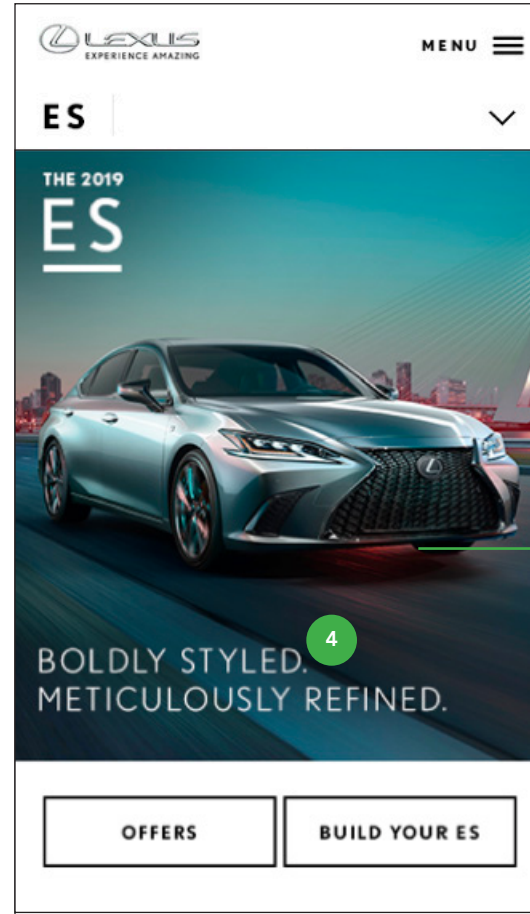
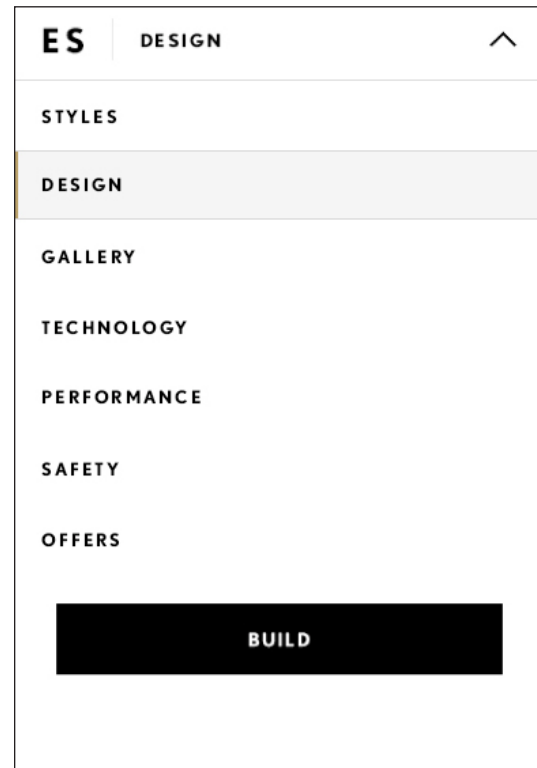
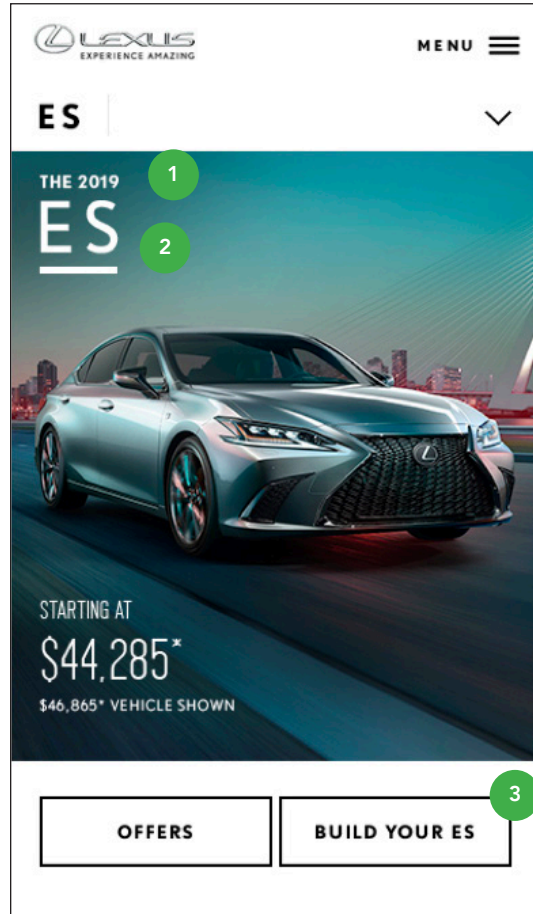
2. BUILD YOURS

Link out to the Build Your Lexus page on Lexus.com

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.01	HERO MODULE	AS A USER, I WANT TO SEE THE VEHICLE FEATURED STORY FROM LEXUS.	REF. PAGE 7
FR.02	VEHICLE NAV	AS A USER, I WANT TO EASILY NAVIGATE THE MODEL PAGE.	REF. PAGE 8

HERO MODULE / MODEL PAGE NAVIGATION - MOBILE CREATIVE SPEC

MOBILE VIEWPORT



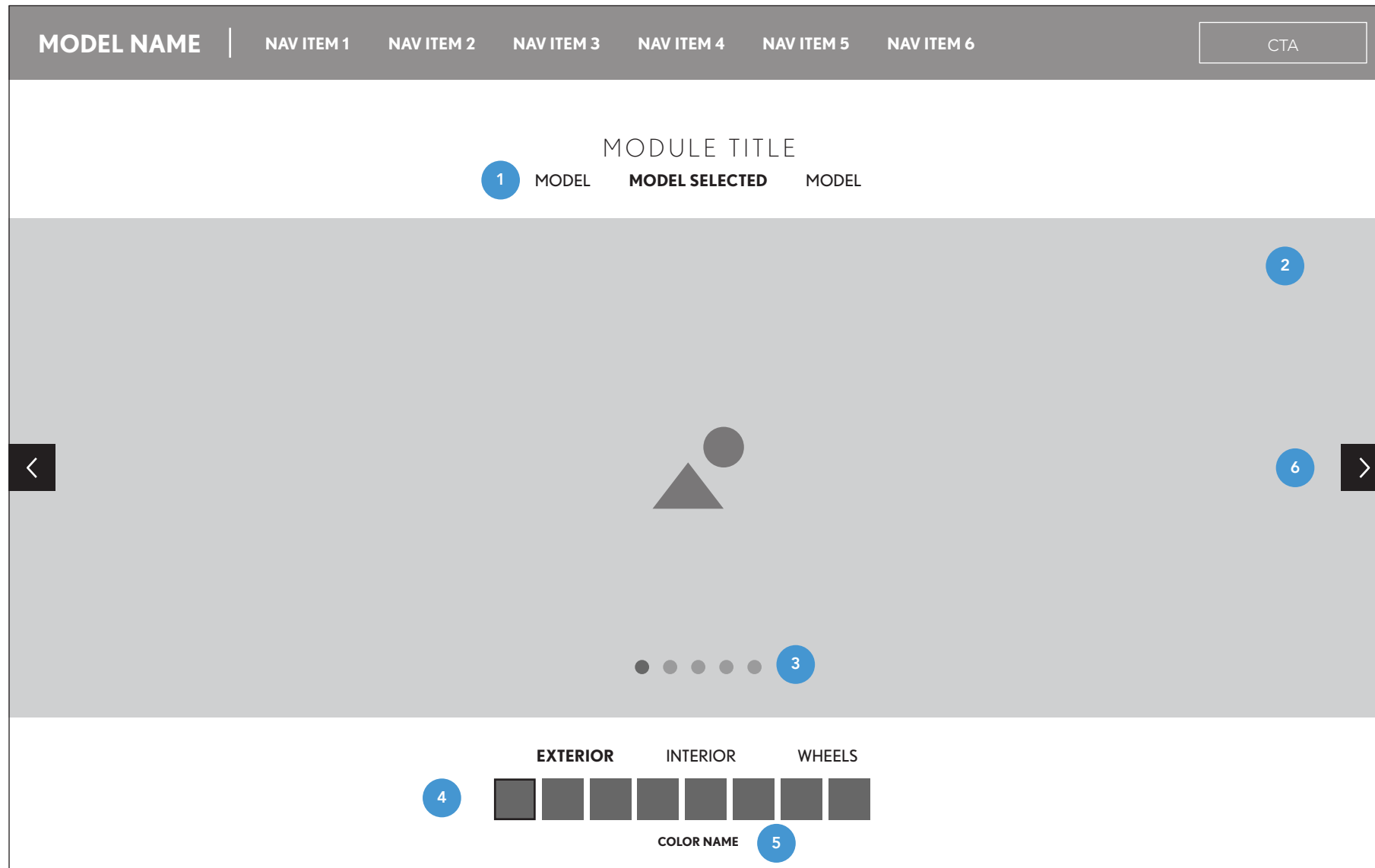
- 1. YEAR**
- 8 Characters
- 2. MODEL**
- 4 Characters
- 2. CTA**
- 13 Characters
- 4. HEADLINE**
- 42 Characters / Line

960x1109

VISUALIZER MODULE

ALL BREAKPOINTS

VISUALIZER MODULE.B - DESKTOP



1. MODEL STYLE SELECTOR

Display of the current model selected

2. VISUALIZER ASSET

Static background image with visualizer asset.

3. PAGINATION

Indicator of which visualizer asset is currently being viewed.

4. VISUALIZER CATEGORIES

Display of the current visualizer category.

5. COLOR SWATCHES

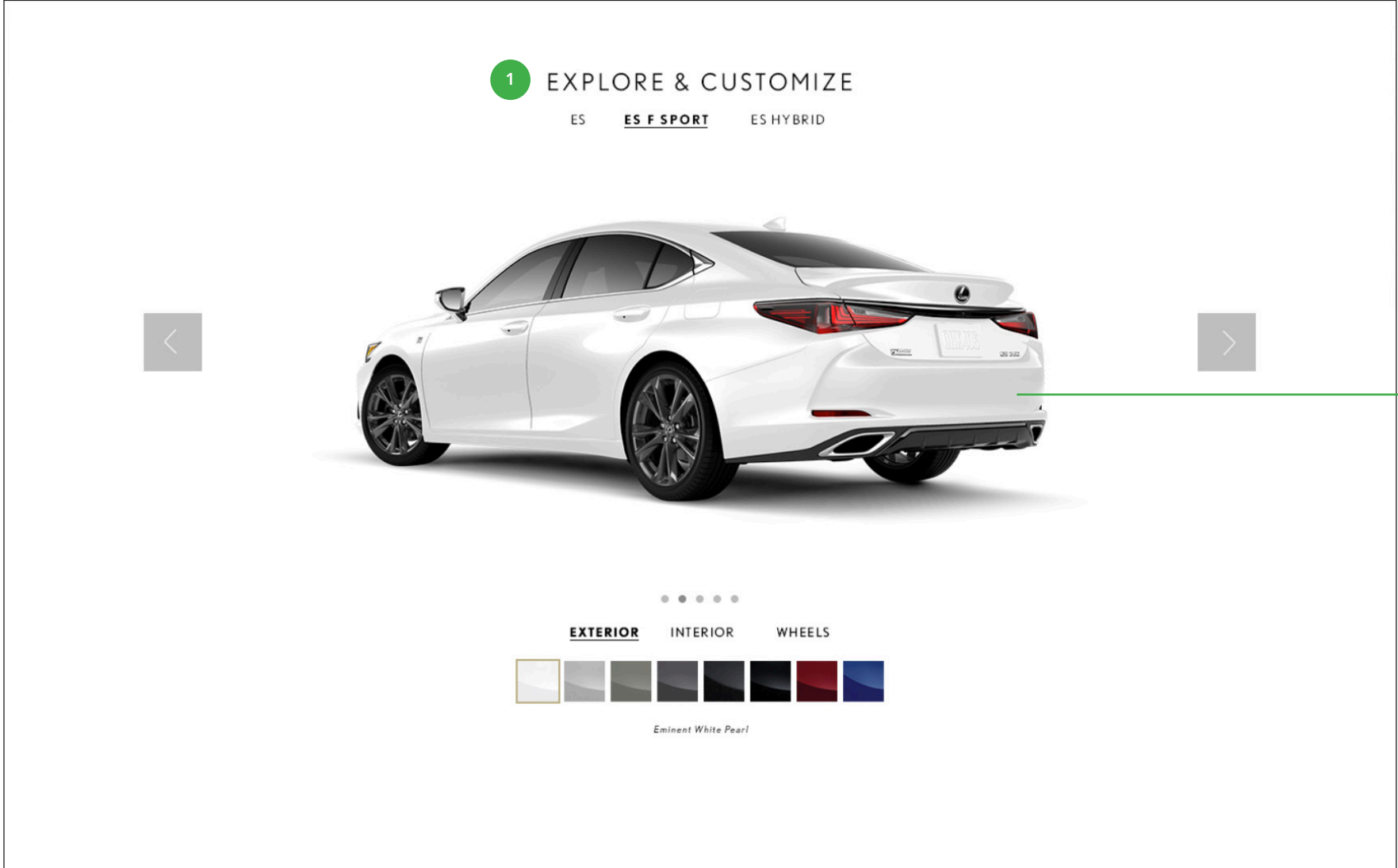
Display of the current available colors go the vehicle for the selected visualizer category with the current selected color highlighted.

6. CAROUSEL

Carousel to cycle through different angles of the vehicle.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.03	VISUALIZER MODULE	AS A USER, I WANT TO SEE THE VEHICLE EXTERIOR, INTERIOR AND WHEELS IN DIFFERENT ANGLES.	03.A - Will include 5 exterior and 2 interior images. 03.B - Arrows for color swatches will be visible after 10 for desktop and 5 for mobile. 03.C - Model support 1-n amount of model styles 03.D - Color swatches can support 1-n amount of swatches. 03.E - Vehicle image background will be transparent over visualizer background image. 03.F - Color name will support disclaimers if needed. 03.G - Model style will be placed in a carousel when n>3 (mobile only).

VISUALIZER MODULE.B - DESKTOP CREATIVE SPEC

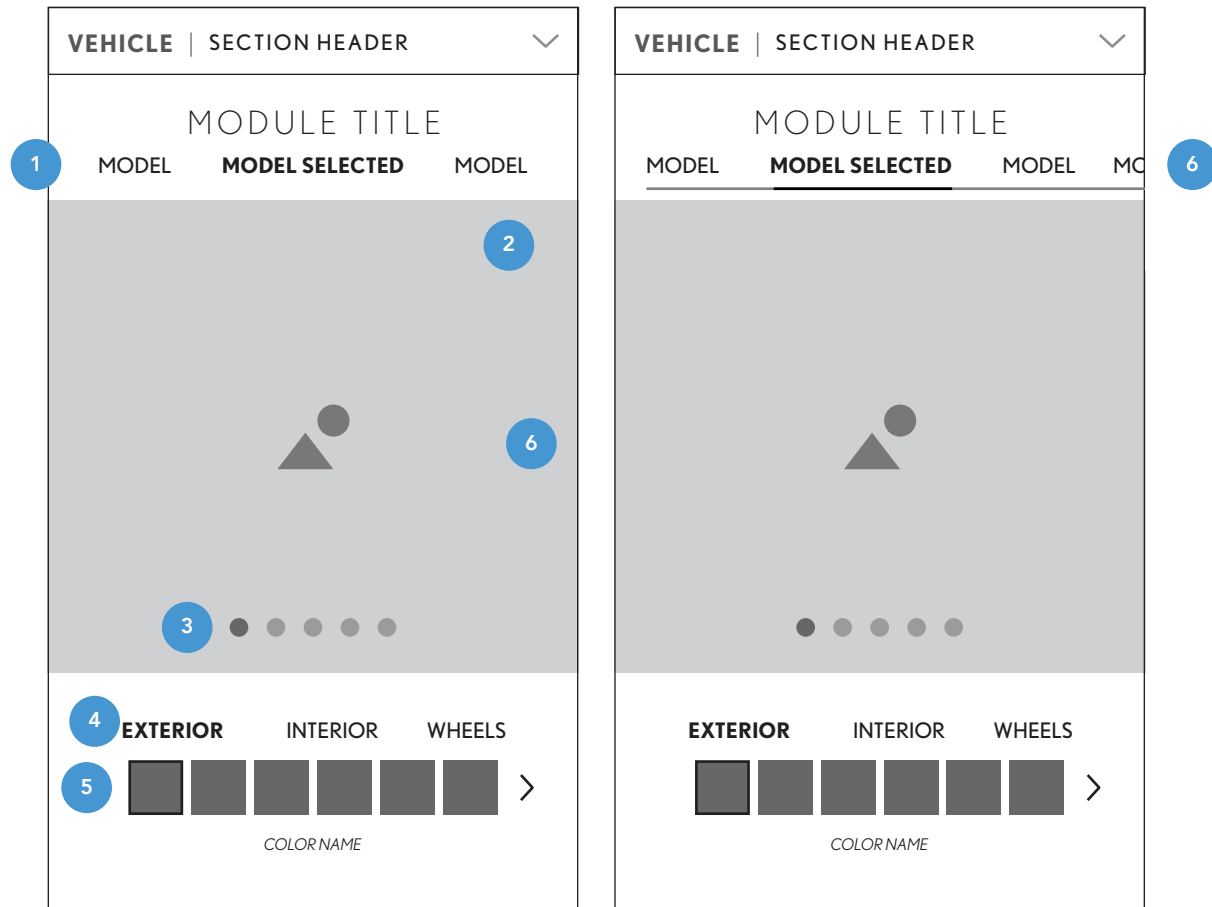


1. MODULE TITLE
- 30 Characters

1204x524

VISUALIZER MODULE.B - MOBILE

MOBILE VIEWPORT



1. MODEL STYLE SELECTOR

Display of the current model selected. If there are more trims than the allowed horizontal space, models will appear in a tab format.

2. VISUALIZER ASSET + BACKGROUND

Static background image with visualizer asset.

3. PAGINATION

Indicator of which visualizer asset is currently being viewed.

4. VISUALIZER CATEGORIES

Display of the current visualizer category.

5. COLOR SWATCHES

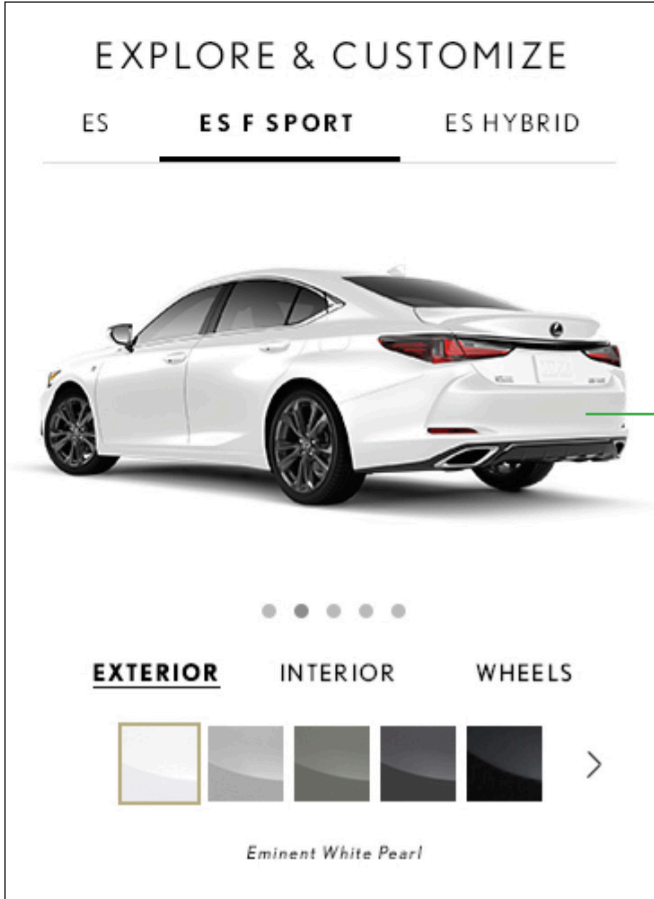
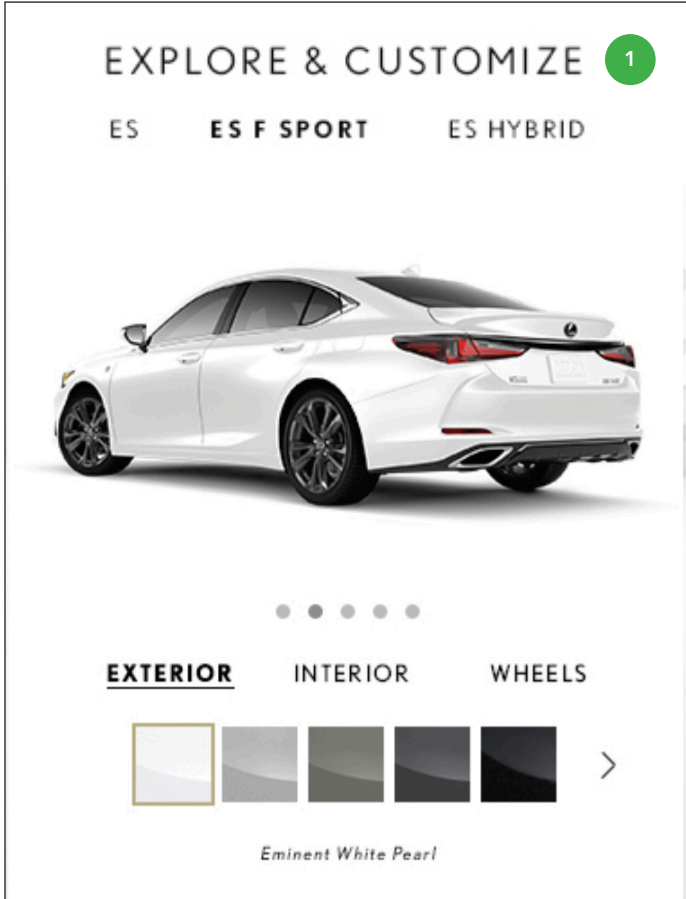
Display of the current available colors of the vehicle as well as the current user selected color.

6. CAROUSEL

Users will be able to swipe to cycle through different angles of the vehicle.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.03	VISUALIZER MODULE	AS A USER, I WANT TO SEE THE VEHICLE EXTERIOR, INTERIOR AND WHEELS IN DIFFERENT ANGLES.	REF. PAGE 14

VISUALIZER MODULE.B - MOBILE CREATIVE SPEC



1. MODULE TITLE
- 30 Characters

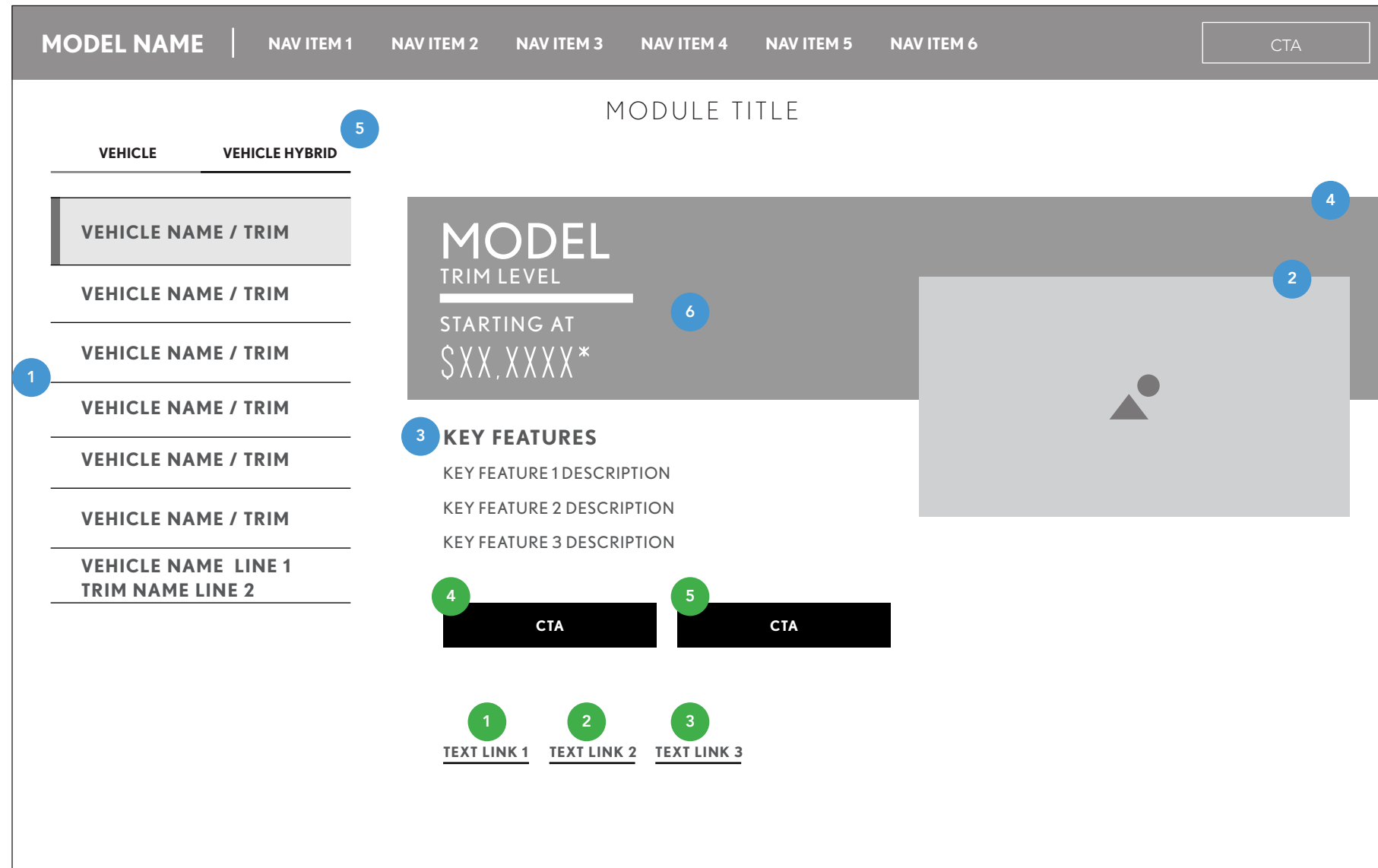
560x244

STYLES MODULE

ALL BREAKPOINTS

STYLES MODULE - DESKTOP

DESKTOP VIEWPORT



1. TRIM

Vertical list of trims available for any given model. If trim name is longer than the width of the allotted space, trim name will break to 2 lines. If trim name is longer than the allotted horizontal space, text will break to 2 lines and be vertical centered within the space.

2. VEHICLE IMAGE

Vehicle image corresponding to the user selected trim level.

3. KEY FEATURES

List of 3 key features for user selected trim level.

4. BACKGROUND IMAGE

Background image will change based on model.

5. TABS

Gives user the ability to switch between different vehicle category types. If only 1 category exists tabs will not display.

6. DRIVETRAIN

Displays either 1 starting at price or 2 for vehicles with multiple drivetrains.

1. SPECS INFORMATION LAYER

On click, will open up information layer specs tab.

2. PACKAGES INFORMATION LAYER

On click, will open up information layer packages tab.

3. ACCESSORIES

On click, will open parts.lexus.com/accessories in a separate window.

4. COMPARE TRIMS / MORE INFO

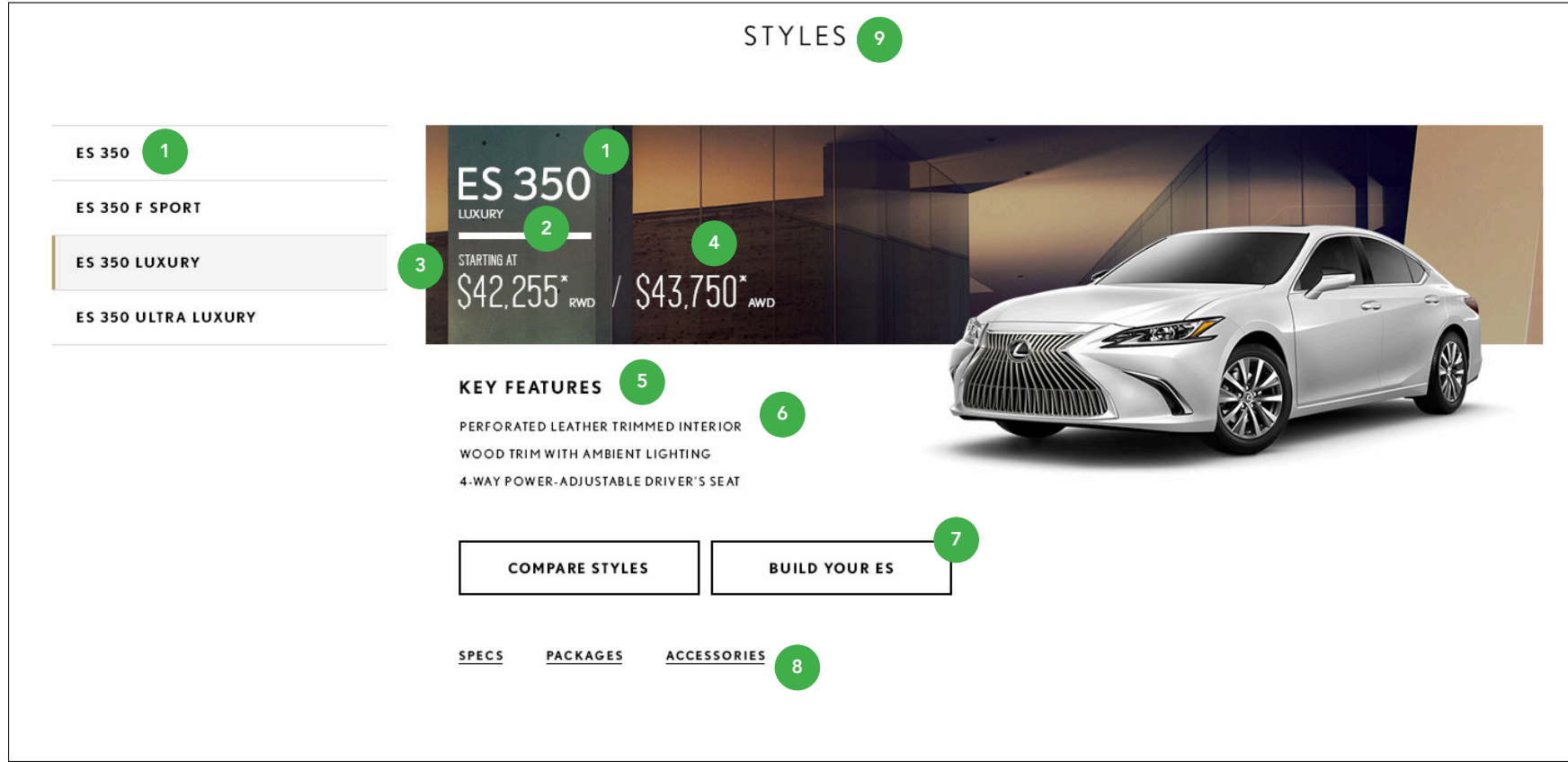
On click, will open up information layer features tab.

5. BUILD YOURS [MODEL]

Link out to the Build Your Lexus page on Lexus.com

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.04	STYLES MODULE	AS A USER, I WOULD LIKE TO SEE ALL THE TRIM VARIATIONS OF A VEHICLE	04.A - Will support 1 - N number of trims 04.B - Corresponding information layer will open based on user trim selection. 04.C - Mobile drop down menu will use native device drop down. 04.D - If trim name is longer than the allocated width, name will break to 2 lines and centered within the given area. 04.E - Mobile drop-down will use the native device drop-down. 04.F - If special editions styles are selected, only the 1st CTA will be visible 04.G - Vehicle image will change based on user selection of left-hand navigation. 04.H - All models-styles will have the same background image 04.I - Tabs will support 0-n amount of categories.(DESKTOP ONLY) 04.J - Tabs will only appear when 2 model categories are added in the CMS. 04.K - Model/Trims will be able to support 1-2 price points with drivetrain tag.

STYLES MODULE - DESKTOP CREATIVE SPEC



1. MODEL

- 12 Characters

2. STYLE

- 40 Characters

3. STARTING AT

- 12 Characters

4. PRICE

- 9 Characters

5. KEY FEATURES

- 12 Characters

6. KEY FEATURES BULLETS

- 40 Characters

7. CTA

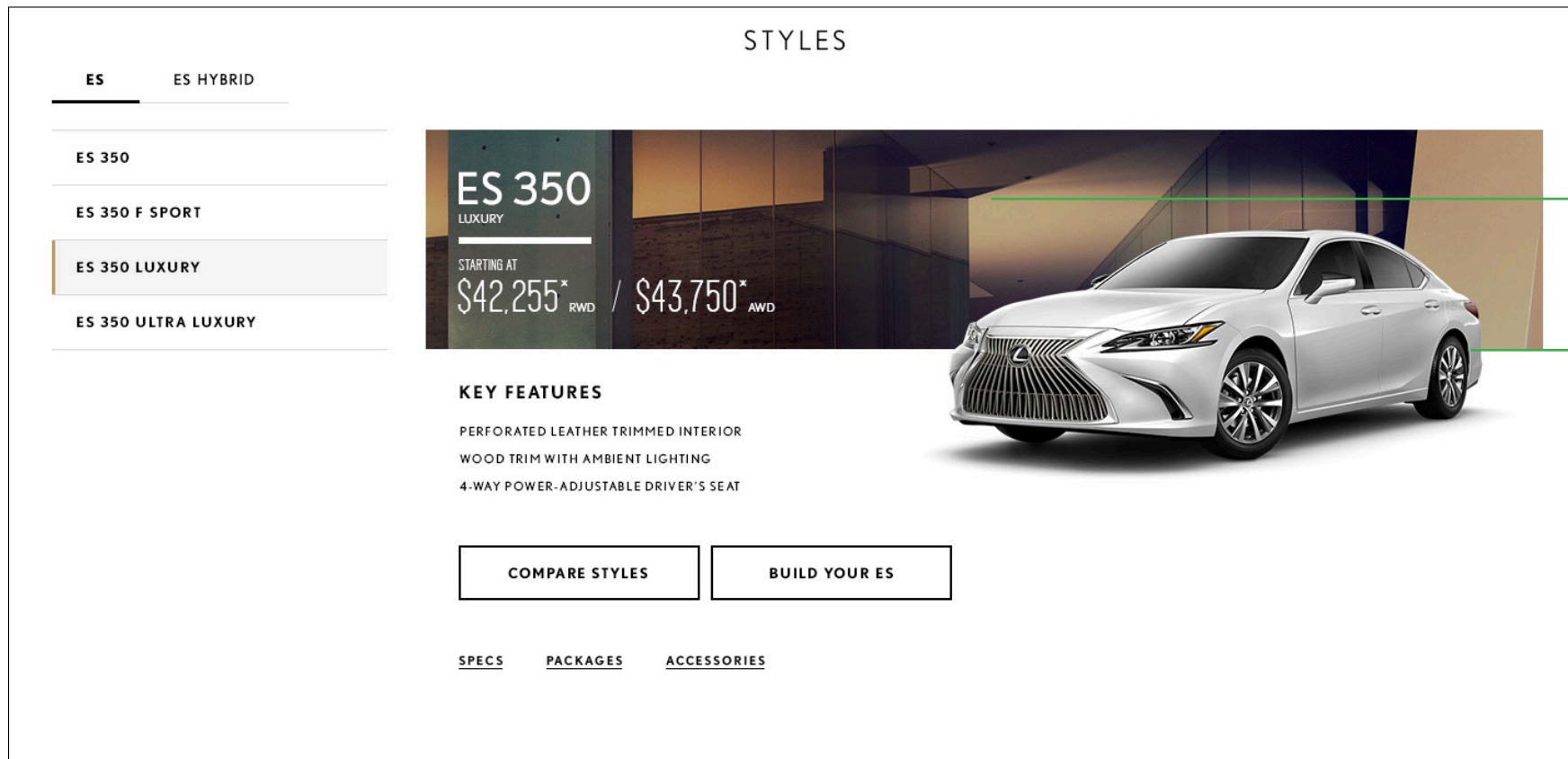
- 13 Characters

8. TEXT LINKS

- 11 Characters

9. MODULE TITLE

- 30 Characters

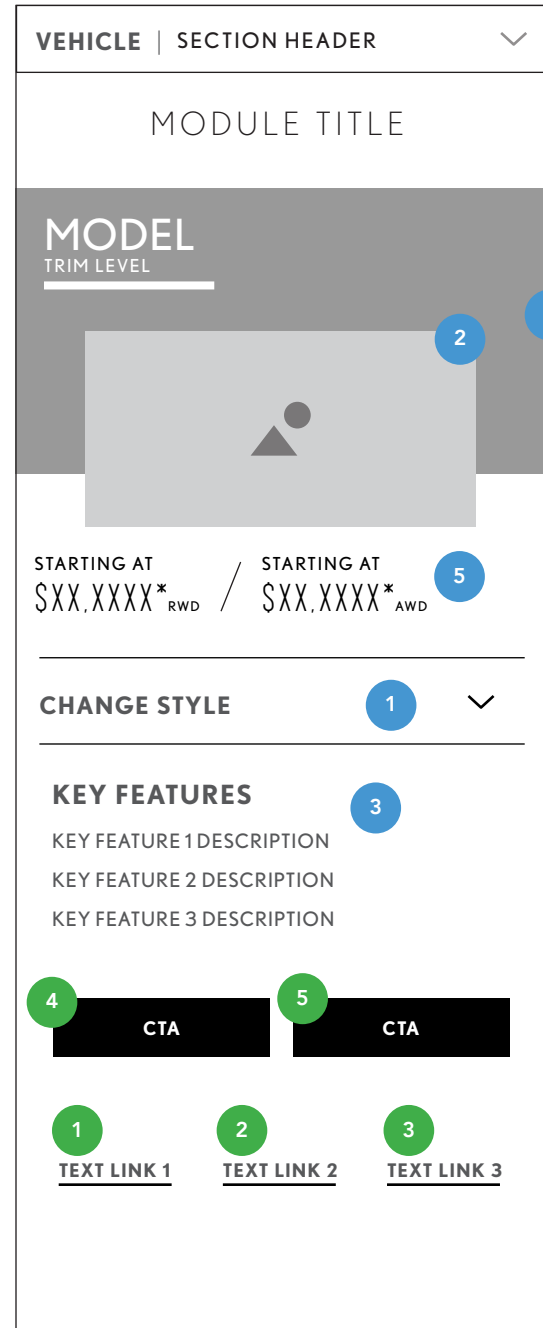


1440x283

750x471

STYLES MODULE - MOBILE

MOBILE VIEWPORT



1. TRIM

Vertical list of trims available for any given model. If trim name is longer than the width of the allotted space, trim name will break to 2 lines. If trim name is longer than the allotted horizontal space, text will break to 2 lines and be vertical centered within the space.

2. VEHICLE IMAGE

Vehicle image corresponding to the user selected trim level.

3. KEY FEATURES

List of 3 key features for user selected trim level.

4. BACKGROUND IMAGE

Background image will change based on model.

5. DRIVETRAIN

Users will see 2 prices for trims with 2 drivetrains.

1. SPECS INFORMATION LAYER

On click, will open up information layer specs tab.

2. PACKAGES INFORMATION LAYER

On click, will open up information layer packages tab.

3. ACCESSORIES

On click, will open parts.lexus.com/accessories in a separate window.

4. COMPARE TRIMS / MORE INFO

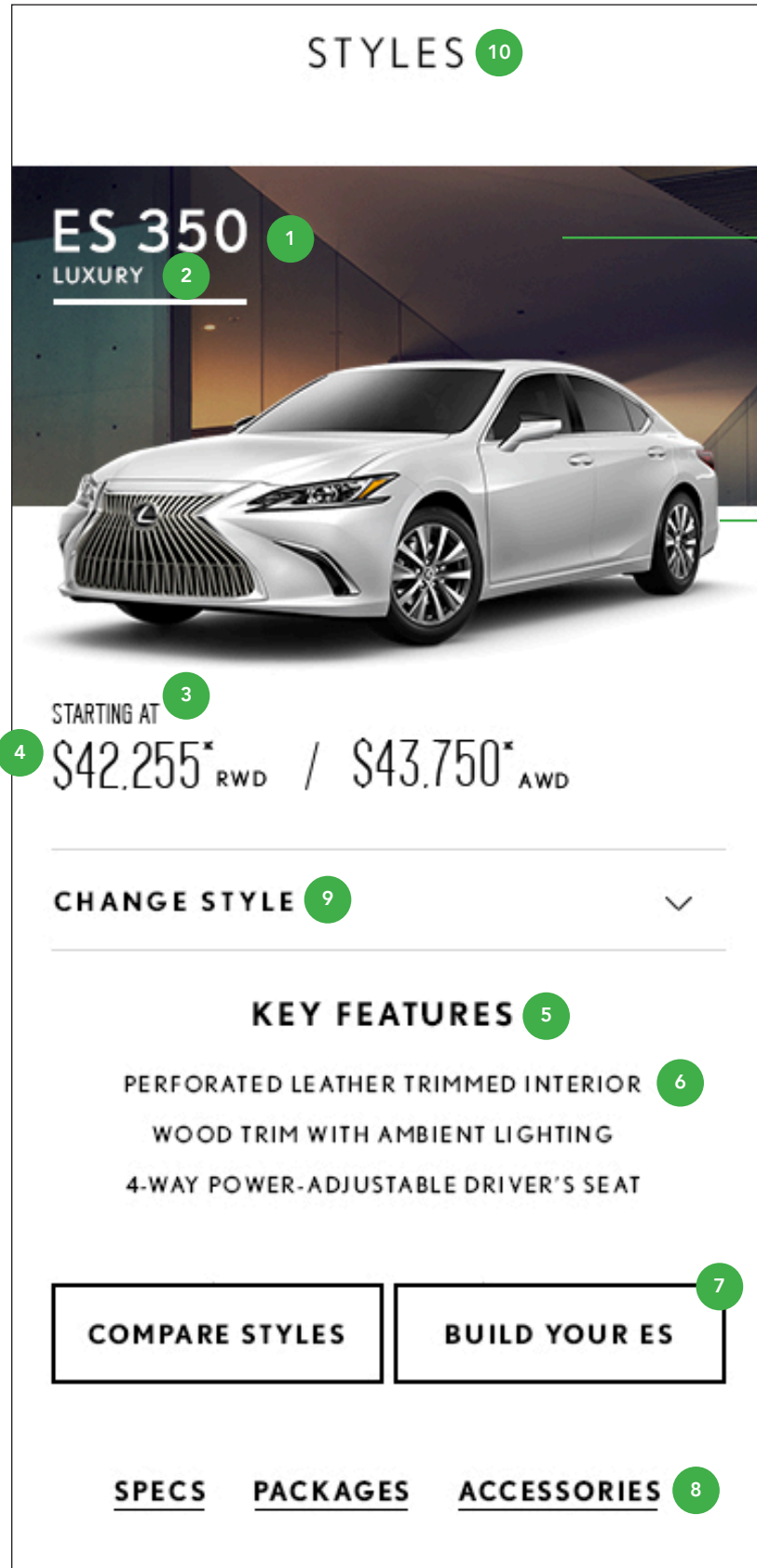
On click, will open up information layer features tab.

5. BUILD YOURS

Link out to the Build Your Lexus page on Lexus.com

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.04	STYLES MODULE	AS A USER, I WOULD LIKE TO SEE ALL THE TRIM VARIATIONS OF A VEHICLE	REF. PAGE 19

STYLES MODULE - MOBILE CREATIVE SPEC



STYLES 10

ES 350 1
LUXURY 2

1204x642

750x471

STARTING AT 3
\$42,255* RWD / \$43,750* AWD 4

CHANGE STYLE 9

KEY FEATURES 5

PERFORATED LEATHER TRIMMED INTERIOR 6

WOOD TRIM WITH AMBIENT LIGHTING

4-WAY POWER-ADJUSTABLE DRIVER'S SEAT

COMPARE STYLES

BUILD YOUR ES 7

SPECS

PACKAGES

ACCESSORIES 8

1. MODEL

- 12 Characters

2. STYLE

- 40 Characters

3. STARTING AT

- 12 Characters

4. PRICE

- 9 Characters

5. KEY FEATURES

- 12 Characters

6. KEY FEATURES BULLETS

- 40 Characters

7. CTA

- 13 Characters

8. TEXT LINKS

- 11 Characters

9. CHANGE STYLE

- 49 Characters

10. MODULE TITLE

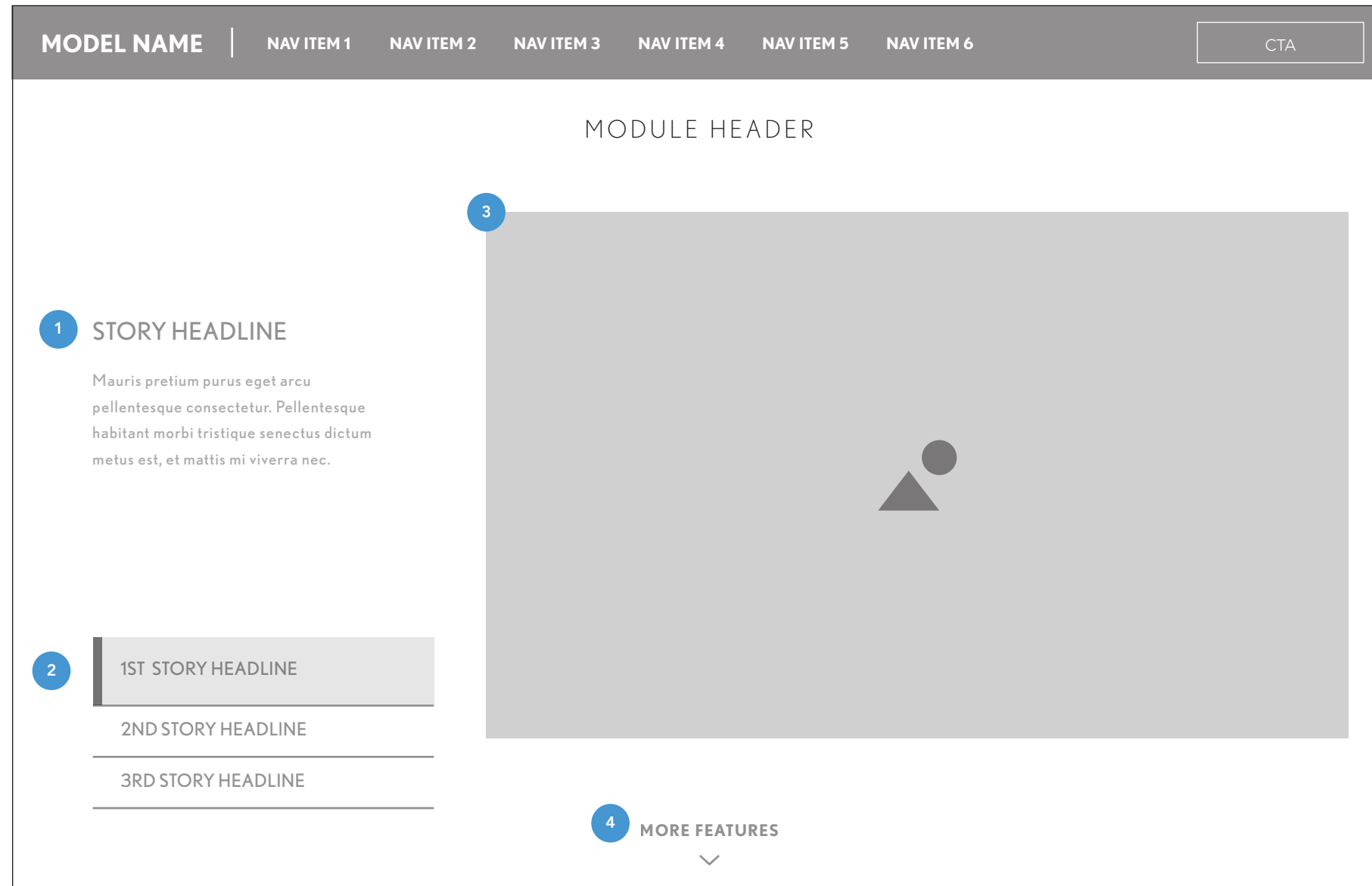
- 30 Characters

STORY MODULES

ALL BREAKPOINTS

SMALL BASE MODULE - DESKTOP

DESKTOP VIEWPORT



1. HEADLINE AND BODY COPY

Headline and body copy for story.

2. STORY LINKS

Links that will trigger an animation to reveal user selected story.

3. IMAGE

Image container for story.

4. SEE FEATURES ACCORDION

On click, a accordion will open below to reveal a set list of features.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
SM.01	SMALL BASE MODULE	AS A USER, I WANT TO SEE FEATURE STORIES ABOUT A LEXUS VEHICLE	01.A - 1st Story will always be selected by default 01.B - Will be able to support 1 - 3 stories total. If 1 story is present tabs will be hidden. 01.C - Image/Copy can be right or left justified 01.D - On click, "More Features" page will scroll to top to expose features accordion. 01.E - Story Headline and Story links will share a name by default. The default Story Link can be overridden in the CMS. 01.F - Will support 0-1 CTA's when there is only one story.

SMALL BASE MODULE - DESKTOP CREATIVE SPEC

1 DESIGN

2 ALL-NEW DESIGN

Built on an all-new platform, the ES features a longer, wider stance and a sleek, coupe-like silhouette inherited from the flagship LS. Striking LED illumination and the first-ever ES F SPORT takes this style to the next level.

4 ALL-NEW DESIGN

CLASS-LEADING LEGROOM

LEXUS-EXCLUSIVE DETAILS



5 MORE DESIGN



1. MODULE TITLE

- 30 Characters

2. STORY HEADLINE

- 20 Characters

3. BODY COPY

- 230 Characters

4. STORY LINKS

- 20 Characters

5. FEATURES ACCORDION

- 10 Characters

SINGLE BASE STORY MODULE HEADER

STORY HEADLINE 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pariatur cum quo temporibus provident velit, commodi et excepturi quos, ut dicta beatae. Totam, facilis ut! Accusamus praesentium a assumenda recusandae. A.

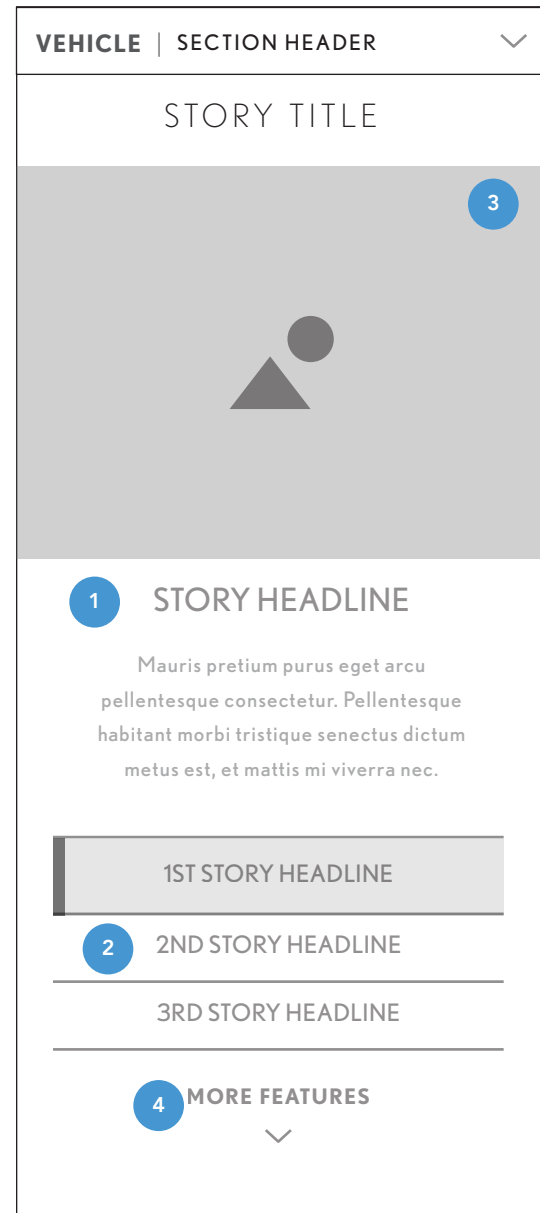
VIEW OFFERS



1440x800

SMALL BASE MODULE - MOBILE

MOBILE VIEWPORT



1. HEADLINE AND BODY COPY

Headline and body copy for story.

2. STORY LINKS

Links that will trigger an animation to reveal user selected story.

3. IMAGE


Image container for story.


4. SEE FEATURES ACCORDION

On click, a accordion will open below to reveal a set list of features. The page will scroll to reveal the feature set below.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
SM.01	SMALL BASE MODULE	AS A USER, I WANT TO SEE FEATURE STORIES ABOUT A LEXUS VEHICLE	REF. PAGE 24

SMALL BASE MODULE - MOBILE CREATIVE SPEC

ES | DESIGN 1 




ALL-NEW DESIGN 2

Built on an all-new platform, the ES features a longer, wider stance and a sleek, coupe-like silhouette inherited from the flagship LS. Striking LED illumination and the first-ever ES F SPORT takes this style to the next level. 3

ALL-NEW DESIGN 4

CLASS-LEADING LEGROOM

LEXUS-EXCLUSIVE DETAILS

MORE DESIGN 5 

RX | SAFETY 



INTRODUCING LEXUS SAFETY SYSTEM +*

From new low-light pedestrian detection and daytime bicyclist detection technology to a built-in camera that helps provide road sign information, the Lexus Safety System+ suite of class-leading standard active safety equipment* is the most comprehensive safety system ever offered in a Lexus.

LEARN MORE

MORE SAFETY 

750x672

750x448

1. MODULE TITLE

- 30 Characters

2. STORY HEADLINE

- 20 Characters

3. BODY COPY

- 230 Characters

4. STORY LINKS

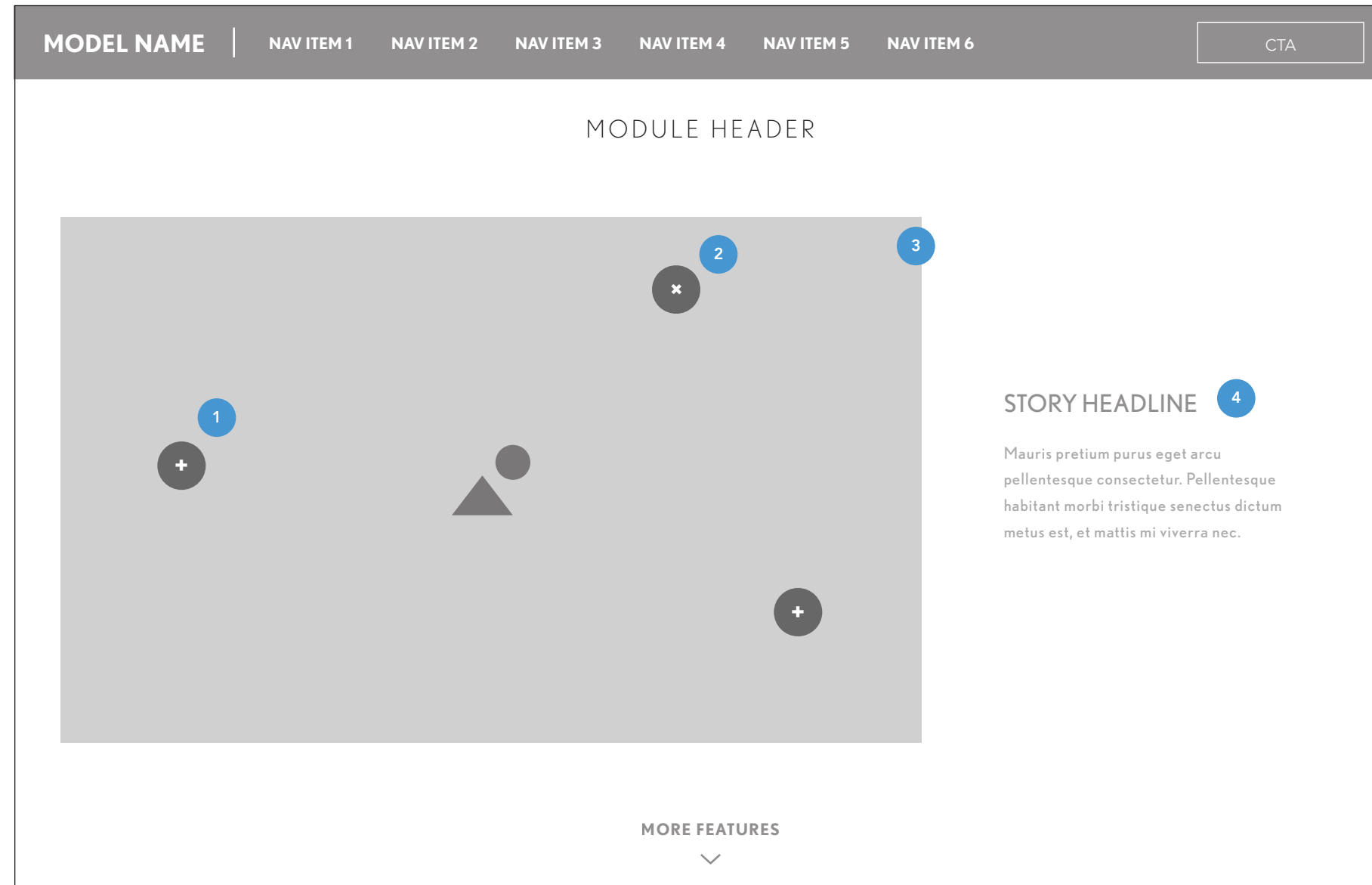
- 20 Characters

5. FEATURES ACCORDION

- 10 Characters

SMALL BASE MODULE - HOTSPOTS - DESKTOP

DESKTOP VIEWPORT



1. HOTSPOT

On click will enlarge image by 40% and change story content copy to the right of image.

2. CLOSE HOTSPOT

After a hotspot has been clicked/tapped the hotspot will animate to show an "X" to indicate that hotspot is active. On Click/Tab will return users back to the previous default state.

3. IMAGE

Image container for story.

4. DEFAULT STORY

On load of module, there will be a default headline and copy. After user has clicked/tapped on one of the corresponding hotspots, the copy will reflect user selection.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
SM.02	SMALL BASE MODULE - HOTSPOTS	AS A USER, I WANT TO SEE FEATURE STORIES ABOUT A LEXUS VEHICLE	02.A - Will support up to 3 hotspots 02.B - On Click/Tab of a given hotspot image will zoom in by 40% 02.C - Hotspots will support light and dark colors for contrast 02.D - Users can select an hotspot at any given time without closing their current selection. 02.E - When using light hotspots a 30% black overlay will be placed on image. 02.F - Each hotspot will have an affiliated module sub-story. 02.H - There will be a default story when user has not yet selected a hotspot.

SMALL BASE MODULE - HOTSPOTS - DESKTOP CREATIVE SPEC

1 TECHNOLOGY



THE MOST ADVANCED ES YET

Lexus craftsmanship is on display with driver-centric technology that showcases innovation and convenience.

MORE TECHNOLOGY



1. MODULE TITLE

- 30 Characters

2. STORY HEADLINE

- 20 Characters

3. BODY COPY

- 230 Characters

4. FEATURES ACCORDION

- 10 Characters

1440x800

SMALL BASE MODULE - HOTSPOTS - MOBILE



1. HOTSPOT

On click will enlarge image by 40% and change story content copy to the right of image.

2. CLOSE HOTSPOT

After a hotspot has been clicked/tapped the hotspot will animate to show an "X" to indicate that hotspot is active. On Click/Tap will return users back to the previous default state.

3. IMAGE

Image container for story.


4. HEADLINE AND BODY COPY

On load of module, there will be a default headline and copy. After user has clicked/tapped on one of the corresponding hotspots, the copy will reflect user selection.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
SM.02	SMALL BASE MODULE - HOTSPOTS	AS A USER, I WANT TO SEE FEATURE STORIES ABOUT A LEXUS VEHICLE	REF. PAGE 28

SMALL BASE MODULE - HOTSPOTS - MOBILE CREATIVE SPEC

TECHNOLOGY 1



750x672

THE MOST ADVANCED ES YET 2

Lexus craftsmanship is on display with driver-centric technology that showcases innovation and convenience. 3

MORE TECHNOLOGY 4

∨

1. MODULE TITLE

- 30 Characters

2. STORY HEADLINE

- 20 Characters

3. BODY COPY

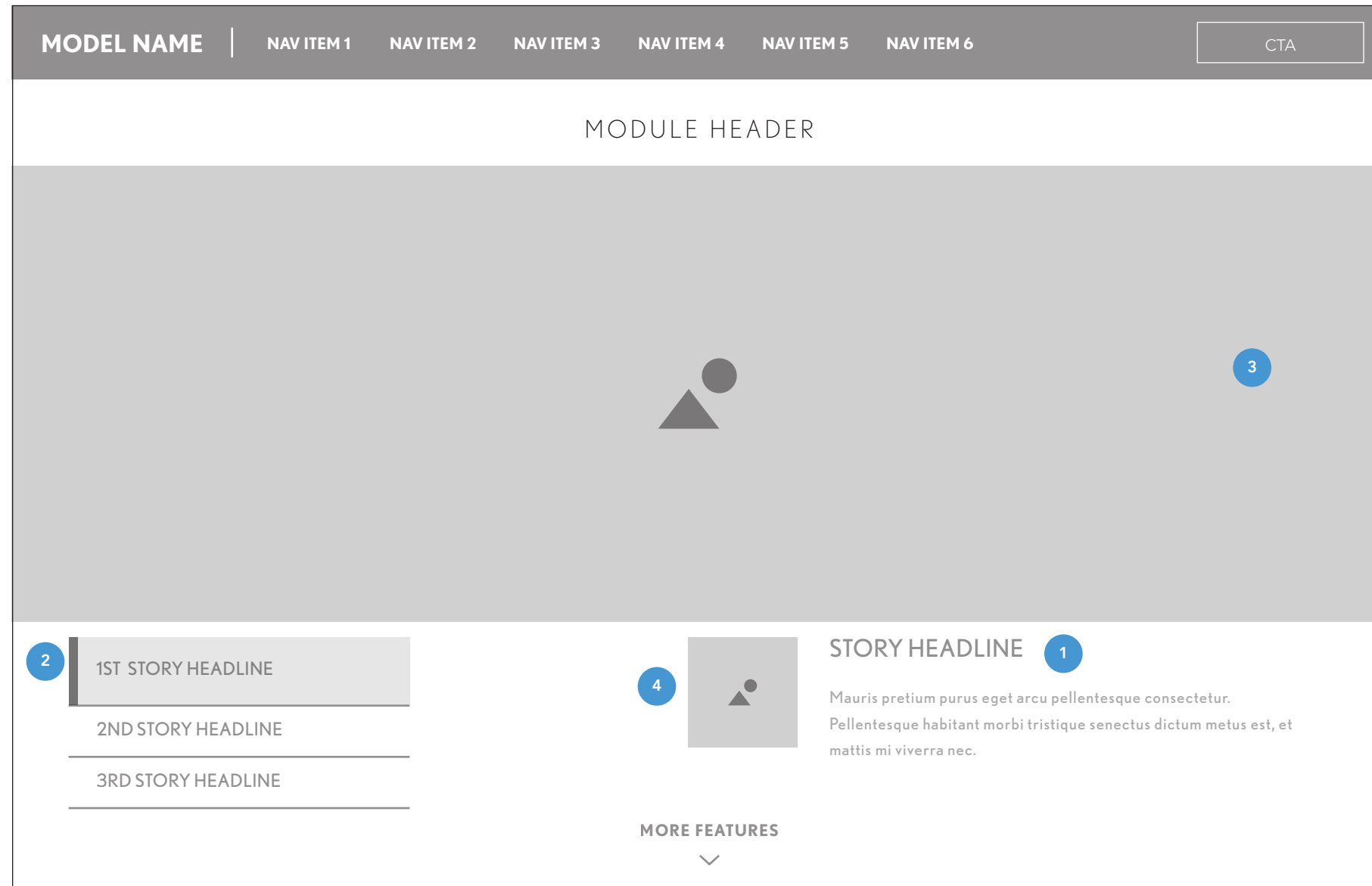
- 230 Characters

4. FEATURES ACCORDION

- 10 Characters

LARGE BASE MODULE - INFOGRAPHIC - DESKTOP

DESKTOP VIEWPORT



1. HEADLINE AND BODY COPY

Headline and body copy for story.

2. STORY LINKS

Links that will trigger an animation to reveal user selected story.

3. IMAGE

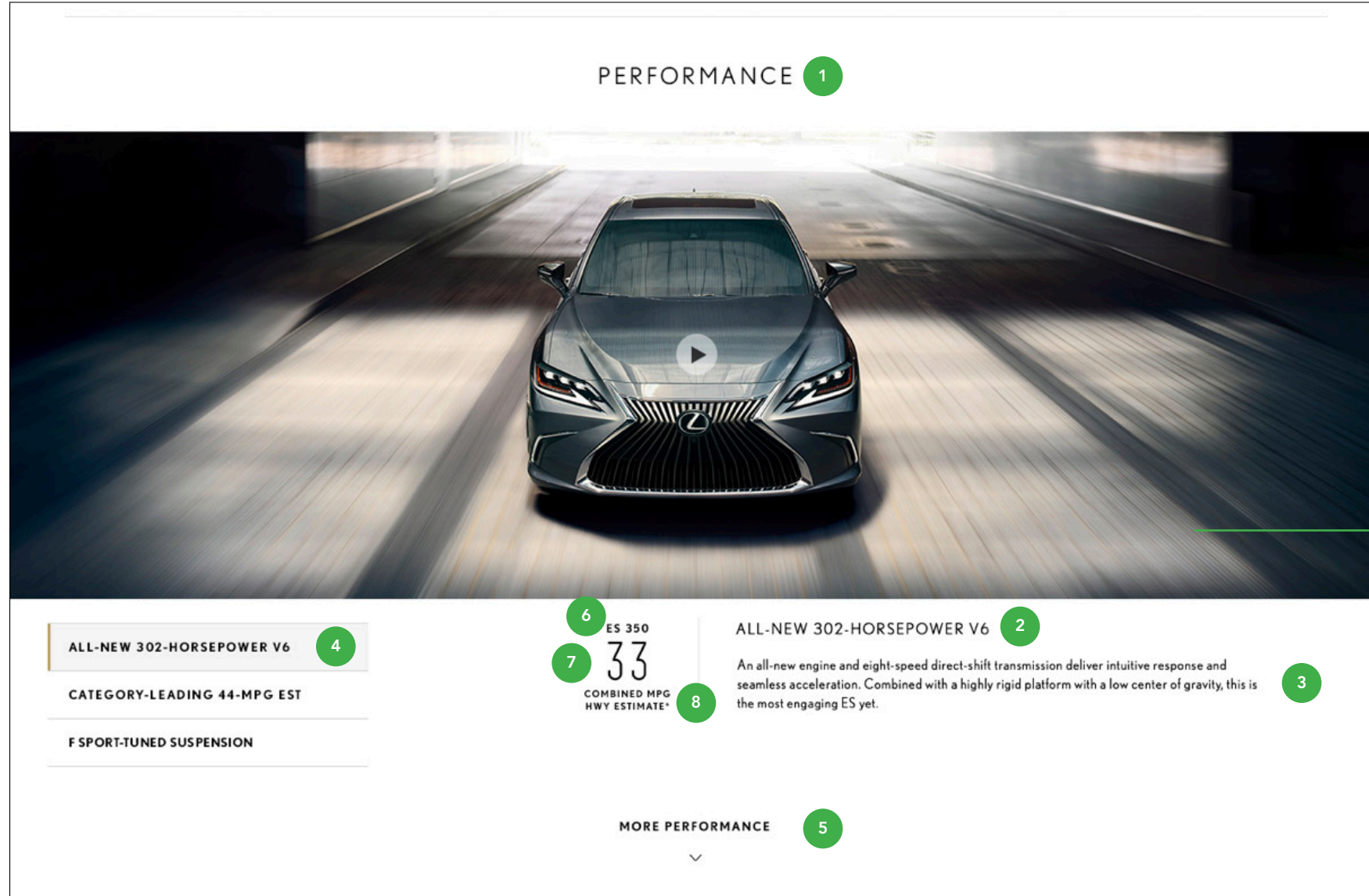
Container for story specific image/video.

4. INFOGRAPHIC

Will display an infographic image center aligned with headline and body copy.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
SM.03	LARGE BASE MODULE - INFOGRAPHIC	AS A USER, I WANT TO SEE FEATURE STORIES ABOUT A LEXUS VEHICLE	03.A - Image container can support image and video. 03.B - Module can be used with or without infographic image. 03.C - On Mobile, auto-play of video header will be disabled. 03.D - Story link name will default to the Story Headline. The default name can be overridden in the CMS.

LARGE BASE MODULE - INFOGRAPHIC- DESKTOP CREATIVE SPEC



1. MODULE TITLE

- 30 Characters

2. STORY HEADLINE

- 20 Characters

3. BODY COPY

- 230 Characters

4. STORY LINKS

- 20 Characters

5. FEATURES ACCORDION

- 10 Characters

6. VEHICLE TAG

- 6 Characters

7. NUMBER

- 3 Characters

8. DESCRIPTION

- 25 Characters

1440x490

LARGE BASE MODULE - INFOGRAPHIC - MOBILE

MOBILE VIEWPORT



1. HEADLINE AND BODY COPY

Headline and body copy for story.

2. STORY LINKS

Links that will trigger an animation to reveal user selected story.

3. IMAGE

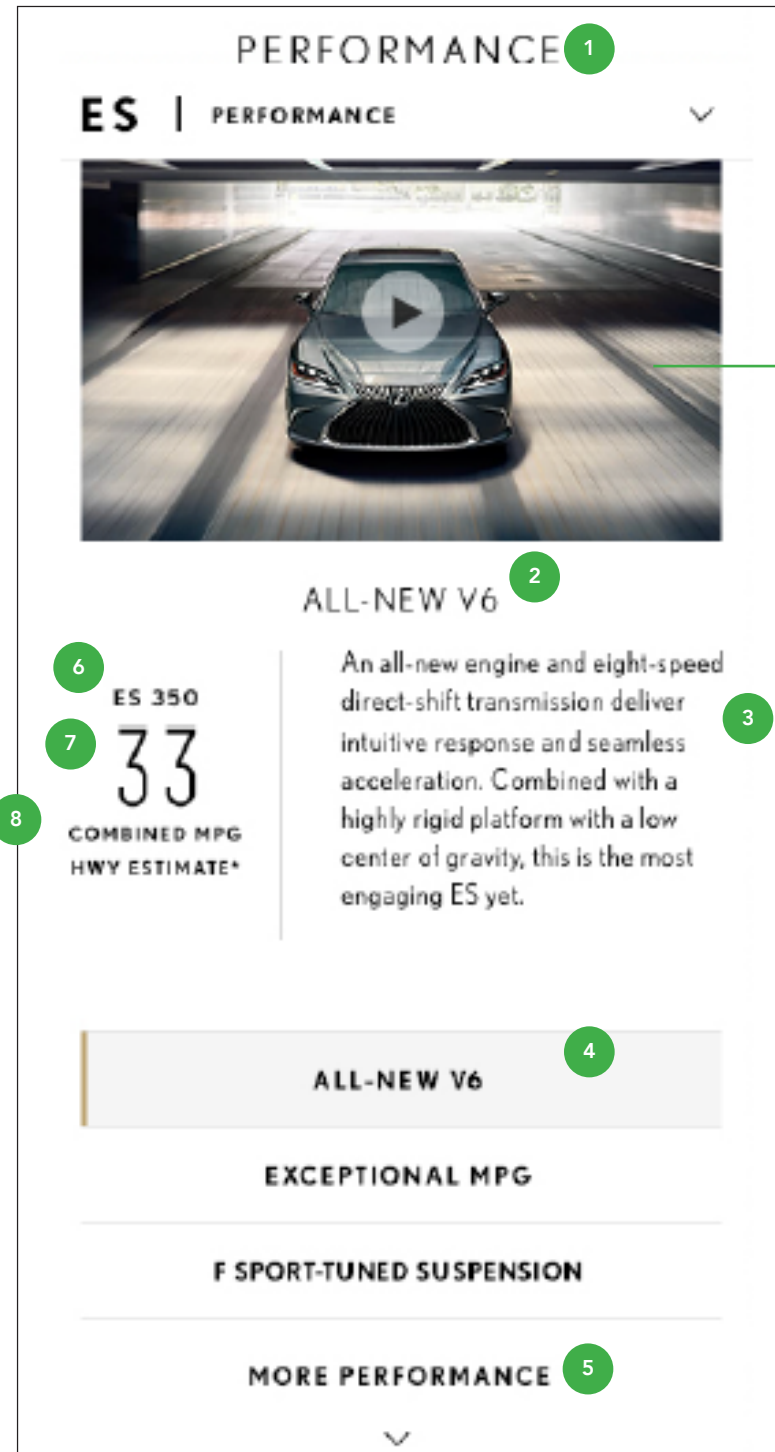
Image container for story.

4. INFOGRAPHIC

Will display an infographic image center aligned with headline and body copy.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
SM.03	LARGE BASE MODULE - INFOGRAPHIC	AS A USER, I WANT TO SEE FEATURE STORIES ABOUT A LEXUS VEHICLE	REF. PAGE 32

LARGE BASE MODULE - INFOGRAPHIC - MOBILE CREATIVE SPEC



1. MODULE TITLE

- 30 Characters

2. STORY HEADLINE

- 20 Characters

3. BODY COPY

- 230 Characters

4. STORY LINKS

- 20 Characters

5. FEATURES ACCORDION

- 10 Characters

6. VEHICLE TAG

- 6 Characters

7. NUMBER

- 3 Characters

8. DESCRIPTION

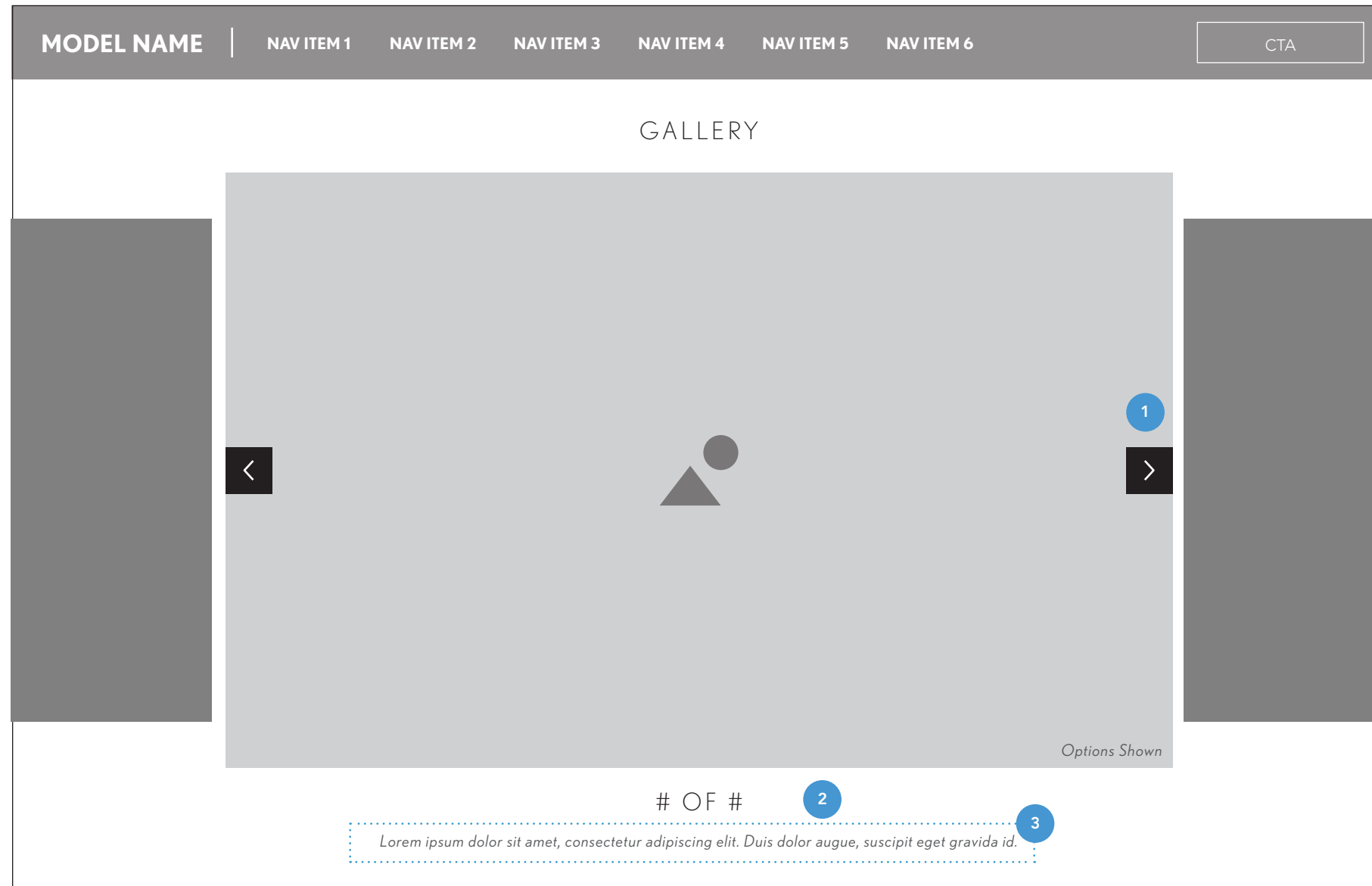
- 25 Characters

GALLERY MODULE

ALL BREAKPOINTS

GALLERY MODULE - DESKTOP 1 OF 2

DESKTOP VIEWPORT



1. IMAGE CAROUSEL

Users will be able to scroll images left and right, order will be determined by CMS. All gallery images will loop.

2. IMAGE NUMBER

Will display current image number and number of total images in the gallery.

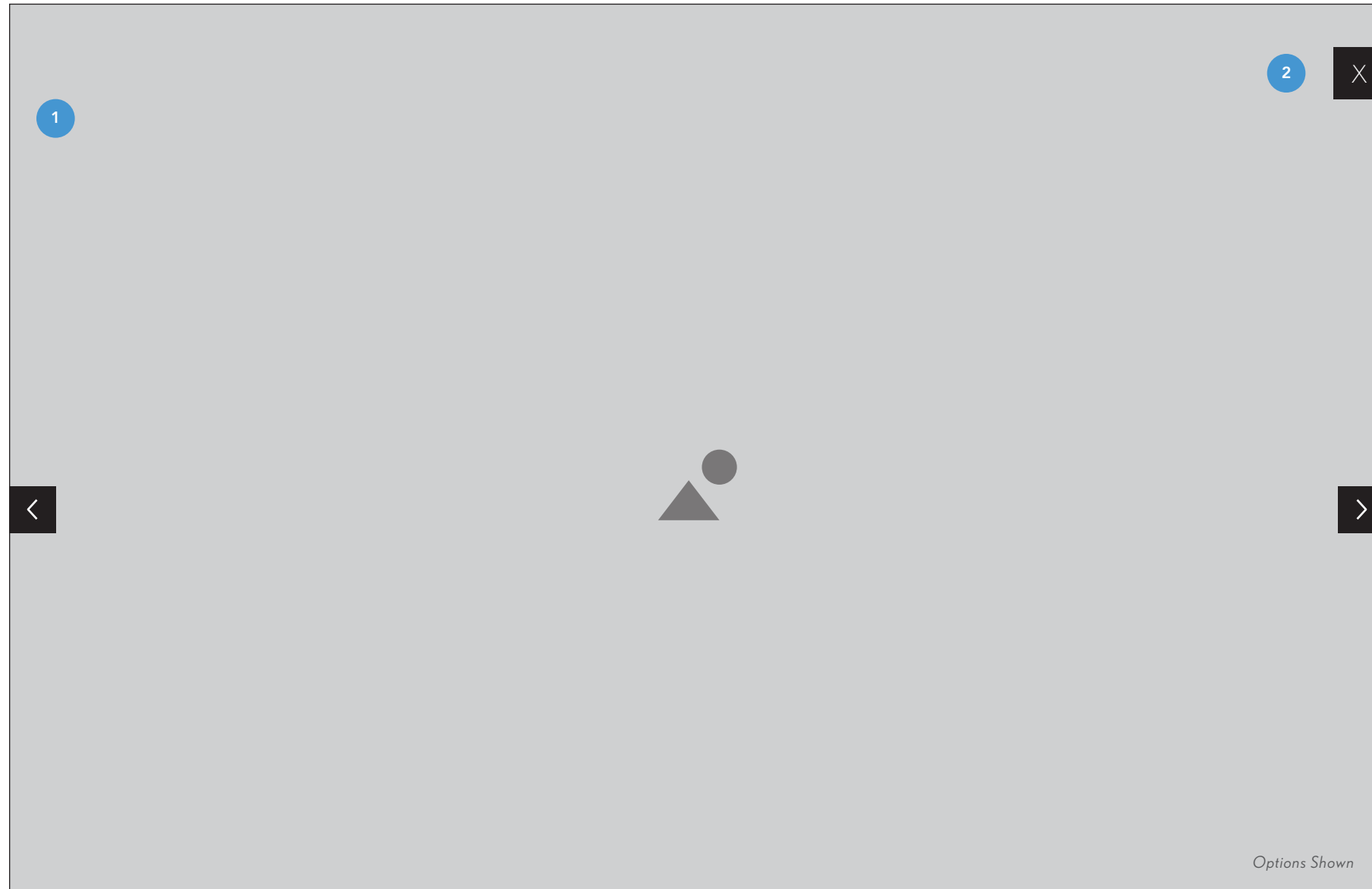
3. IMAGE DESCRIPTION

Will display image description if necessary (disclaimer information)

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.05	GALLERY MODULE	AS A USER, I WANT TO SEE LEXUS VEHICLE IMAGES	05.A - Gallery will support a minium of 3 image and a maximum of 15 images 05.B - Image description will only display (if necessary) on the collapsed state of gallery 05.C - Gallery carousel will progress forward and backwards and will be able to loop 05.D - CMS will support ability to rearrange image order 05.E - On full screen view, gallery will be able to support carousel progression 05.F - Gallery will support image and video 05.G - On click/tap of image area, image will open up to larger view. 05.H - Gallery will be navigable and accessible using keyboard arrows.

GALLERY MODULE - DESKTOP 2 OF 2

DESKTOP VIEWPORT



1. FULL SCREEN

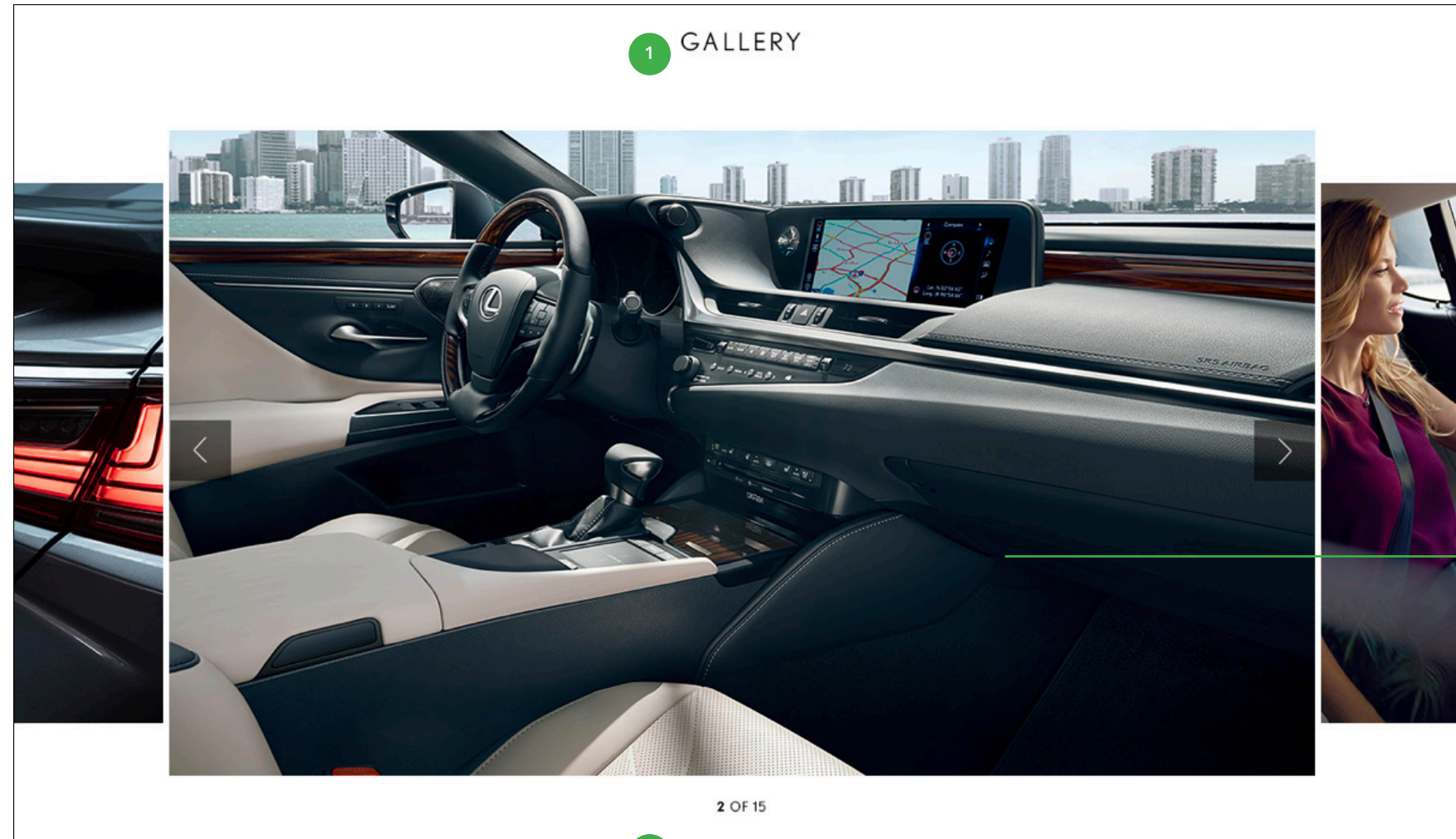
Users will be able to open image to full screen of the device. In full screen view users will be able to swipe left and right to progress through the carousel.

2. CLOSE

On click, users will be returned to the previous state of the page.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.05	GALLERY MODULE	AS A USER, I WANT TO SEE LEXUS VEHICLE IMAGES	REF. PAGE 37

GALLERY MODULE - DESKTOP CREATIVE SPEC 1 OF 2



1. MODULE TITLE

- 30 Characters

2. DISCLAIMER/DESCRIPTION

- 80 Characters

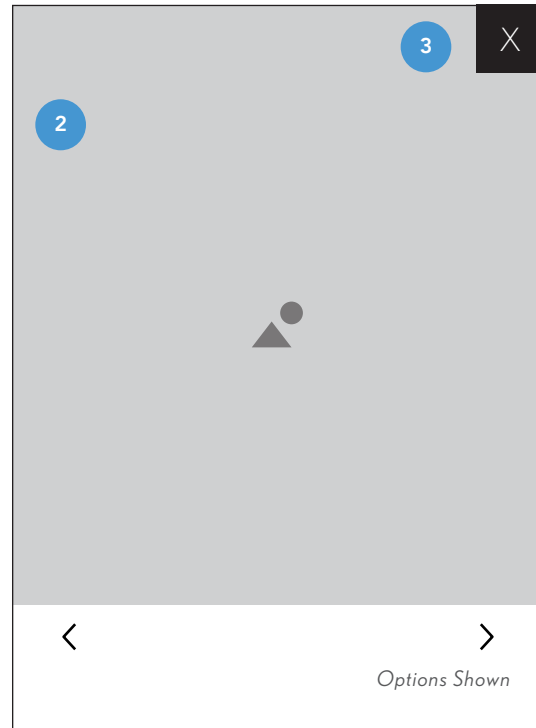
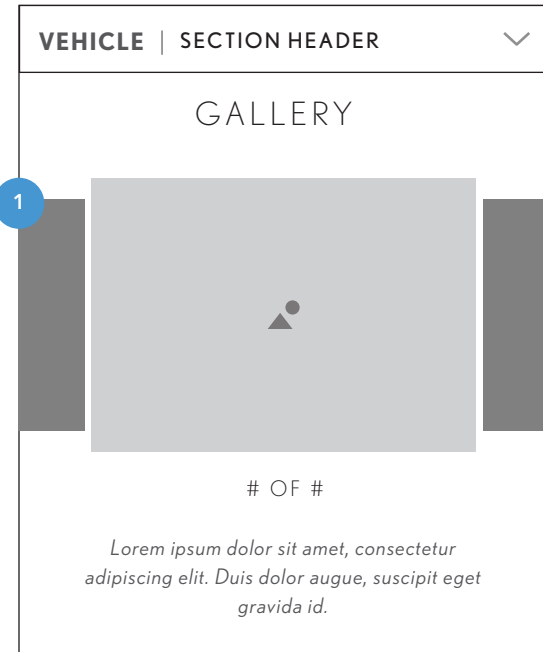
1440x811

GALLERY MODULE - DESKTOP CREATIVE SPEC 2 OF 2



GALLERY MODULE - MOBILE

MOBILE VIEWPORT



1. IMAGE CAROUSEL

Users will be able to scroll, or tap left and right image navigate through the carousel. Order will be determined by CMS.

2. FULL SCREEN

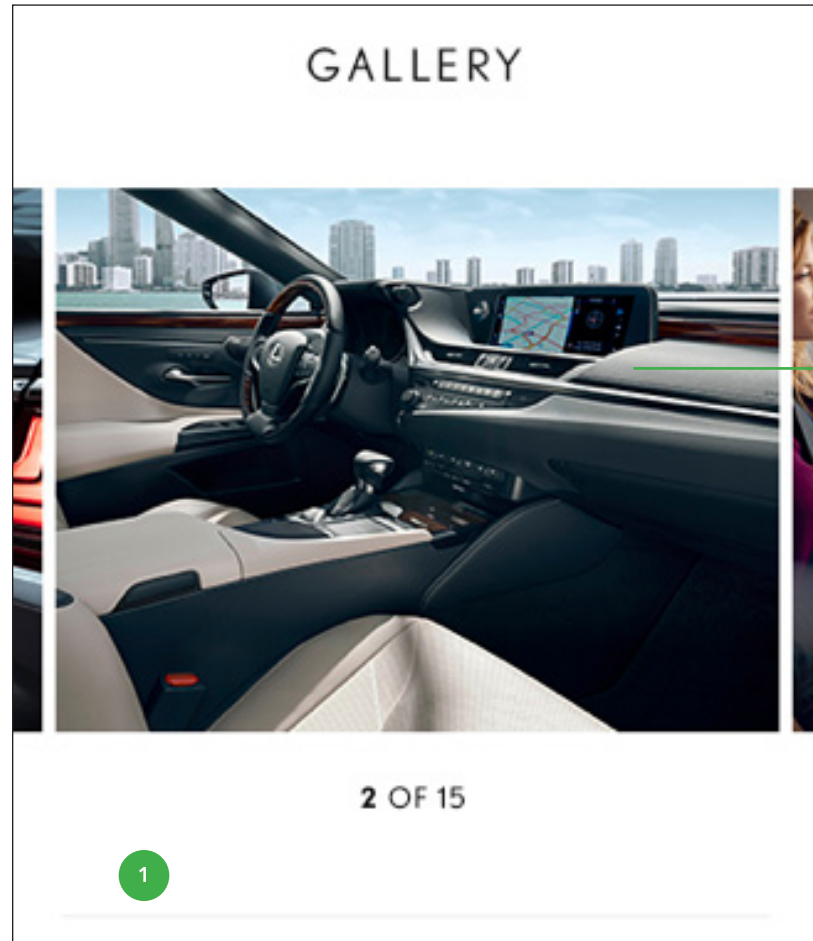
Users will be able to open image to full screen of the device. In full screen view users will be able to swipe left and right to progress through the carousel.

3. CLOSE

On click, users will be returned to the previous state of the page.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.05	GALLERY MODULE	AS A USER, I WANT TO SEE LEXUS VEHICLE IMAGES	REF. PAGE 37

GALLERY MODULE - MOBILE CREATIVE SPEC



960x541

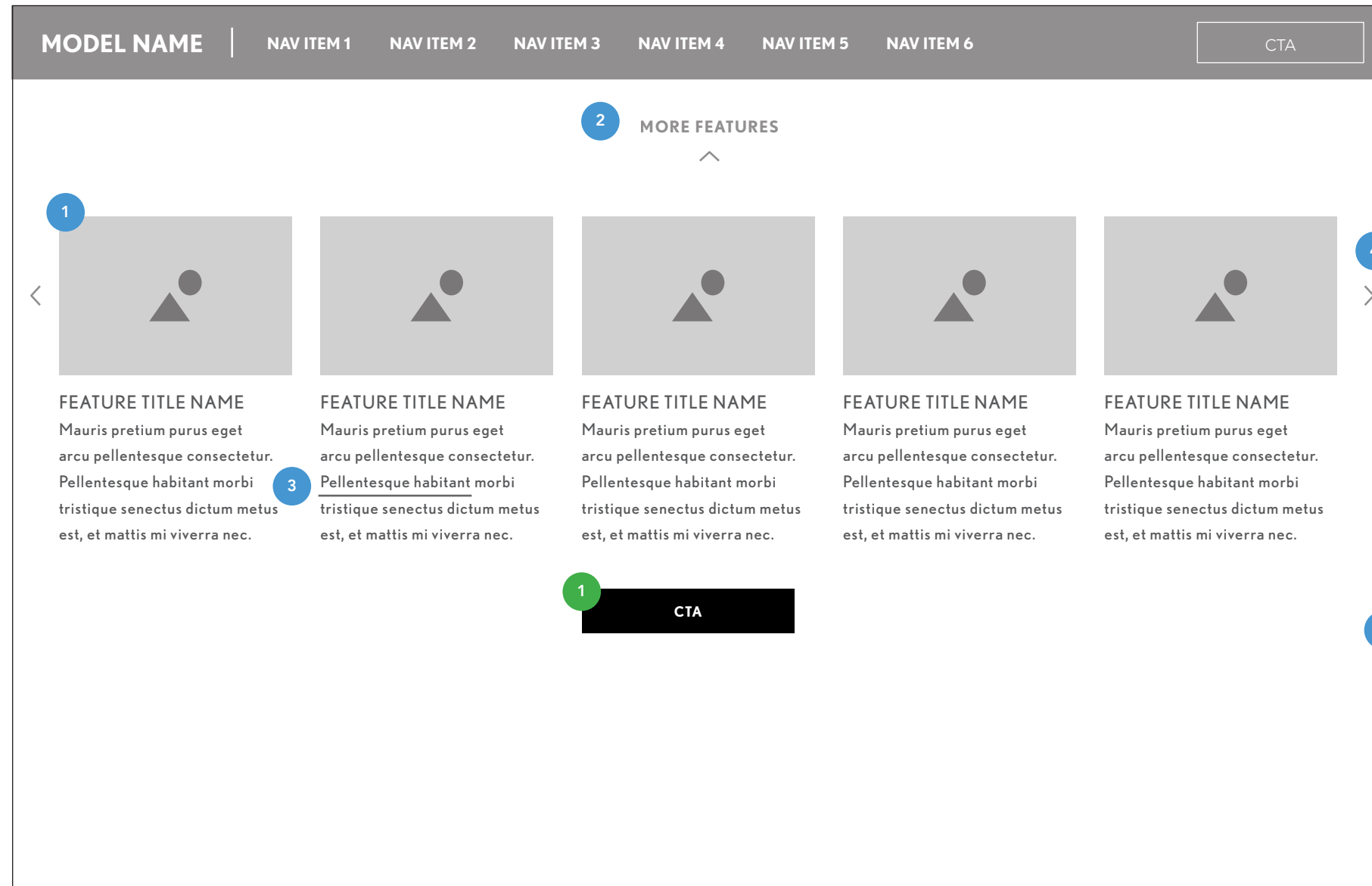
1. DISCLAIMER/DESCRIPTION
- 80 Characters

FEATURE SETS MODULE

ALL BREAKPOINTS

FEATURE SETS - DESKTOP

DESKTOP VIEWPORT



1. FEATURES

After features accordion is open, users will get a list of 2 - N features related to the given story module category. Recommended no more than 10 features. Asset will resize based upon number of features in the stack.

2. CLOSE FEATURES

On click, vertical accordion will be hidden

3. TEXT LINK

Descriptions can contain text links on various keywords that link out of the page.

4. CAROUSEL/ARROWS

Arrows will appear if there are more than 5 features in a given stack. On Click of the arrow, the next set of features will scroll in up to 5 at a time.

5. STACKED

Module can be used in a stacked formation that supports 2-6 features in each row.


1. FEATURES INFORMATION LAYER

On click, will open up information layer with that specific information layer accordion open.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.04	FEATURE SETS MODULE	AS A USER, I WANT TO SEE FEATURE ABOUT A LEXUS VEHICLE	01.A - Feature description can contain text links. On click of link, will open page/link in a separate tab/window. 02.B - Will be able to support 2-N amount of features. 03.C - If more than 5 features in a given set, features will turn into a carousel. Arrows will scroll to the next set of features (5). 03.D - Order will be determined by CMS. 03.E - On click of the CTA to view all features, "information layer" overlay will appear with the user selected accordion open. 03.F - If headline is longer than a given character length, will break to 2 lines. 03.G - Text link (if visible) will open up in same window. 03.H - CMS to determine if module will be stacked. 03.I - CMS will support an optional module title when that is centered above the features.


FEATURE SETS - DESKTOP CREATIVE SPEC

3 MORE TECHNOLOGY




1 12.3-INCH MULTIMEDIA DISPLAY

The large 12.3-inch high-resolution split-screen multimedia display provides immediate, simultaneous access to audio or climate controls and various systems including Navigation.




AMAZON ALEXA

Easily access thousands of the same voice-activated skills you get with Amazon Alexa at home. For added convenience, Alexa can even sync to your Navigation System.




APPLE CARPLAY

With available Apple CarPlay compatibility, you can access the same familiar interface from your iPhone®* through the vehicle's multimedia display.



MARK LEVINSON PUREPLAY

A world's first in an automobile,* this next-generation system boasts the most advanced sound-stage technology Lexus offers, delivering audio that's not heard, but experienced.



POWER TRUNK WITH KICK SENSOR

The power trunk can be opened and closed using a button on the key fob, on the trunk lid and next to the steering wheel. For added convenience when your hands are full, the open/close function can be performed by waving your foot under the rear bumper.

ALL TECHNOLOGY

1. FEATURE HEADLINE

- 50 Characters with spaces


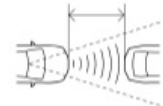
2. BODY COPY

- 340 Characters with spaces

5. FEATURES ACCORDION

- 10 Characters

550x411

PRE-COLLISION SYSTEM WITH PEDESTRIAN DETECTION*

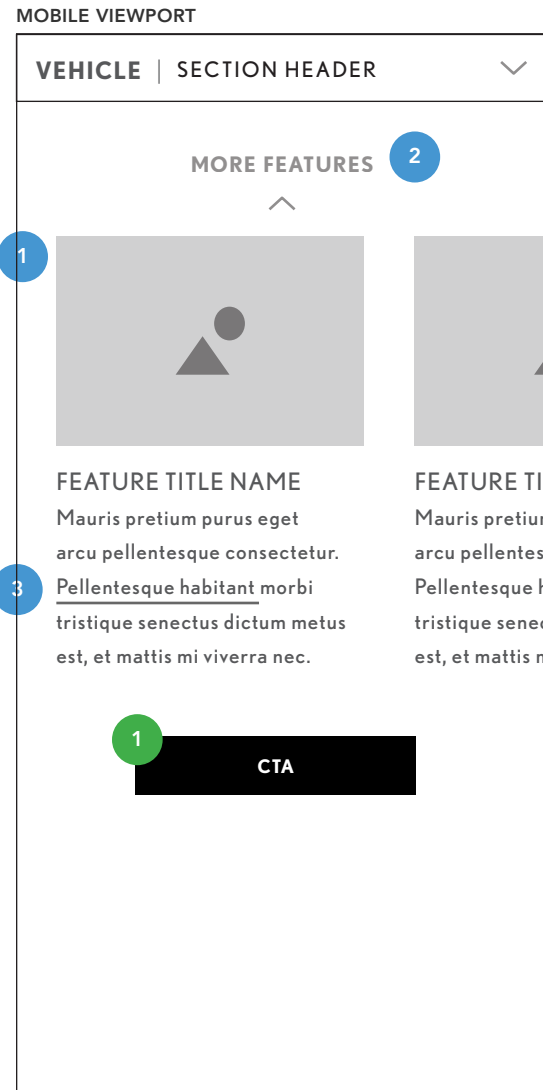
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi. Sint occaecati

ALL-SPEED DYNAMIC RADAR CRUISE CONTROL

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi. Sint occaecati

1440X596

FEATURE SETS - MOBILE



1. FEATURES

After features accordion is open, users will get a list of 2 - N features related to the given story module category. Recommended no more than 5 features.

2. CLOSE FEATURES

On click, vertical accordion will be hidden

3. TEXT LINK

Descriptions can contain text links on various keywords that link out of the page.

1. FEATURES INFORMATION LAYER

On click, will open up information layer with that specific accordion open.
REF. PAGE XX

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.04	FEATURE SETS MODULE	AS A USER, I WANT TO SEE FEATURE ABOUT A LEXUS VEHICLE	REF. PAGE 44

FEATURE SETS - MOBILE CREATIVE SPEC

MOBILE VIEWPORT

MORE TECHNOLOGY 3



1 12.3-INCH MULTIMEDIA DISPLAY

2 The large 12.3-inch high-resolution split-screen multimedia display provides immediate, simultaneous access to audio or climate controls and various systems including Navigation.

AMAZON
Easily access same voice get with Alexa. For added convenience can even use System.

ALL TECHNOLOGY

LEXUS SAFETY SYSTEM+



PRE-COLLISION SYSTEM WITH PEDESTRIAN DETECTION*

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi.



ALL-SPEED DYNAMIC RADAR CRUISE CONTROL

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint

550x200

550x411

1. FEATURE HEADLINE

- 50 Characters with spaces

2. BODY COPY

- 340 Characters with spaces

5. FEATURES ACCORDION

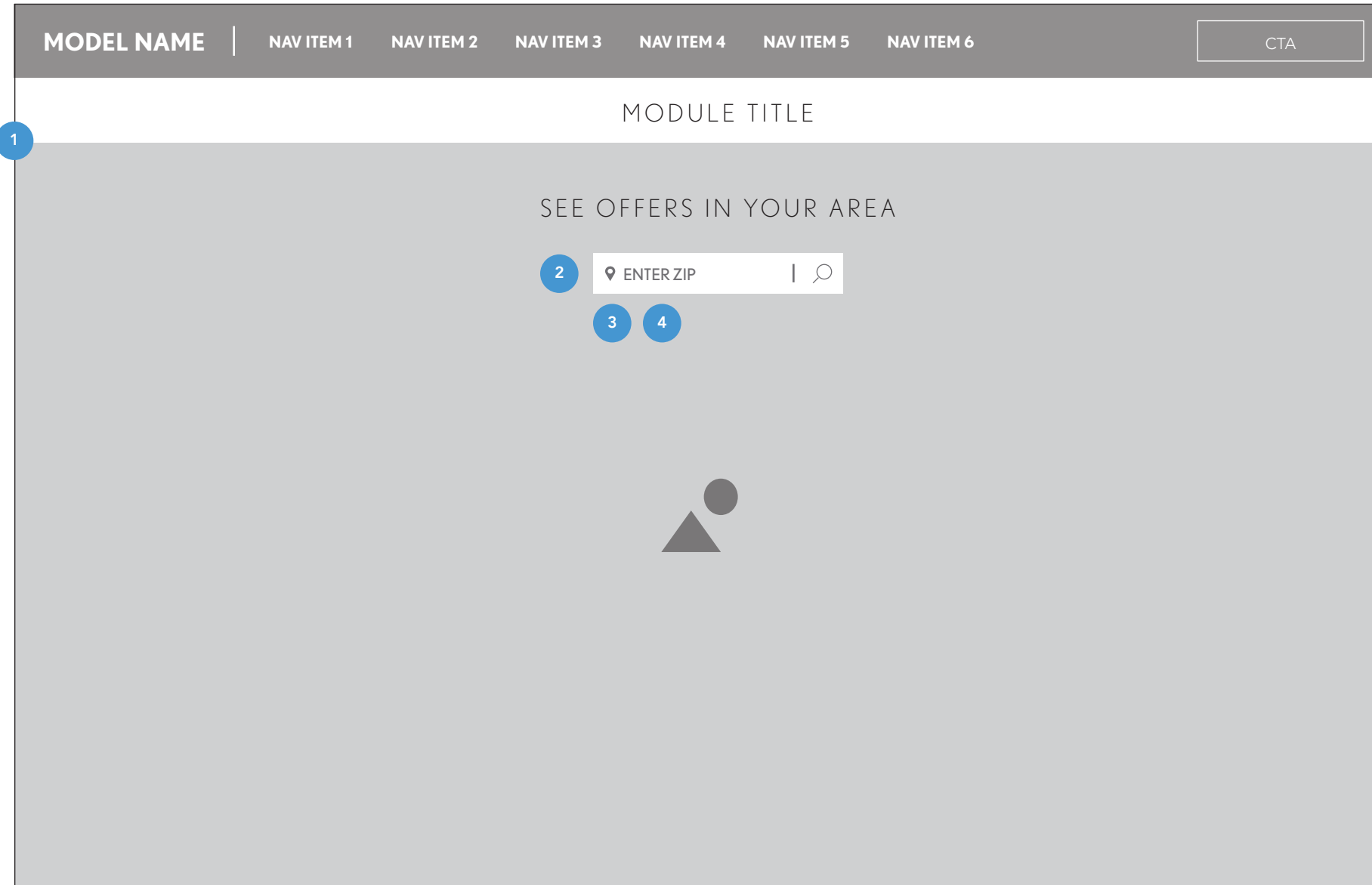
- 10 Characters

OFFERS MODULE

ALL BREAKPOINTS

OFFERS MODULE - DESKTOP 1 OF 2

DESKTOP VIEWPORT



1. VEHICLE IMAGE

Lifestyle image of vehicle.

2. ZIP CODE FIELD

Zip code field will cap at 5 numerical characters.

3. ERROR MESSAGE

Error messages will display above the zip code field and will be returned by LOD.

- Zip code does exist, but no offers (offer default message)
- Zip code does exist, but not assigned to a market

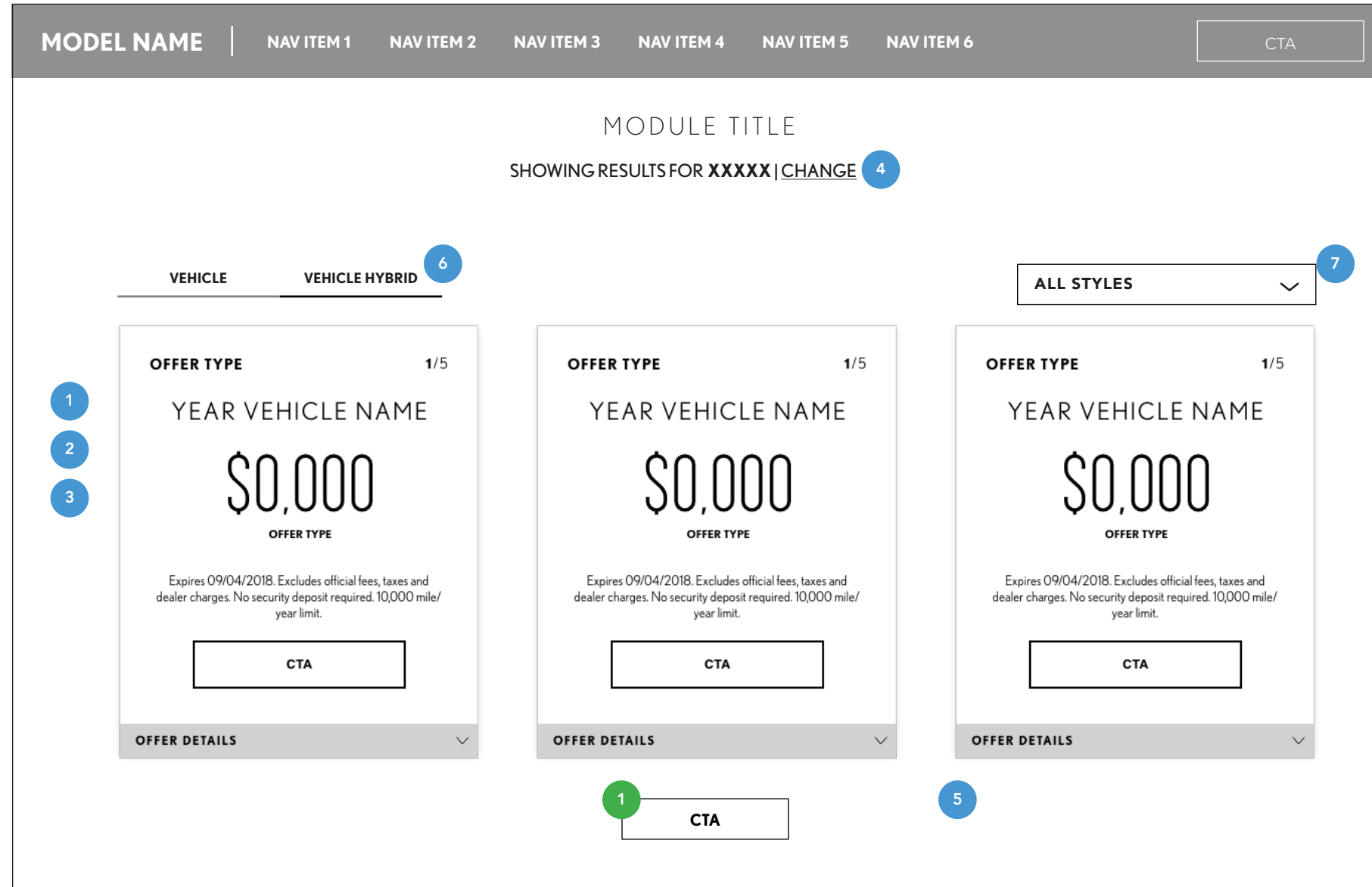
4. INVALID ZIP

Form field will outline in red and error message will display below zip code field. Error message will be returned by CMS.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.06	OFFERS MODULE	AS A USER, I WOULD LIKE TO SEE VEHICLE OFFERS FROM LEXUS.	06.A - Follow same rules as all offers for specific vehicle information.

OFFERS MODULE - DESKTOP 2 OF 3

DESKTOP VIEWPORT



1. OFFERS DISPLAY

All offers will display only after a valid zip code has been entered or cooked.

2. CENTER OFFERS

If there are less than 3 offers available, offer text will always be centered within the page.

3. OFFERS

1st available offer listed in Lexus Offers Database will display based on the model series displayed in the hero image. Offer will be displayed below each corresponding vehicle shown in the hero image. If only 1 or 2 offers are available to display, offers will be centered within module.

4. ZIP CODE FIELD

Zip code field will remain displayed so user can change their zip code. Zip code validation error messaging will display in place of market LDA title.

5. NO OFFERS DISPLAY

If no offers are available, default message will display.

6. VEHICLE CATEGORY

Tab menu to display offers for either gas or hybrid vehicles.

7. TRIM SELECTOR

Drop down menu for users to select trim if applicable for a given vehicle.

1. VIEW INVENTORY

Modal will open to show list of dealers/map.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.06	OFFERS MODULE	AS A USER, I WOULD LIKE TO SEE VEHICLE OFFERS FROM LEXUS.	REF. PAGE 49

OFFERS MODULE - DESKTOP 3 OF 3

DESKTOP VIEWPORT

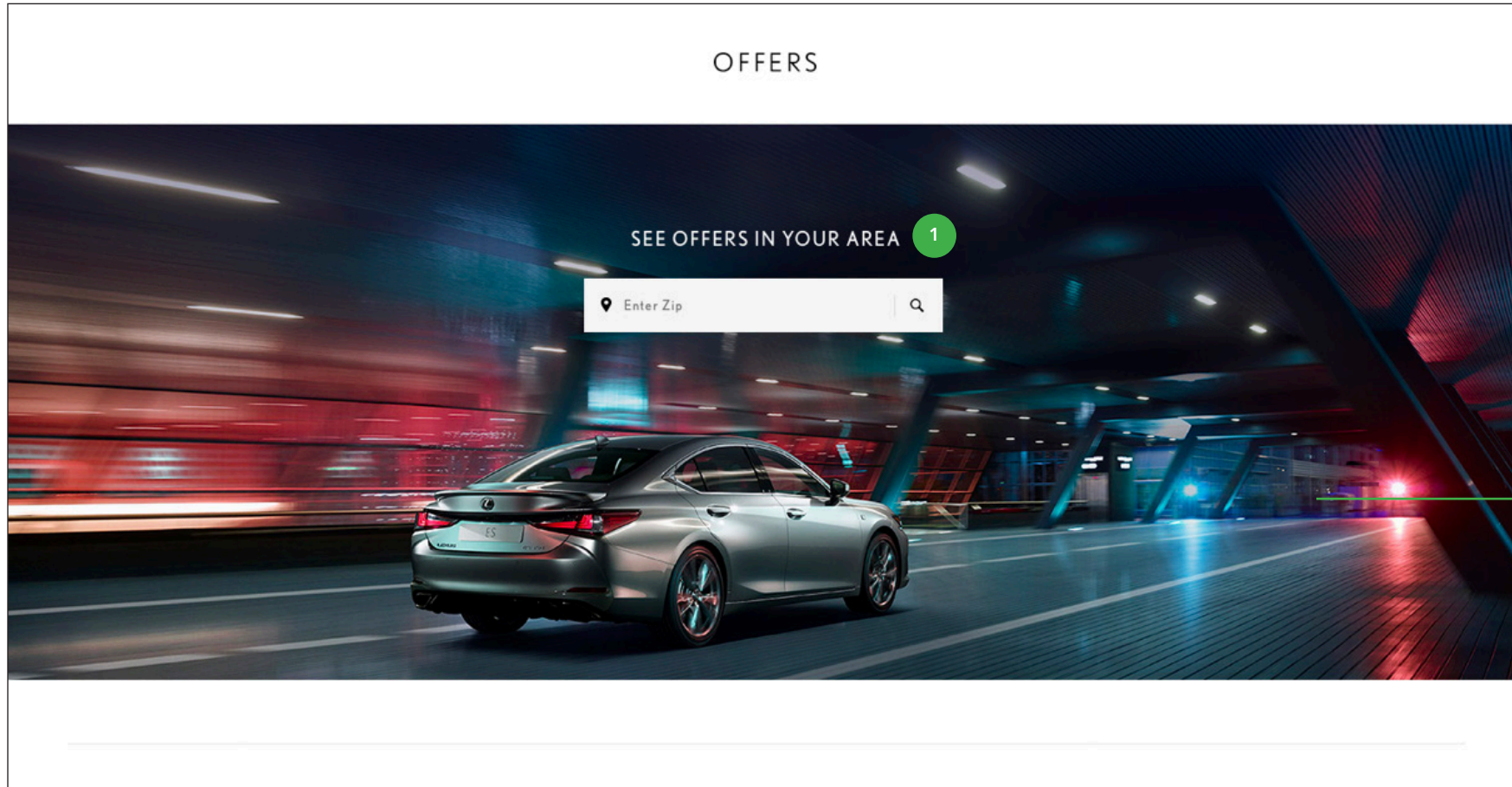
The screenshot shows a desktop viewport of the Offers Module. At the top is a navigation bar with 'MODEL NAME' and six 'NAV ITEM' buttons, followed by a 'CTA' button. Below the navigation bar is the 'MODULE TITLE' and a search bar containing 'SHOWING RESULTS FOR XXXXX | CHANGE'. A large grey banner with a person icon and a blue circle containing the number '1' (indicating a 'SALES EVENT PROMO') is positioned above the offer cards. Below the banner are tabs for 'VEHICLE' and 'VEHICLE HYBRID', and a dropdown menu for 'ALL STYLES'. Three offer cards are displayed, each showing 'OFFER TYPE 1/5', 'YEAR VEHICLE NAME', '\$0,000', and a 'CTA' button. Each card also includes a small text block: 'Expires 09/04/2018. Excludes official fees, taxes and dealer charges. No security deposit required. 10,000 mile/year limit.' At the bottom of the offer cards is another 'CTA' button.

1. SALES EVENT PROMO

During sales events or any other promotional event, a promo module can be placed above the offers.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.06	OFFERS MODULE	AS A USER, I WOULD LIKE TO SEE VEHICLE OFFERS FROM LEXUS.	REF. PAGE 49

OFFERS MODULE - DESKTOP CREATIVE SPEC 1 OF 3



1. SEE OFFERS IN YOUR AREA
- 25 Characters

1920x795

OFFERS MODULE - DESKTOP CREATIVE SPEC 2 OF 3

OFFERS 1

SHOWING RESULTS FOR 90029 | [CHANGE](#)

2 ES ES HYBRID ALL STYLES ▾

LEASE 1/5

2019 ES 350

\$379 | 36 | \$2,999

MO. | MOS. | DUE AT SIGNING

Expires 07/01/2019. Payment includes \$4,000 lease cash. Excludes official fees, taxes and dealer charges. 10,000 mile/year limit.

[CONTACT DEALER](#)

[OFFER DETAILS](#) ^

FINANCE 2/5

SELECT 2019 ES STYLES

2.9% | FINANCING UP TO | 60

APR | | MOS.

Expires 07/01/2019. 60 Monthly Payments of \$17.92 per \$1,000 Financed.

[CONTACT DEALER](#)

[OFFER DETAILS](#) ^

CASH 3/5

SELECT 2019 ES STYLES

\$2,000

LEXUS CASH

Expires 07/01/2019.

[CONTACT DEALER](#)

[OFFER DETAILS](#) ^

[VIEW INVENTORY](#)

1. MODULE TITLE

- 20 Characters

2. VEHICLE NAME

- 9 Characters

OFFERS MODULE - DESKTOP CREATIVE SPEC 3 OF 3

OFFERS **1**
SHOWING RESULTS FOR 90029 | [CHANGE](#)

GOLDEN OPPORTUNITY SALES EVENT

ES ES HYBRID **2** ALL STYLES ⌵

LEASE 1/5

2019 ES 350

\$379 | **36** | **\$2,999**
MO. | MOS. | DUE AT SIGNING

Expires 07/01/2019. Payment includes \$4,000 lease cash. Excludes official fees, taxes and dealer charges. 10,000 mile/year limit.

CONTACT DEALER

OFFER DETAILS ⌵

FINANCE 2/5

SELECT 2019 ES STYLES

2.9% | **60**
APR | FINANCING UP TO | MOS.

Expires 07/01/2019. 60 Monthly Payments of \$17.92 per \$1,000 Financed.

CONTACT DEALER

OFFER DETAILS ⌵

CASH 3/5

SELECT 2019 ES STYLES

\$2,000
LEXUS CASH

Expires 07/01/2019.

CONTACT DEALER

OFFER DETAILS ⌵

VIEW INVENTORY

1. MODULE TITLE

- 20 Characters

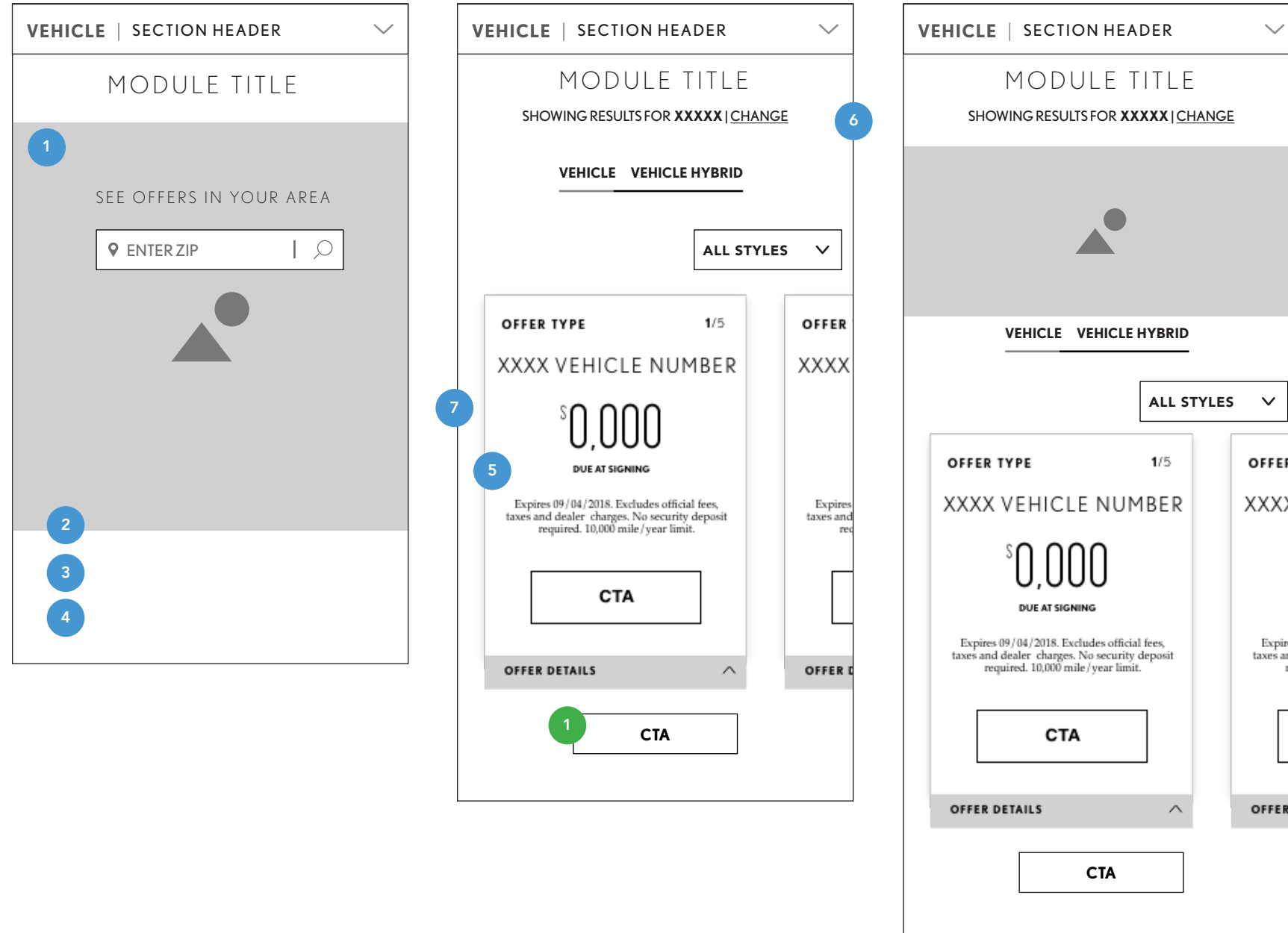
2. MODEL CATEGORY

- 9 Characters

1360x200

OFFERS MODULE - MOBILE

MOBILE VIEWPORT



1. VEHICLE IMAGE

Image of vehicle.

2. ZIP CODE FIELD

Zip code field will cap at 5 numerical characters.

3. ERROR MESSAGE

Error messages will display above the zip code field and will be returned by LOD.

- Zip code does exist, but no offers (offer default message)
- Zip code does exist, but not assigned to a market

4. INVALID ZIP

Form field will outline in red and error message will display below zip code field. Error message will be returned by CMS.

5. OFFERS DISPLAY

All offers will display only after a valid zip code has been entered or cookie'd.

6. ZIP CODE FIELD

Zip code field will remain displayed so user can change their zip code. Zip code validation error messaging will display in place of market LDA title.

7. NO OFFERS DISPLAY

If no offers are available, default message will display.

8. SALES EVENT PROMO

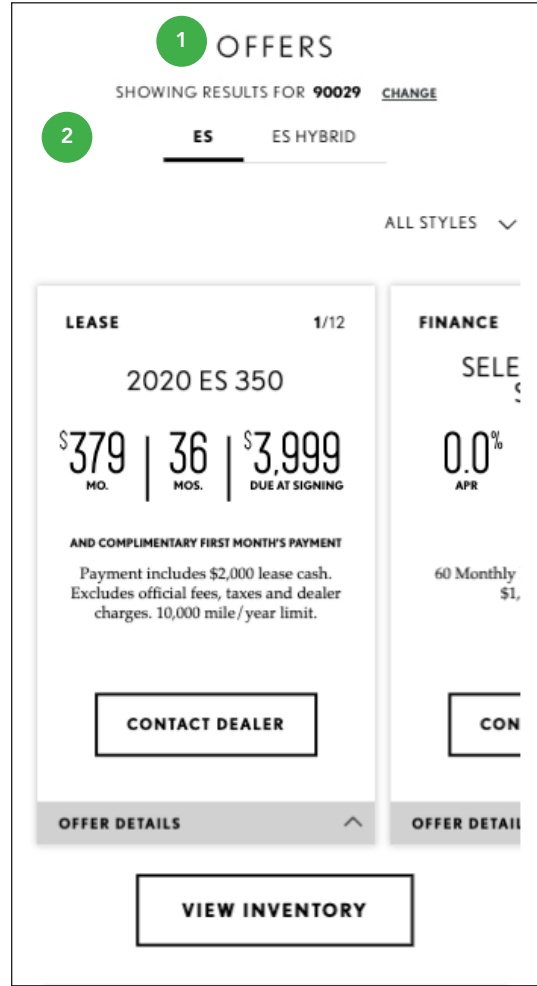
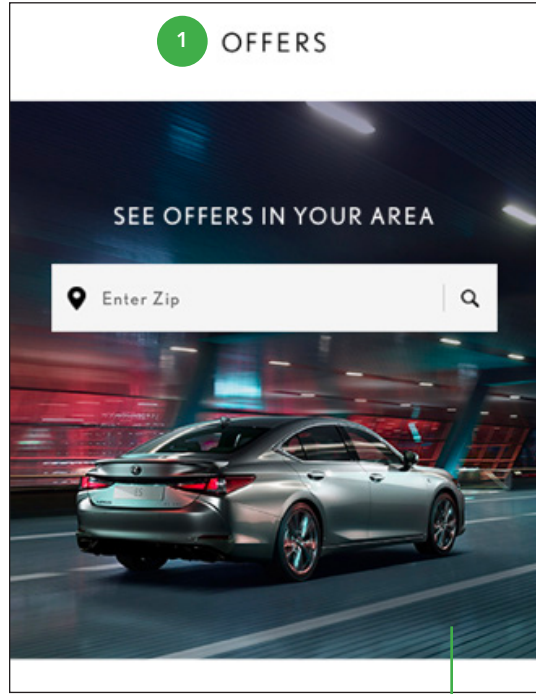
During sales events or any other promotional event, a promo module can be placed above the offers.

1. VIEW INVENTORY

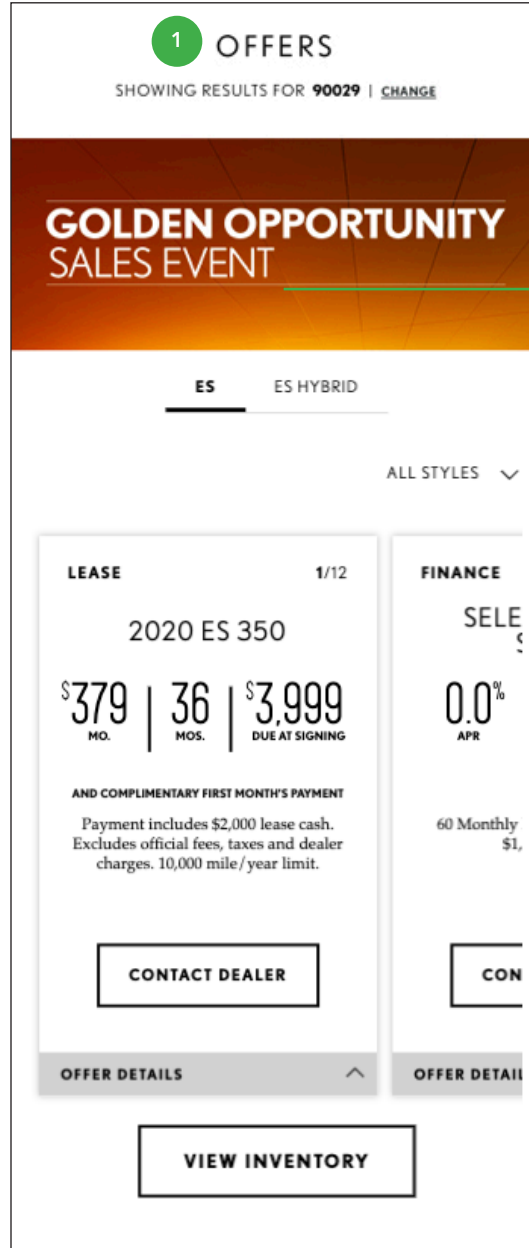
Modal will open to show list of dealers/map.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.06	OFFERS MODULE	AS A USER, I WOULD LIKE TO SEE VEHICLE OFFERS FROM LEXUS.	REF. PAGE 49

OFFERS MODULE - MOBILE CREATIVE SPEC



960x1113



1. MODULE TITLE
- 20 Characters

2. VEHICLE NAME
- 9 Characters

750x400

2

INFORMATION LAYER

ALL BREAKPOINTS

INFORMATION LAYER - FEATURES - DESKTOP 1 OF 4

DESKTOP VIEWPORT

MODEL	FEATURES	SPECS	PACKAGES	OPTIONS				
<input checked="" type="checkbox"/> STANDARD <input type="checkbox"/> PACKAGE <input type="checkbox"/> OPTION	TRIM NAME MSRP* REMOVE	TRIM NAME MSRP* REMOVE	TRIM NAME MSRP* REMOVE	TRIM NAME MSRP* REMOVE	TRIM NAME MSRP* REMOVE	TRIM NAME MSRP* REMOVE	TRIM NAME MSRP* REMOVE	TRIM NAME MSRP* REMOVE
CATEGORY —								
FEATURE NAME	✓	✓	✓	✓	✓	✓	✓	✓
FEATURE NAME	✓	✓	✓	✓	✓	✓	✓	✓
FEATURE NAME	✓	✓	✓	✓	✓	✓	✓	✓
FEATURE NAME		✓	✓	✓	✓	✓	✓	✓
FEATURE NAME		✓			✓	✓	✓	✓
FEATURE NAME <i>i</i>		✓			✓	✓	✓	✓
FEATURE NAME				✓	✓	✓	✓	✓
FEATURE NAME		P O	P O	P O	P O	P O	P O	P O
CATEGORY +								
CATEGORY +								
CATEGORY +								

1. REMOVE TRIM

Users will be able to unwanted trims and add them back as necessary. Grid will re-seize based on number of trims in grid.

2. CLOSE

Close button will take users back to their previous state of the page.

3. ACTIVE TRIM STATE

If user has navigated to the information layer overlay through the styles module, the user selected style will be highlighted.

4. STANDARD FEATURES

Order of features will start with features that are standard across all trim levels and cascade downwards.

5. INFORMATION LAYER NAVIGATION

Tabbed navigation for users to navigate different sections of the information layer.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.08	INFORMATION LAYER FEATURES	AS A USER, I WANT TO BE ABLE TO COMPARE ALL FEATURES FOR A SELECTED TRIM.	08.A - Will display all standard features across all style levels and cascade down accordingly. 08.B - On initial load, if no other user selection has been made, the 1st category accordion will be open by default. 08.C - If style is removed/added, grid will re size to fill the entire width of browser. 08.D - On click of any accordion, page grid will scroll to top of user selected category. 08.E - Tool tip will support 2 types, copy with image and copy only. 08.F - Mobile will only support up to 2 style in any given view. 08.G - Scroll arrows will appear if styles extends beyond the given browser viewport. 08.H - Active model style will be in view if viewport does not allow for all styles to be visible. 08.I - Info layer navigation will be pinned to top of device when scrolling.

INFORMATION LAYER - FEATURES - DESKTOP 2 OF 3

DESKTOP VIEWPORT

MODEL	FEATURES	SPECS	PACKAGES	OPTIONS				
<input checked="" type="checkbox"/> STANDARD <input type="checkbox"/> PACKAGE <input type="checkbox"/> OPTION	<	TRIM NAME MSRP * <u>REMOVE</u>	TRIM NAME MSRP * <u>REMOVE</u>	TRIM NAME MSRP * <u>REMOVE</u>	TRIM NAME MSRP * <u>REMOVE</u>	TRIM NAME MSRP * <u>REMOVE</u>	TRIM NAME MSRP * <u>REMOVE</u>	>
CATEGORY —								
FEATURE NAME		✓	✓	✓	✓	✓	✓	
FEATURE NAME		✓	✓	✓	✓	✓	✓	
FEATURE NAME		✓	✓	✓	✓	✓	✓	
FEATURE NAME		✓	✓			✓	✓	
FEATURE NAME			✓			✓	✓	
FEATURE NAME i			✓	✓	✓	✓	✓	
FEATURE NAME			PO	PO	PO	PO	PO	
FEATURE NAME			PO	PO	PO	PO	PO	
CATEGORY +								
CATEGORY +								
CATEGORY +								

1. SCROLL ARROWS

If there are more trims/styles than the allowed breakpoint can be viewed on a single screen, left and right arrows will appear to scroll through the list.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.08	INFORMATION LAYER FEATURES	AS A USER, I WANT TO BE ABLE TO COMPARE ALL FEATURES FOR A SELECTED TRIM.	REF. PAGE 58

INFORMATION LAYER - FEATURES - DESKTOP 3 OF 4

DESKTOP VIEWPORT

MODEL	FEATURES	SPECS	PACKAGES	OPTIONS				X
<input checked="" type="checkbox"/> STANDARD <input type="checkbox"/> PACKAGE <input type="checkbox"/> OPTION	TRIM NAME MSRP* <u>REMOVE</u>	TRIM NAME MSRP* <u>REMOVE</u>	TRIM NAME MSRP* <u>REMOVE</u>	TRIM NAME MSRP* <u>REMOVE</u>	TRIM NAME MSRP* <u>REMOVE</u>	TRIM NAME MSRP* <u>REMOVE</u>	TRIM NAME MSRP* <u>REMOVE</u>	1 ADD STYLE
CATEGORY								—
FEATURE NAME	✓	✓	✓	✓	✓	✓	✓	
FEATURE NAME	✓	✓	✓	✓	✓	✓	✓	
FEATURE NAME	✓	✓	✓	✓	✓	✓	✓	
FEATURE NAME		✓	✓	✓	✓	✓	✓	
FEATURE NAME					✓	✓	✓	
FEATURE NAME 2 i					✓	✓	✓	
FEATURE NAME			✓	✓	✓	✓	✓	
FEATURE NAME			P O	P O	P O	P O	P O	
CATEGORY	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.							+
CATEGORY								+
CATEGORY								+

1.ADD/REMOVE STYLE

Users will be able to unwanted trims and add them back as necessary. Grid will re-seize based on number of trims in grid.

2. TOOL TIP

As needed for certain features that require more description, a tool tip will available for more information about a specific feature. Tool tip will be able to support image + text or text alone.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.08	INFORMATION LAYER FEATURES	AS A USER, I WANT TO BE ABLE TO COMPARE ALL FEATURES FOR A SELECTED TRIM.	REF. PAGE 58

INFORMATION LAYER - FEATURES - DESKTOP 4 OF 4

DESKTOP VIEWPORT

SELECT VEHICLES TO COMPARE:

TRIM NAME

TRIM NAME 1

TRIM NAME

TRIM NAME

TRIM NAME

TRIM NAME

TRIM NAME

TRIM NAME

2

FEATURE NAME						
FEATURE NAME	✓	✓	✓	✓	✓	✓
FEATURE NAME i	✓		✓	✓	✓	✓
FEATURE NAME			✓	✓	✓	✓
FEATURE NAME	P O	P O	P O	P O	P O	P O
CATEGORY						+
CATEGORY						+
CATEGORY						+

1. CHECK BOX

Check boxes will denote which trims are currently being viewed as well as trims that have been removed by the user.

2. APPLY CTA

On user click, the selected trims will be visible within the information grid.

3. CLOSE DROP DOWN

Users can click the "APPLY" cta or click outside of the menu area in order to close the dropdown menu.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.08	INFORMATION LAYER FEATURES	AS A USER, I WANT TO BE ABLE TO COMPARE ALL FEATURES FOR A SELECTED TRIM.	REF. PAGE 58

INFORMATION LAYER - FEATURES - DESKTOP CREATIVE SPEC 1 OF 5

ES FEATURES SPECS PACKAGES OPTIONS									
<input checked="" type="checkbox"/> Standard <input type="checkbox"/> Package <input type="checkbox"/> Option	ES 350 \$39,750*	ES 350 F SPORT \$44,285*	ES 350 LUXURY \$42,405*	ES 350 ULTRA LUXURY \$43,400*	ES 300h \$41,560*	ES 300h LUXURY \$44,215*	ES 300h ULTRA LUXURY \$45,210*	ES 300h ULTRA LUXURY \$44,215*	
	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE
DESIGN: INTERIOR FEATURES									
SmartAccess with push button start/stop	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dual-Zone climate control with interior air filters, smog sensor and automatic	✓	✓	✓	✓	✓	✓	✓	✓	✓
Illuminated entry points	✓	✓	✓	✓	✓	✓	✓	✓	✓
USB ports (two)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lexus memory system i	✓	✓	✓	✓	✓	✓	✓	✓	✓
Heated and ventilated front seats		✓	✓	✓		✓	✓	✓	✓
Power tilt and telescopic steering wheel		✓	✓	✓		✓	✓	✓	✓
14-way power adjustable driver's seat			✓	✓		✓	✓	✓	✓
Perforated leather-trimmed interior			✓	✓		✓	✓	✓	✓
Wood trim and ambient lighting			✓	✓		✓	✓	✓	✓
Driver's seat power cushion extender			✓	✓		✓	✓	✓	✓
Perforated NuLuxe interior trim	✓	✓			✓				
10-way power adjustable front seats	✓				✓				
Power rear sunshade with manual rear-door			✓				✓	✓	✓
FSPORT bolstered heated and ventilated front seats		✓							
FSPORT leather-trimmed heated steering wheel with windshield wiper de-icer and fast-response interior heater		✓							
Power rear sunshade	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>			
Heated wood and leather trimmed steering wheel with windshield wiper de-icer and fast-response interior heater			<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Wood trim	<input type="checkbox"/> <input type="checkbox"/>				<input type="checkbox"/> <input type="checkbox"/>				
DESIGN: EXTERIOR FEATURES									
TECHNOLOGY									

INFORMATION LAYER - FEATURES - DESKTOP CREATIVE SPEC 2 OF 5

ES

FEATURES
SPECS
PACKAGES
OPTIONS

✕

✓ Standard
 Package
 Optional

	ES 350 \$39,750*	ES 350 F SPORT \$44,285*	ES 350 LUXURY \$42,405*	ES 350 ULTRA LUXURY \$43,400*	ES 300h \$41,560*	ES 300h LUXURY \$44,215*
	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE

DESIGN: INTERIOR FEATURES —

SmartAccess with push button start/stop	✓	✓	✓	✓	✓	✓
Dual-Zone climate control with interior air filters, smog sensor and automatic	✓	✓	✓	✓	✓	✓
Illuminated entry points	✓	✓	✓	✓	✓	✓
USB ports (two)	✓	✓	✓	✓	✓	✓
Lexus memory system	✓	✓	✓	✓	✓	✓
Heated and ventilated front seats	✓	✓	✓	✓	✓	✓
Power tilt and telescopic steering wheel	✓	✓	✓	✓	✓	✓
14-way power adjustable driver's seat	✓	✓	✓	✓	✓	✓
Perforated leather-trimmed interior	✓	✓	✓	✓	✓	✓
Wood trim and ambient lighting	✓	✓	✓	✓	✓	✓
Driver's seat power cushion extender	✓	✓	✓	✓	✓	✓
Perforated NuLuxe interior trim	✓	✓	✓	✓	✓	✓
10-way power adjustable front seats	✓	✓	✓	✓	✓	✓
Power rear sunshade with manual rear-door	✓	✓	✓	✓	✓	✓
FSPORT bolstered heated and ventilated front seats	✓	✓	✓	✓	✓	✓
FSPORT leather-trimmed heated steering wheel with windshield wiper de-icer and fast-response interior heater	✓	✓	✓	✓	✓	✓
Power rear sunshade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heated wood and leather trimmed steering wheel with windshield wiper de-icer and fast-response interior heater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wood trim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eu ipsum et nisi laoreet posuere. Vestibulum et risus felis. Nulla luctus leo urna, commodo scelerisque turpis rutrum eu.

DESIGN: EXTERIOR FEATURES +

TECHNOLOGY +

550x413

INFORMATION LAYER - FEATURES - DESKTOP CREATIVE SPEC 3 OF 5

ES FEATURES SPECS PACKAGES OPTIONS						
<input checked="" type="checkbox"/> Standard <input type="checkbox"/> Package <input type="checkbox"/> Optional	ES 350 \$39,750*	ES 350 F SPORT \$44,285*	ES 350 LUXURY \$42,405*	ES 350 ULTRA LUXURY \$43,400*	ES 300h \$41,560*	ES 300h LUXURY \$44,215*
	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE
DESIGN: INTERIOR FEATURES						
SmartAccess with push button start/stop	✓	✓	✓	✓	✓	✓
Dual-Zone climate control with interior air filters, smog sensor and automatic	✓	✓	✓	✓	✓	✓
Illuminated entry points	✓	✓	✓	✓	✓	✓
USB ports (two)	✓	✓	✓	✓	✓	✓
Lexus memory system	✓	✓	✓	✓	✓	✓
Heated and ventilated front seats	✓	✓	✓	✓	✓	✓
Power tilt and telescopic steering wheel	✓	✓	✓	✓	✓	✓
14-way power adjustable driver's seat	✓	✓	✓	✓	✓	✓
Perforated leather-trimmed interior	✓	✓	✓	✓	✓	✓
Wood trim and ambient lighting	✓	✓	✓	✓	✓	✓
Driver's seat power cushion extender	✓	✓	✓	✓	✓	✓
Perforated NuLuxe interior trim	✓	✓	✓	✓	✓	✓
10-way power adjustable front seats	✓	✓	✓	✓	✓	✓
Power rear sunshade with manual rear-door	✓	✓	✓	✓	✓	✓
FSPORT bolstered heated and ventilated front seats	✓	✓	✓	✓	✓	✓
FSPORT leather-trimmed heated steering wheel with windshield wiper de-icer and fast-response interior heater	✓	✓	✓	✓	✓	✓
Power rear sunshade	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Heated wood and leather trimmed steering wheel with windshield wiper de-icer and fast-response interior heater	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Wood trim	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
DESIGN: EXTERIOR FEATURES						
TECHNOLOGY						

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eu ipsum et nisi laoreet posuere. Vestibulum et risus felis. Nulla luctus leo urna, commodo scelerisque turpis rutrum eu.

INFORMATION LAYER - FEATURES - DESKTOP CREATIVE SPEC 4 OF 5

ES FEATURES SPECS PACKAGES OPTIONS						
<input checked="" type="checkbox"/> Standard <input type="checkbox"/> Package <input type="checkbox"/> Optional	ES 350 \$39,750* REMOVE	ES 350 F SPORT \$44,285* REMOVE	ES 350 LUXURY \$42,405* REMOVE	ES 350 ULTRA LUXURY \$43,400* REMOVE	ES 300h \$41,560* REMOVE	+
DESIGN: INTERIOR FEATURES						
SmartAccess with push button start/stop	✓	✓	✓	✓	✓	
Dual-Zone climate control with interior air filters, smog sensor and automatic	✓	✓	✓	✓	✓	
Illuminated entry points	✓	✓	✓	✓	✓	
USB ports (two)	✓	✓	✓	✓	✓	
Lexus memory system i	✓	✓	✓	✓	✓	
Heated and ventilated front seats		✓	✓	✓		
Power tilt and telescopic steering wheel		✓	✓	✓		
14-way power adjustable driver's seat			✓	✓		
Perforated leather-trimmed interior			✓	✓		
Wood trim and ambient lighting			✓	✓		
Driver's seat power cushion extender			✓	✓		
Perforated NuLuxe interior trim	✓	✓			✓	
10-way power adjustable front seats	✓				✓	
Power rear sunshade with manual rear-door			✓			
FSPORT bolstered heated and ventilated front seats		✓				
FSPORT leather-trimmed heated steering wheel with windshield wiper de-icer and fast-response interior heater		✓				
Power rear sunshade	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> <input type="checkbox"/>	
Heated wood and leather trimmed steering wheel with windshield wiper de-icer and fast-response interior heater			<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>		
Wood trim	<input type="checkbox"/> <input type="checkbox"/>				<input type="checkbox"/> <input type="checkbox"/>	
DESIGN: EXTERIOR FEATURES						
TECHNOLOGY						

INFORMATION LAYER - FEATURES - DESKTOP CREATIVE SPEC 5 OF 5

SELECT VEHICLES TO COMPARE:

ES 350

ES 350 F SPORT

ES 350 LUXURY

ES 350 ULTRA LUXURY

ES 300h

ES 300h LUXURY

ES 300h ULTRA LUXURY

Smart access with push button start/stop	✓	✓	✓	✓	✓
Dual-Zone climate control with interior air filters, smog sensor and automatic	✓	✓	✓	✓	✓
Illuminated entry points	✓	✓	✓	✓	✓
USB ports (two)	✓	✓	✓	✓	✓
Lexus memory system i	✓	✓	✓	✓	✓
Heated and ventilated front seats		✓	✓	✓	
Power tilt and telescopic steering wheel		✓	✓	✓	
14-way power adjustable driver's seat			✓	✓	
Perforated leather-trimmed interior			✓	✓	
Wood trim and ambient lighting			✓	✓	
Driver's seat power cushion extender			✓	✓	
Perforated NuLuxe interior trim	✓	✓			✓
10-way power adjustable front seats	✓				✓
Power rear sunshade with manual rear-door			✓		
FSPORT bolstered heated and ventilated front seats		✓			
FSPORT leather-trimmed heated steering wheel with windshield wiper de-icer and fast-response interior heater		✓			
Power rear sunshade	P O	P O	P O		P O
Heated wood and leather trimmed steering wheel with windshield wiper de-icer and fast-response interior heater			P O	P O	
Wood trim	P O				P O

DESIGN: EXTERIOR FEATURES +

1. ADD TRIM

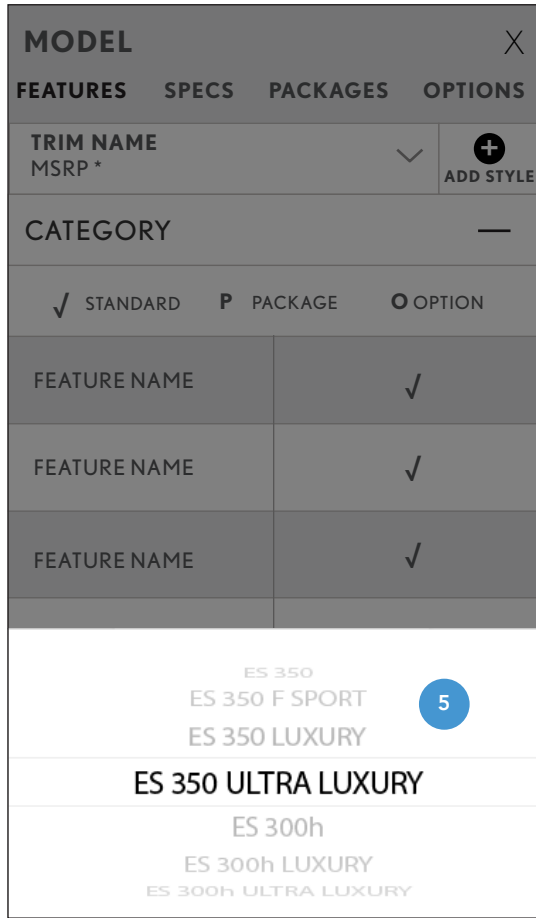
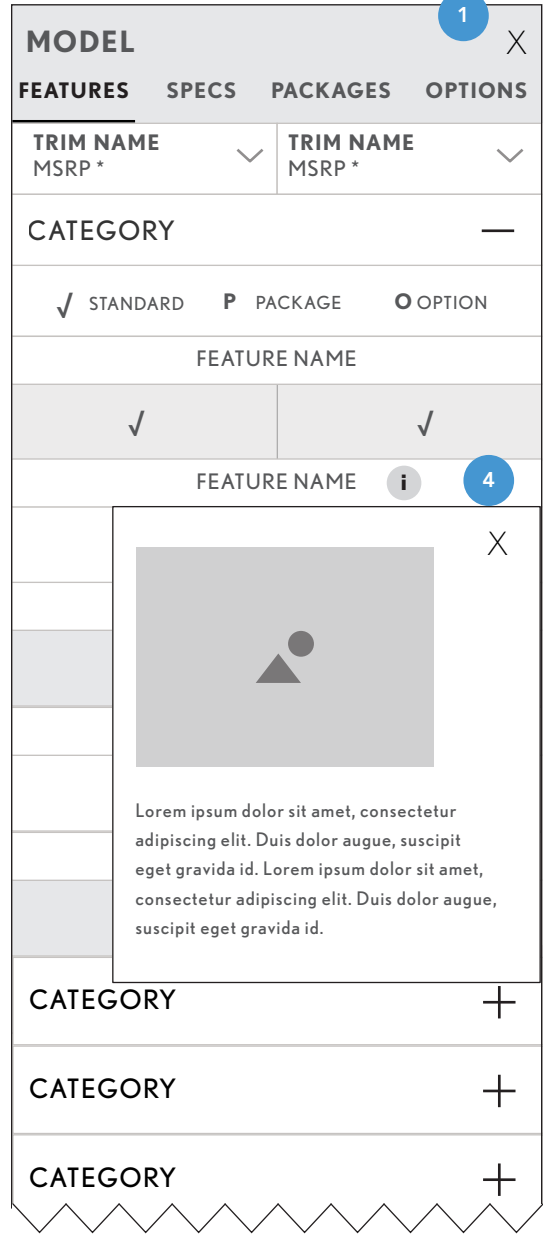
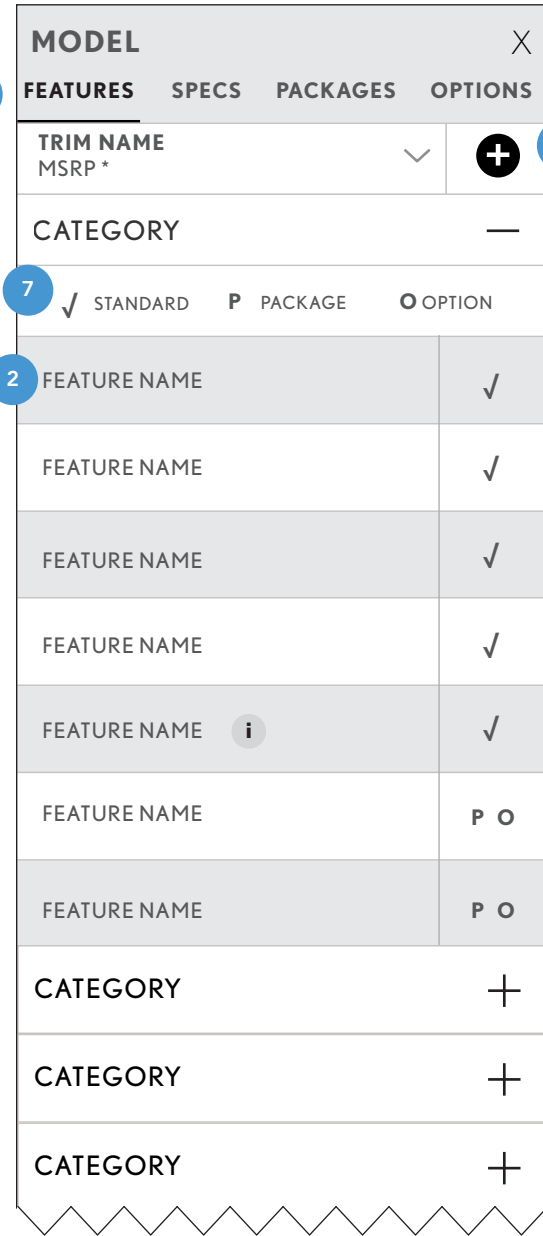
Users will be able to unwanted trims and add them back as necessary. Grid will re-seize based on number of trims in grid.

2. TOOL TIP

As needed for certain features that require more description, a tool tip will available for more information about a specific feature. Tool tip will be able to support image + text or text alone.

INFORMATION LAYER - FEATURES - MOBILE

MOBILE VIEWPORT



1. CLOSE

Close button will take users back to their previous state of the page.

2. STANDARD FEATURES

Order of features will start with features that are standard across all trim levels and cascade downwards.

3. ADD STYLE

Users will be able to unwanted trims and add them back as necessary. Grid will re-seize based on number of trims in grid.

4. TOOL TIP

As needed for certain features that require more description, a tool tip will available for more information about a specific feature. Tool tip will be able to support image + text or text alone.

5. REMOVE TRIM

Remove trim will be a selection under the default mobile drop down.

6. INFORMATION LAYER NAVIGATION

Tabbed navigation for users to navigate different sections of the information layer.

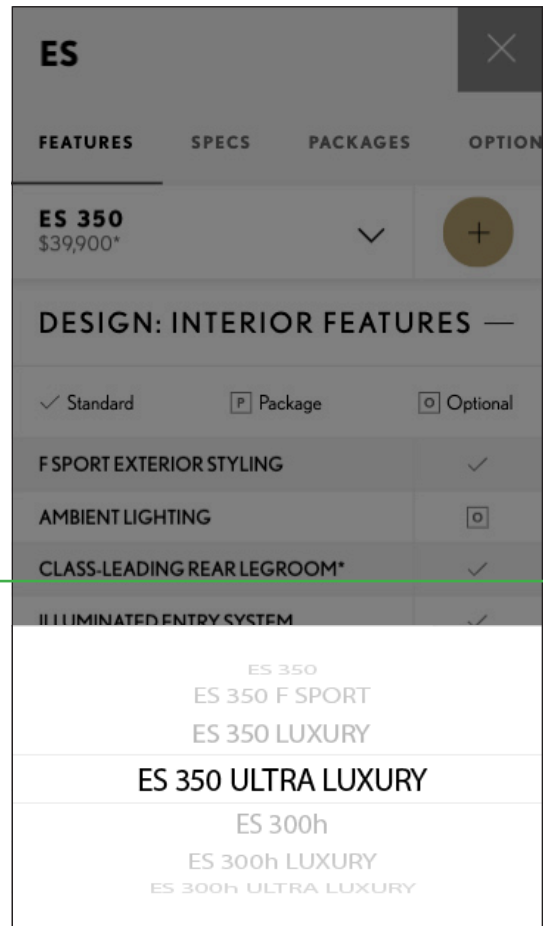
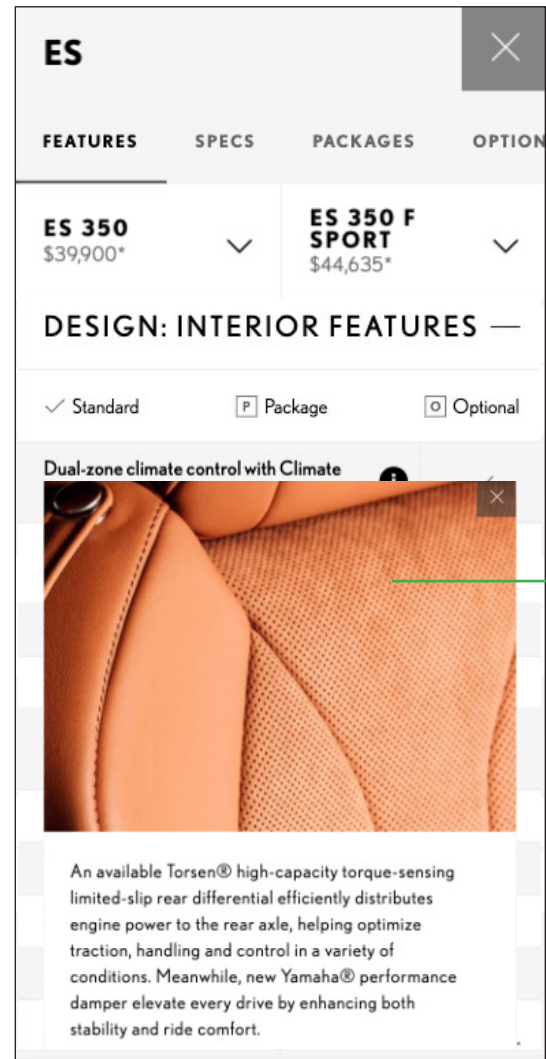
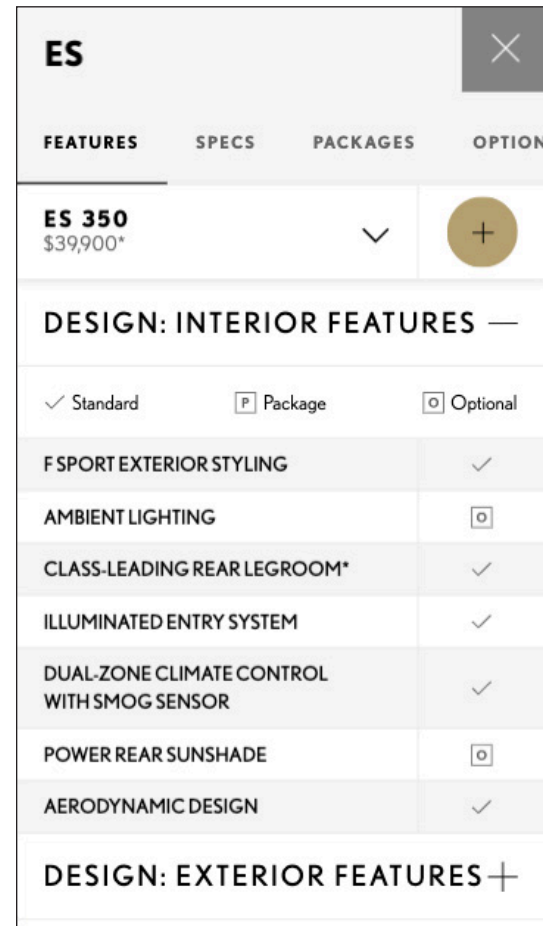
7. LEGEND

The legend for "standard", "packages", and "optional" will be embedded within each category accordion.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.08	INFORMATION LAYER FEATURES	AS A USER, I WANT TO BE ABLE TO COMPARE ALL FEATURES FOR A SELECTED TRIM.	REF. PAGE 58

INFORMATION LAYER - FEATURES - MOBILE CREATIVE SPEC

MOBILE VIEWPORT



550x413

INFORMATION LAYER - SPECS - DESKTOP

DESKTOP VIEWPORT

MODEL	FEATURES	SPECS	PACKAGES	OPTIONS				X
	1	TRIM NAME MSRP *	TRIM NAME MSRP *	TRIM NAME MSRP *	TRIM NAME MSRP *	TRIM NAME MSRP *	TRIM NAME MSRP *	TRIM NAME MSRP *
		<u>REMOVE</u>	<u>REMOVE</u>	<u>REMOVE</u>	<u>REMOVE</u>	<u>REMOVE</u>	<u>REMOVE</u>	<u>REMOVE</u>
SPEC CATEGORY 1								—
SPECIFICATION NAME		xx	xx	xx	xx	xx	xx	xx
SPECIFICATION NAME		xx	xx	xx	xx	xx	xx	xx
SPECIFICATION NAME		xx	xx	xx	xx	xx	xx	xx
SPECIFICATION NAME		xx	xx	xx	xx	xx	xx	xx
SPECIFICATION NAME		Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.
SPECIFICATION NAME i		Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.				
SPECIFICATION NAME		Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.
SPECIFICATION NAME		Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor augue, suscipit eget gravida id.
SPEC CATEGORY 2								+
SPEC CATEGORY 3								+
SPEC CATEGORY 4								+

1. DRIVETRAIN

Model styles will break apart by drivetrain when available. The order will follow the same order as features however cheaper drivetrain ordering will be in order of price low to high.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.09	INFORMATION LAYER SPECS	AS A USER, I WANT TO BE ABLE TO COMPARE SPECS FOR A SELECTED TRIM.	REF. PAGE 58

INFORMATION LAYER - SPECS - DESKTOP CREATIVE SPEC

DESKTOP VIEWPORT

RX FEATURES SPECS PACKAGES OPTIONS									
	RX 350 FWD \$39,750*	RX 350 AWD \$44,285*	RX 350 F SPORT FWD \$42,405*	RX 350 F SPORT AWD \$43,400*	RX 350L FWD \$41,560*	RX 350L AWD \$44,215*	RX 450H AWD \$45,210*	RX 450H F SPORT AWD \$44,215*	
	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	REMOVE	
ENGINE									
Engine	V6	V6	V6	V6	In-line 4	In-line 4	In-line 4	In-line 4	
Displacement	3.5L	3.5L	3.5L	3.5L	2.5L	2.5L	2.5L	2.5L	
Horsepower	302	302	302	302					
Total system horsepower					215	215	215	215	
Lexus hybrid acoustics					High-output, permanent magnet, electric-drive motor with EV mode	High-output, permanent magnet, electric-drive motor with EV mode	High-output, permanent magnet, electric-drive motor with EV mode	High-output, permanent magnet, electric-drive motor with EV mode	
Valvetrain	24 valve DOHC (VVT-IW) intake exhaust	24 valve DOHC (VVT-IW) intake exhaust	24 valve DOHC (VVT-IW) intake exhaust	24 valve DOHC (VVT-IW) intake exhaust	Dual cam, four valves per cylinder, with continuously variable with intelligence (VT-I)	Dual cam, four valves per cylinder, with continuously variable with intelligence (VT-I)	Dual cam, four valves per cylinder, with continuously variable with intelligence (VT-I)	Dual cam, four valves per cylinder, with continuously variable with intelligence (VT-I)	
Torque @ RPM	267lb-ft @ 4,700	267lb-ft @ 4,700	267lb-ft @ 4,700	267lb-ft @ 4,700					
Emissions rating	Certified ultra-low emission vehicle (ULEV II)	Certified ultra-low emission vehicle (ULEV II)	Certified ultra-low emission vehicle (ULEV II)	Certified ultra-low emission vehicle (ULEV II)	Certified ultra-low emission vehicle (ULEV II)	Certified ultra-low emission vehicle (ULEV II)	Certified ultra-low emission vehicle (ULEV II)	Certified ultra-low emission vehicle (ULEV II)	
Compression ratio	11:8:1	11:8:1	11:8:1	11:8:1	14:0:1	14:0:1	14:0:1	14:0:1	
PERFORMANCE									

INFORMATION LAYER - SPECS - MOBILE

MOBILE VIEWPORT

MODEL
✕

FEATURES
SPECS
PACKAGES
OPTIONS

TRIM NAME MSRP* ▼

+

SPEC CATEGORY 1

—

SPEC NAME	XX
SPEC NAME	XX
SPEC NAME	XX
SPEC NAME	Duis dolor augue, suscipit eget gravida id.
SPEC NAME	Duis dolor augue, suscipit eget gravida id.
SPEC NAME	Lorem ipsum dolor sit amet, consectetur adipiscing eli.
SPEC NAME	Lorem ipsum dolor sit amet, consectetur adipiscing eli.
SPEC NAME	Lorem ipsum dolor sit amet, consectetur adipiscing eli.

SPEC CATEGORY 2

+

SPEC CATEGORY 3

+

SPEC CATEGORY 4

+

MODEL
✕

FEATURES
SPECS
PACKAGES
OPTIONS

TRIM NAME MSRP* ▼

TRIM NAME MSRP* ▼

SPEC CATEGORY 1

—

SPEC NAME	
XX	XX
SPEC NAME	
XX	XX
SPEC NAME	
Duis dolor augue, suscipit eget gravida id.	
Duis dolor augue, suscipit eget gravida id.	Duis dolor augue, suscipit eget gravida id.
SPEC NAME	
Lorem ipsum dolor sit amet, consectetur adipiscing eli.	Lorem ipsum dolor sit amet, consectetur adipiscing eli.
SPEC NAME	
Lorem ipsum dolor sit amet, consectetur adipiscing eli.	Lorem ipsum dolor sit amet, consectetur adipiscing eli.

SPEC CATEGORY 2

+

SPEC CATEGORY 3

+

SPEC CATEGORY 4

+

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.09	INFORMATION LAYER SPECS	AS A USER, I WANT TO BE ABLE TO COMPARE SPECS FOR A SELECTED TRIM.	REF. PAGE 58

INFORMATION LAYER - SPECS - MOBILE CREATIVE SPEC

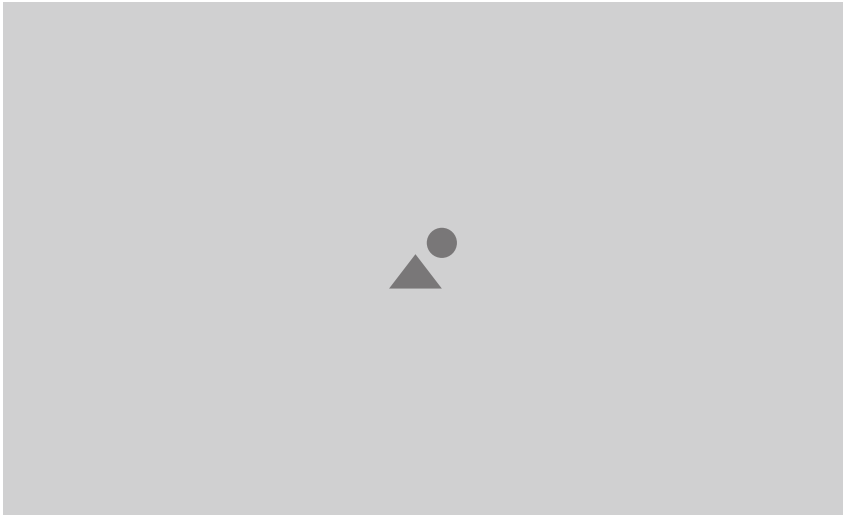
MOBILE VIEWPORT

ES	
FEATURES	SPECS
ES 350 \$39,900*	+
ENGINE	
ENGINE	V6
DISPLACEMENT	3.5L
TOTAL SYSTEM HORSEPOWER	302
VALVETRAIN	24-valve DOHC; VVT-iW intake; VVT-i exhaust
TORQUE @ RPM	267 lb-ft @ 4,700
EMISSION RATING	Certified Ultra-Low Emission Vehicle (ULEV II)
COMPRESSION RATIO	11.8:1
PERFORMANCE	+
CHASSIS	+
DRIVETRAIN	+

ES			
FEATURES	SPECS	PACKAGES	OPTION
ES 350 \$39,900*	+	ES 350 F SPORT \$44,635*	+
ENGINE			
ENGINE		V6	
DISPLACEMENT		3.5L	
TOTAL SYSTEM HORSEPOWER		302	
VALVETRAIN		Four cam, four valves per cylinder, with dual Variable Valve Timing with intelligence (VVT-i)	
TORQUE @ RPM		267 lb-ft @ 4,700	
EMISSION RATING			

INFORMATION LAYER - PACKAGES - DESKTOP

DESKTOP VIEWPORT

MODEL	FEATURES	SPECS	PACKAGES	OPTIONS	X
PACKAGE NAME					+
PACKAGE NAME			<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex: 1;">  </div> <div style="flex: 2;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> 1 \$XX,XXX* MODEL(S) </div> <div style="text-align: center;"> \$XX,XXX* MODEL(S) </div> <div style="text-align: center;"> \$XX,XXX* MODEL(S) </div> </div> <div style="margin-top: 10px;"> <ul style="list-style-type: none"> • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features </div> <div style="margin-top: 10px;"> <p style="margin: 0;">EXCLUSIVE TO THIS PACKAGE 2</p> <ul style="list-style-type: none"> • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features • Package Features </div> </div> </div> </div>		-
PACKAGE NAME					+
PACKAGE NAME					+
PACKAGE NAME					+

1. PRICES

Will only support 3 per row. The CMS will have the function to override the prices to 2 per line.

2. EXCLUSIVE TO THIS PACKAGE

If there are features that are exclusive to a selected package, feature list will appear in a separate column with the heading " EXCLUSIVE TO THIS PACKAGE".

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.10	INFORMATION LAYER PACKAGES	AS A USER, I WANT TO BE ABLE TO COMPARE ALL PACKAGE INFORMATION FOR A SELECTED TRIM.	10.A - Package price will be will stack if more than 3. There will be no more than 3 per row. 10.B - Will support 1 - n amount of features in bullet list. 10.C - First package accordion will be open by default on initial load. 10.D - 0-n amount of accordions can be open at once. 10.E - Page will auto-scroll package name to top of the screen when a new package is open. 10.F - Package feature can be split into separate columns defined by CMS. 10.G - CMS will have override to break prices at 2 per line. 10.H - Exclusive features will appear in a separate column with heading.


INFORMATION LAYER - PACKAGES - DESKTOP CREATIVE SPEC

DESKTOP VIEWPORT

LS | FEATURES | SPECS | PACKAGES | OPTIONS

INTERIOR UPGRADE PACKAGE +

LUXURY PACKAGE -



\$12,290* (LS 500RWD) | \$12,270* (LS 500AWD, LS 500h RWD) | \$12,250* (LS 500h AWD)

- Climate-comfort front and outboard-rear seats
- Semi-aniline perforated leather-trimmed interior
- 28-way power front seats with multifunction massage
- Wood and leather-trimmed rear-center console with 70-in touchscreen
- Remote adjustment for passenger seat
- Four-zone climate concierge
- Power side-window sunshades
- Power-reclining rear seats*
- Passenger-seat power cushion extender
- Rear-seat knee airbags*

EXECUTIVE PACKAGE +

EXECUTIVE PACKAGE WITH *KIRKIKO* GLASS +

PERFORMANCE PACKAGE +

750x463

INFORMATION LAYER - PACKAGES - MOBILE

MOBILE VIEWPORT

MODEL
✕

FEATURES
SPECS
PACKAGES
OPTIONS

CATEGORY
+

CATEGORY
—

\$XX,XXXX*
MODEL(S)

\$XX,XXXX*
MODEL(S)

\$XX,XXXX*
MODEL(S)

- Package Features 1
- Package Features
- Package Features
- Package Features
- Package Features

EXCLUSIVE TO THIS PACKAGE 2

- Package Features
- Package Features
- Package Features

CATEGORY
+

CATEGORY
+

CATEGORY
+

1. PRICES

Will only support 3 per row. The CMS will have the function to override the prices to 2 per line.

2. EXCLUSIVE TO THIS PACKAGE

If there are features that are exclusive to a selected package, feature list will appear in a separate column with the heading " EXCLUSIVE TO THIS PACKAGE".

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.10	INFORMATION LAYER PACKAGES	AS A USER, I WANT TO BE ABLE TO COMPARE ALL PACKAGE INFORMATION FOR A SELECTED TRIM.	REF. PAGE 73

INFORMATION LAYER - PACKAGES - MOBILE CREATIVE SPEC

MOBILE VIEWPORT

LS ×

FEATURES SPECS **PACKAGES** OPTIONS

INTERIOR UPGRADE PACKAGE +

LUXURY PACKAGE —



\$12,290*
(LS 500RWD) | **\$12,270***
(LS 500 AWD,
LS 500h RWD) | **\$12,250***
(LS 500h AWD)

- Climate-comfort front and outboard-rear seats
- Four-zone climate concierge
- Semi-aniline perforated leather-trimmed interior
- Power side-window sunshades
- 28-way power front seats with multifunction massage
- Power-reclining rear seats*
- Wood and leather-trimmed rear-center console with 7.0-in touchscreen
- Passenger-seat power cushion extender
- Remote adjustment for passenger seat
- Rear-seat knee airbags*

EXECUTIVE PACKAGE +

EXECUTIVE PACKAGE WITH *KIRIKO* GLASS +

PERFORMANCE PACKAGE +

750x463

INFORMATION LAYER - OPTIONS - DESKTOP

DESKTOP VIEWPORT

MODEL	FEATURES	SPECS	PACKAGES	OPTIONS	X
INDIVIDUAL OPTIONS					
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	
OPTION NAME				\$X,XXX	

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.11	INFORMATION LAYER OPTIONS	AS A USER, I WANT TO BE ABLE TO VIEW INDIVIDUAL OPTIONS FOR A MODEL	11.A - Will support 1-N amount of options in list. 11.B - Each option must have a price 11.C - Option name and prices will support disclaimers. 11.D - Option name will support information layer tool-tips that can be used when necessary.

INFORMATION LAYER - OPTIONS - DESKTOP CREATIVE SPEC

DESKTOP VIEWPORT

ES FEATURES SPECS PACKAGES INDIVIDUAL ×	
INDIVIDUAL OPTIONS	
Wood trim	\$360*
Wood trim with ambient lighting	\$540*
F SPORT perforated leather-trimmed heated steering wheel with windshield wiper de-icer and fast response interior heater	\$180*
Heated wood and leather-trimmed steering wheel with windshield wiper de-icer and fast response interior heater	\$480*
Blind spot monitor* with rear cross-traffic alert* and intuitive parking assist* with auto braking*	\$1,065*
Panorama glassroof*	\$1,900*
Power rear sunshade	\$500*
Premium triple-beam LED headlamps	\$210*
Power open/close trunk* with kick sensor	\$1,515*
Mark Levinson 17-speaker, 1,800-watt PurePlay premium surround sound audio system*	\$900*
Adaptive variable suspension with sport S+ and custom drive modes (ESF SPORT)	\$750*
10.2-inch head-up display	\$500*
Wireless charge	\$75*
Wood and leather-trimmed steering wheel	\$300*
Adaptive variable suspension	\$750*
18-inch split-five spoke alloy noise-reduction wheels*	\$950*
18-inch split-ten spoke machined finished wheels*	\$770*

INFORMATION LAYER - OPTIONS - MOBILE CREATIVE SPEC

MOBILE VIEWPORT

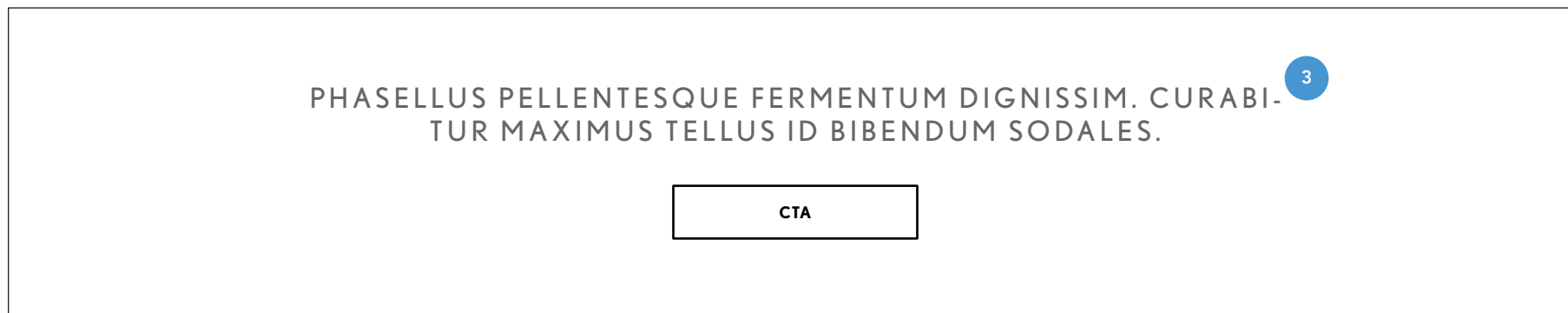
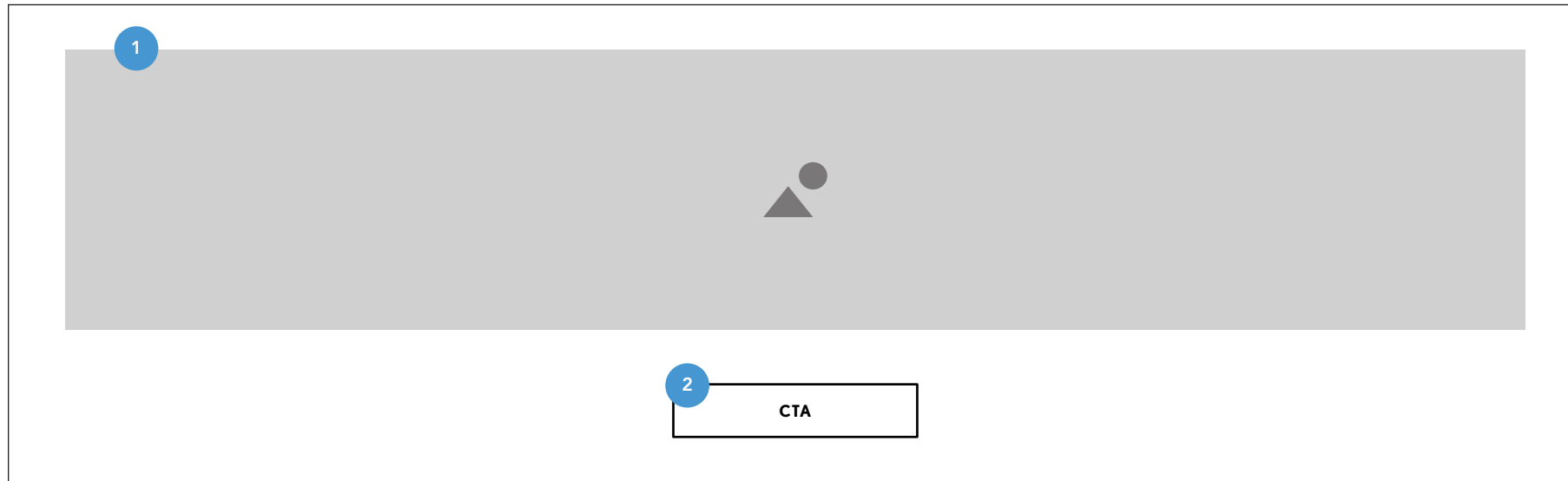
ES ×			
FEATURES	SPECS	PACKAGES	OPTION
INDIVIDUAL OPTIONS			
Heated And Ventilated Front Seats			\$640
Heated Leather-Trimmed Steering Wheel (Rx 350, Rx 450h, Rx 350l, Rx 450hl Only)			\$150*
Power Rear Door With Kick Sensor*			\$150*
Heated Front Seats (Rx 350, Rx 350l, Rx 450h, Rx 450hl Only)			\$440
Blind Spot Monitor* With Rear Cross-Traffic Braking,* Power-Folding, Auto-Dimming Outside Mirrors And Intuitive Parking Assist			\$1,065*
20-Inch Split-Five-Spoke Alloy Wheels* With Dark Silver And Machined Finish (Rx 350, Rx 450h, Rx 350l, Rx 450hl Only)			\$1,130
Premium Triple-Beam Led Headlamps With Adaptive Front Lighting System* And Led Taillamps(RX 350L, RX 450hL)			\$1,775*
Premium Triple-Beam Led Headlamps With Adaptive Front Lighting System* And Led Taillamps(RX 350, RX 350 F SPORT, RX 450h, RX 450h F SPORT)			\$1,975*
Premium Triple-Beam Led Headlamps And Led Taillamps(RX 350, RX 450h)			\$1,675*

PROMO MODULE

ALL BREAKPOINTS

SMALL PROMO MODULE - DESKTOP

DESKTOP VIEWPORT



1. BACKGROUND IMAGE

Can contain an optional background image with padding.

2. CTA

Can contain 0-1 CTA's

3. TEXT

Text can be left, center, or right justified. Text position can be top or bottom with padding.

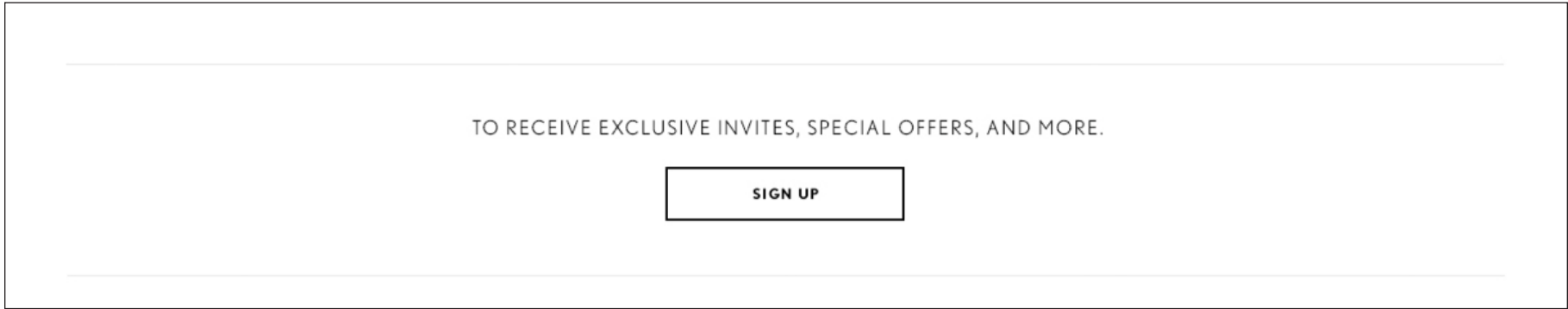
ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.12	SMALL PROMO MODULE	AS A USER, I WOULD LIKE TO SEE SMALL PROMOS FROM LEXUS	12.A - Module can contain an optional image asset that will be defined in CMS. 12.B - Text size, color and position defined in CMS. 12.C - Will support 0-1 CTA buttons below with positioning determined by CMS.

SMALL PROMO MODULE - DESKTOP CREATIVE SPEC

DESKTOP VIEWPORT

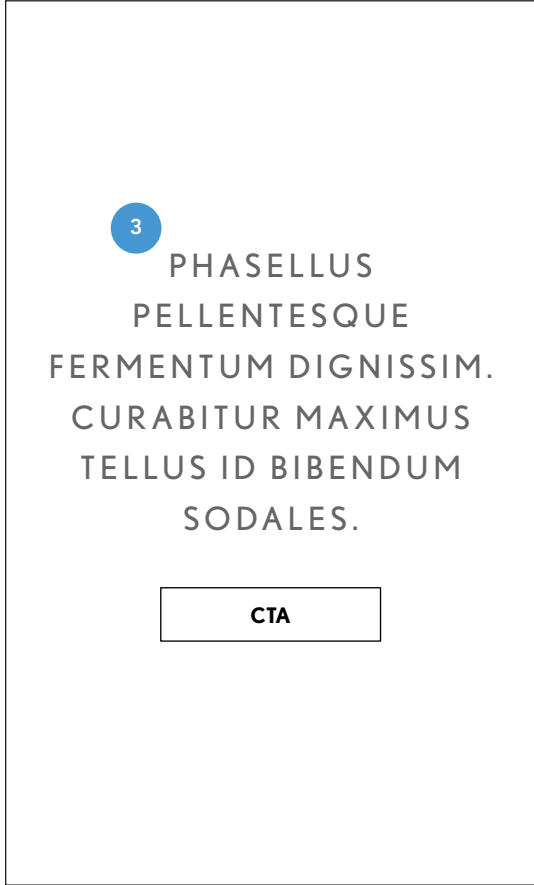
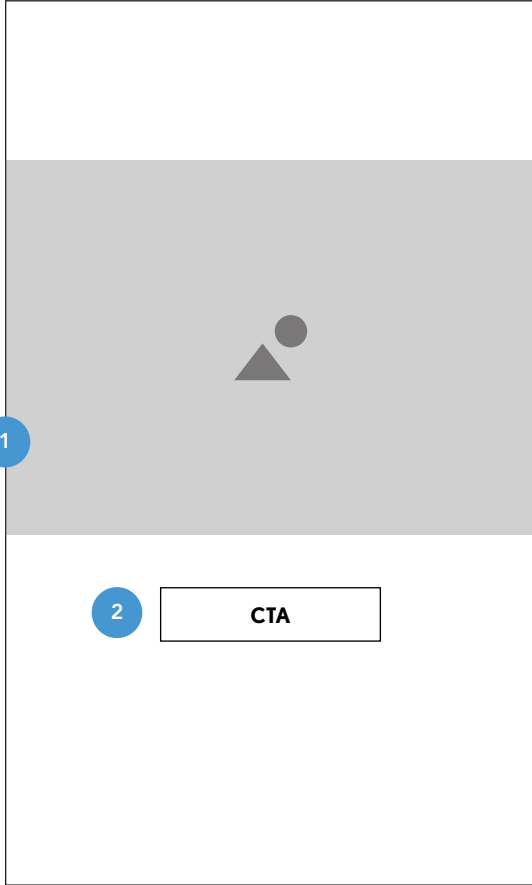


1360x200



SMALL PROMO MODULE - MOBILE

MOBILE VIEWPORT



1. BACKGROUND IMAGE

Can contain an optional background image with padding.

2. CTA

Can contain 0-1 CTA's

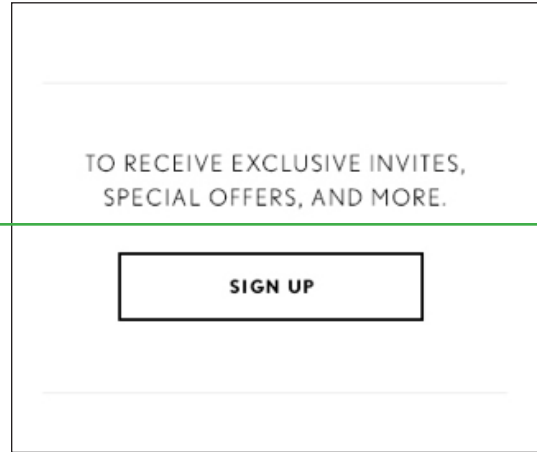
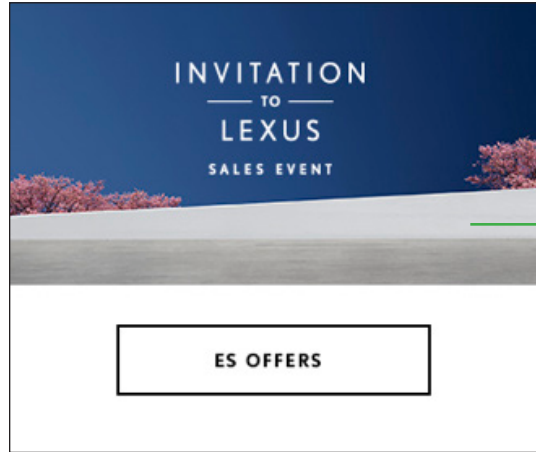
3. TEXT

Text can be left, center, or right justified. Text position can be top or bottom with padding.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.12	SMALL PROMO MODULE	AS A USER, I WOULD LIKE TO SEE SMALL PROMOS FROM LEXUS	REF. PAGE 82

SMALL PROMO MODULE - MOBILE CREATIVE SPEC

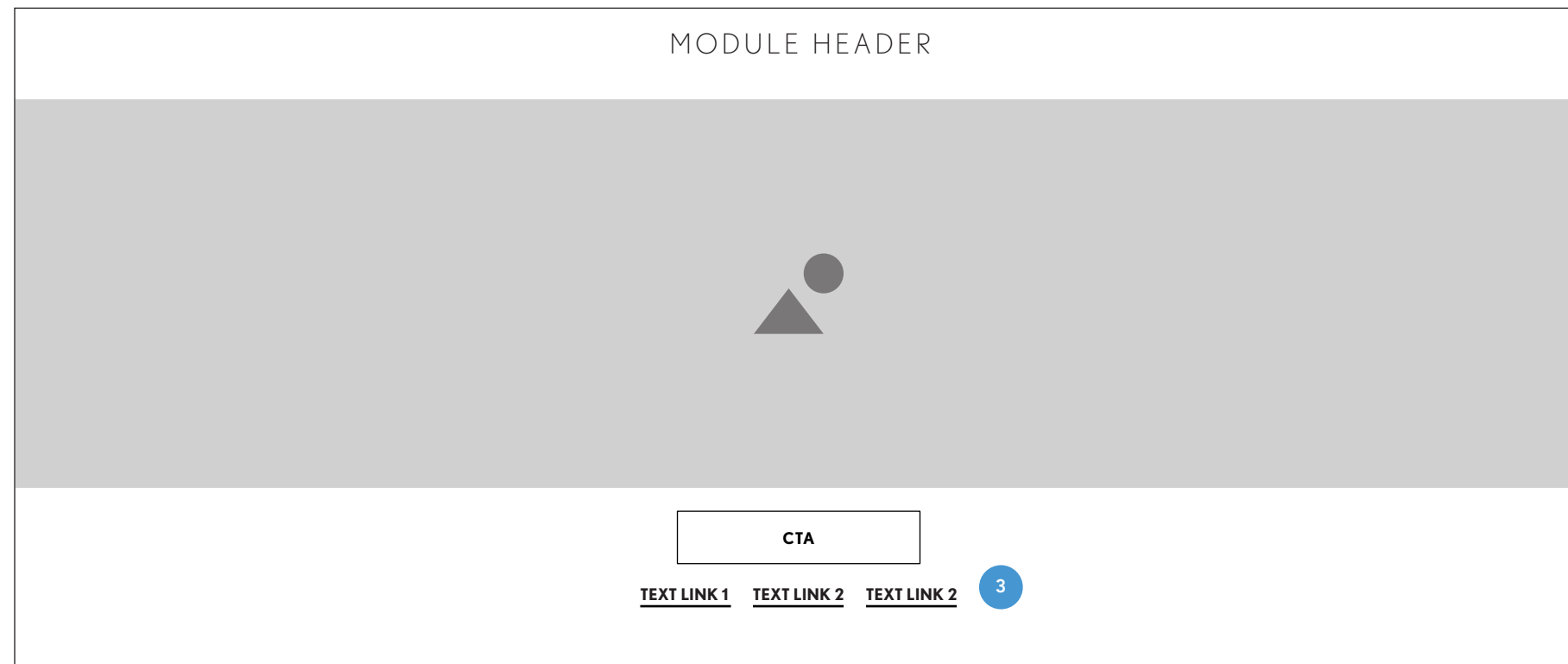
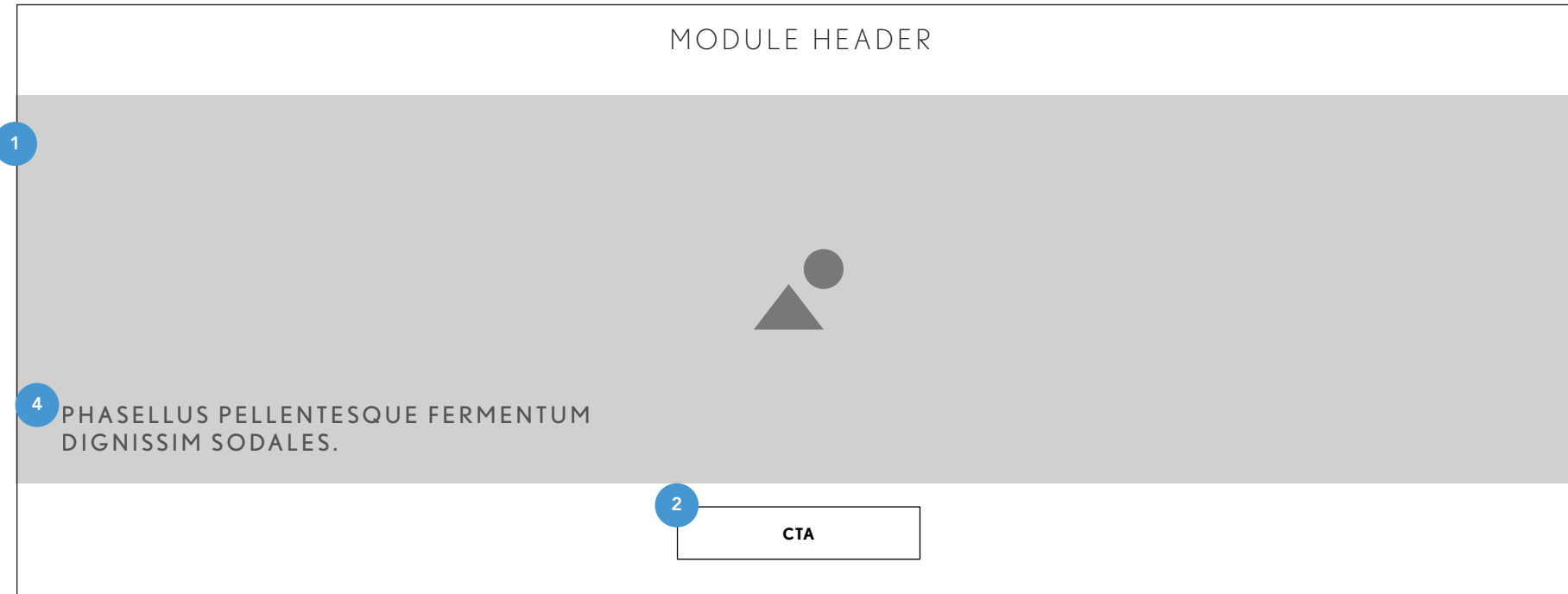
MOBILE VIEWPORT



750x400

LARGE PROMO MODULE - DESKTOP

DESKTOP VIEWPORT



1. BACKGROUND IMAGE/VIDEO

Background image/video can be full bleed.

2. CTA

Can contain 0-1 CTA's

3. TEXT LINKS

Can contain 0-3 text links below the CTA.

4. OPTIONAL TEXT ON IMAGE/ASSET

Text can be left, center, or right justified. Text position can be top or bottom with padding.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.13	LARGE PROMO MODULE	AS A USER, I WOULD LIKE TO SEE LARGE PROMOS FROM LEXUS	13.A - Module can contain an optional image asset that will be defined in CMS. 13.B - Text size, color and position defined in CMS. 13.C - Will support 0-1 CTA buttons below with positioning determined by CMS. 13.D - Will support 0-3 text links below CTA.

LARGE PROMO MODULE - DESKTOP CREATIVE SPEC

YOU MAY ALSO BE INTERESTED IN **1**



2019 NX F SPORT
BLACK LINE SPECIAL EDITION

LEARN MORE

1. MODULE TITLE

- 20 Characters

2. CTA

- 13 Characters

3. TEXT LINKS

- 14 Characters

4. STAY INFORMED

- 13 Characters

5. SIGN UP COPY

- 54 Characters

ADDITIONAL INFORMATION **1**



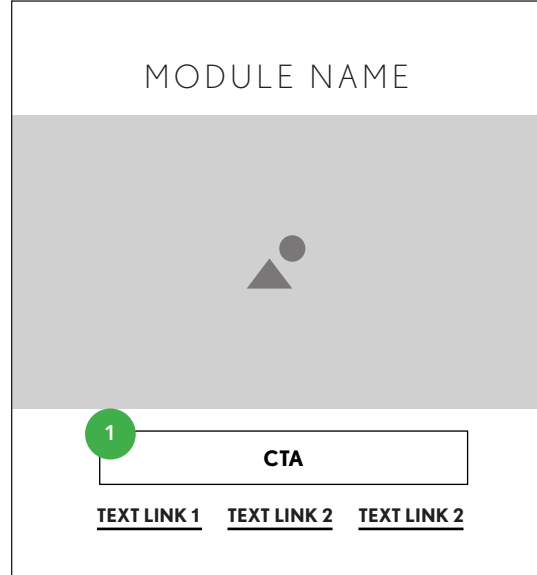
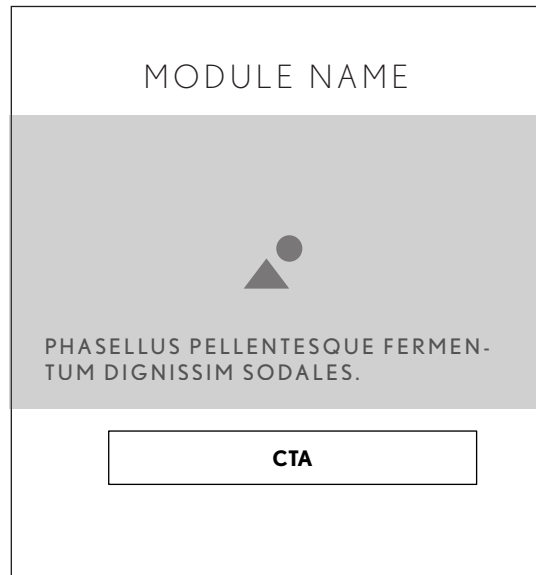
1440x350

FIND A DEALER **2**

[OWNER BENEFITS](#) [BROCHURE](#) [COMPARE MODELS](#) **3**

LARGE PROMO MODULE - MOBILE

MOBILE VIEWPORT




ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.13	LARGE PROMO MODULE	AS A USER, I WOULD LIKE TO SEE LARGE PROMOS FORM LEXUS	REF. PAGE 86

LARGE PROMO MODULE - MOBILE CREATIVE SPEC

MOBILE VIEWPORT


YOU MAY ALSO BE INTERESTED IN



2019 NX F SPORT
BLACK LINE SPECIAL EDITION

LEARN MORE

ADDITIONAL INFORMATION



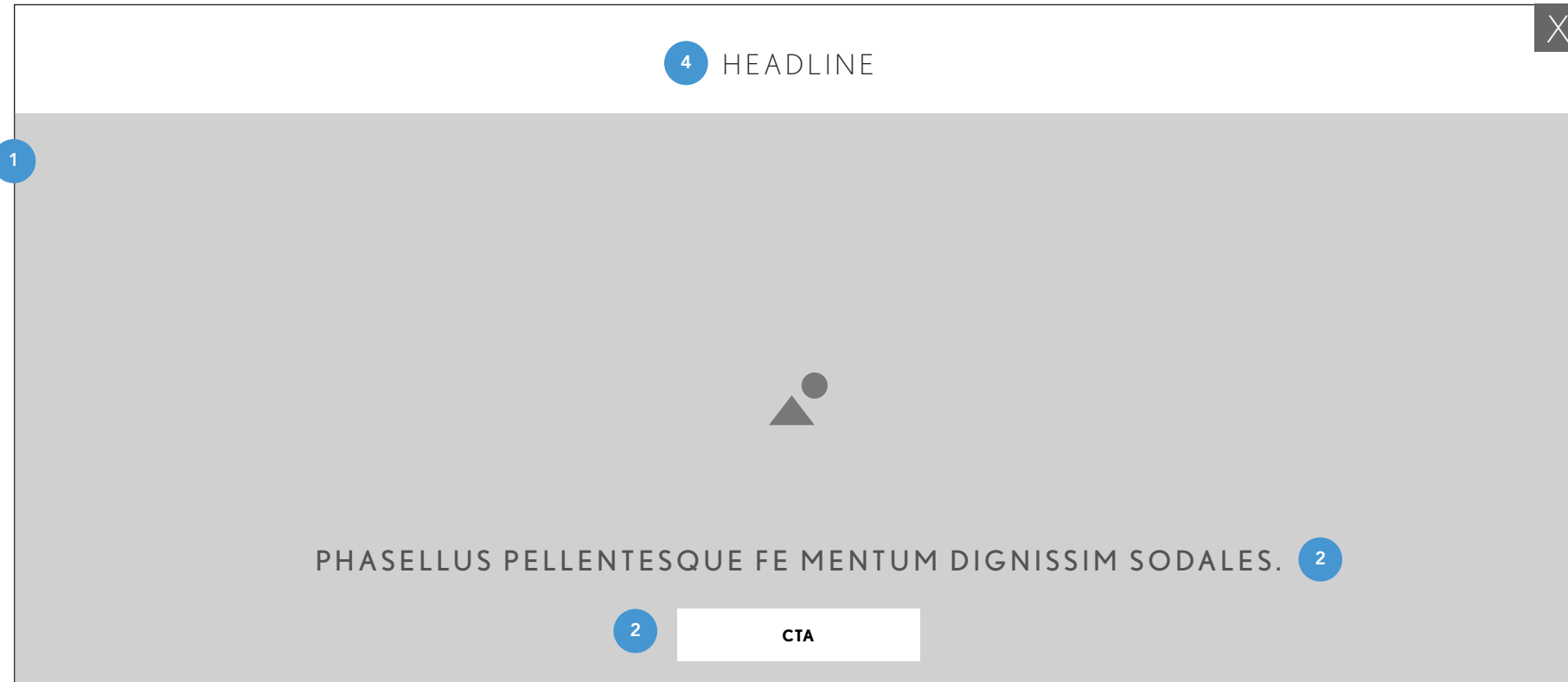
FIND A DEALER

[OWNER BENEFITS](#) [BROCHURE](#) [COMPARE MODELS](#)

750x500

XL PROMO MODULE - DESKTOP

DESKTOP VIEWPORT



1. BACKGROUND IMAGE/VIDEO

Background image/video can be full bleed.

2. CTA

Can contain 0-1 CTA's.

3. OPTIONAL TEXT ON IMAGE/ASSET

Text can be left, center, or right justified. Text position can be top or bottom with padding.

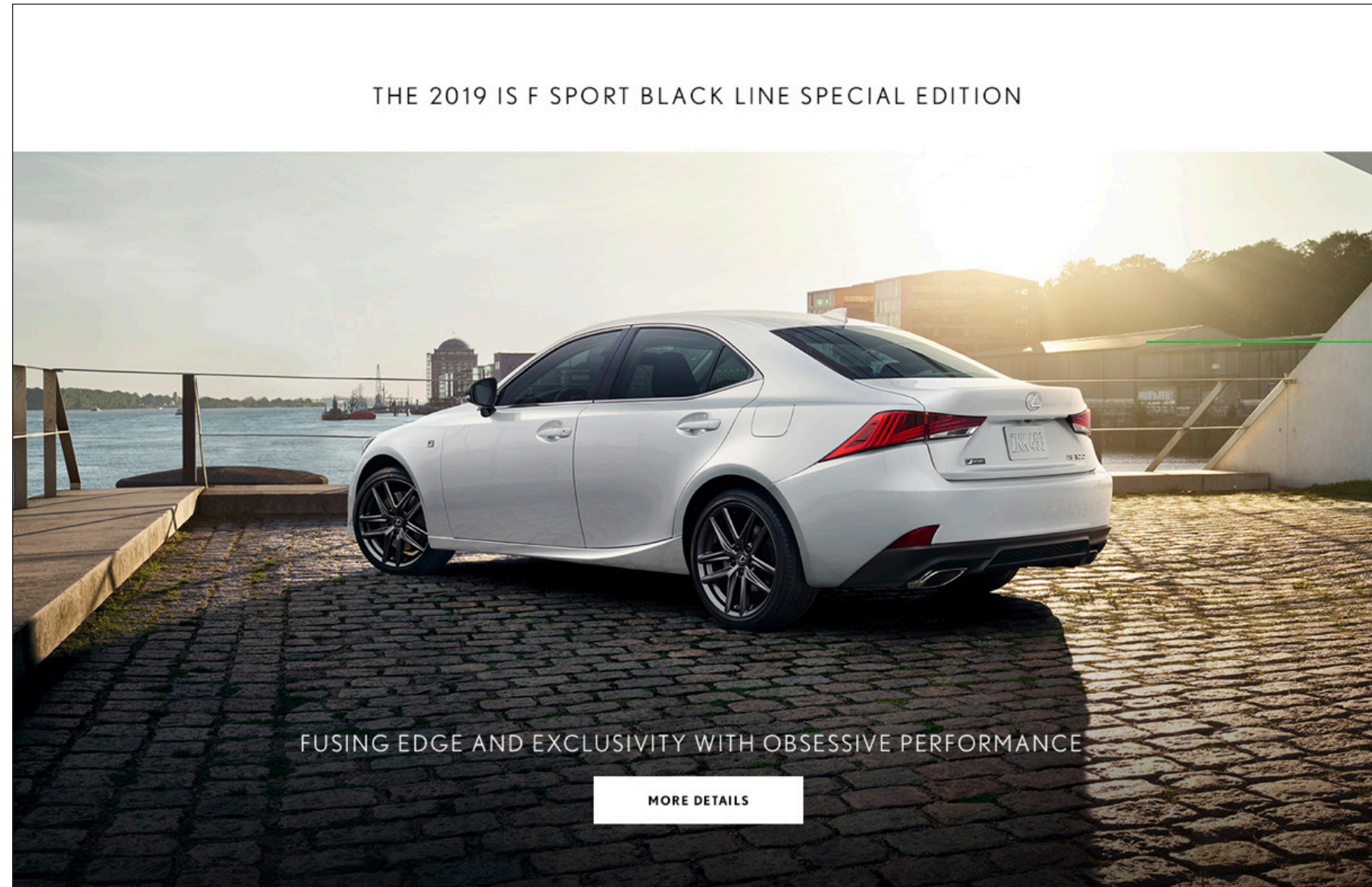
4. HEADLINE

Text can be left, center, or right justified. Text position can be top or bottom with padding.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.14	XL PROMO MODULE	AS A USER, I WOULD LIKE TO SEE EXTRA LARGE PROMOS FORM LEXUS	14.A - Module can contain an optional image asset that will be defined in CMS. 14.B - Headline text color and position defined in CMS. 14.C - Text size, color and position defined in CMS. 14.D - Will support 0-1 CTA buttons below with positioning determined by CMS. 14.E - Intended behavior for CTA should launch overlay.

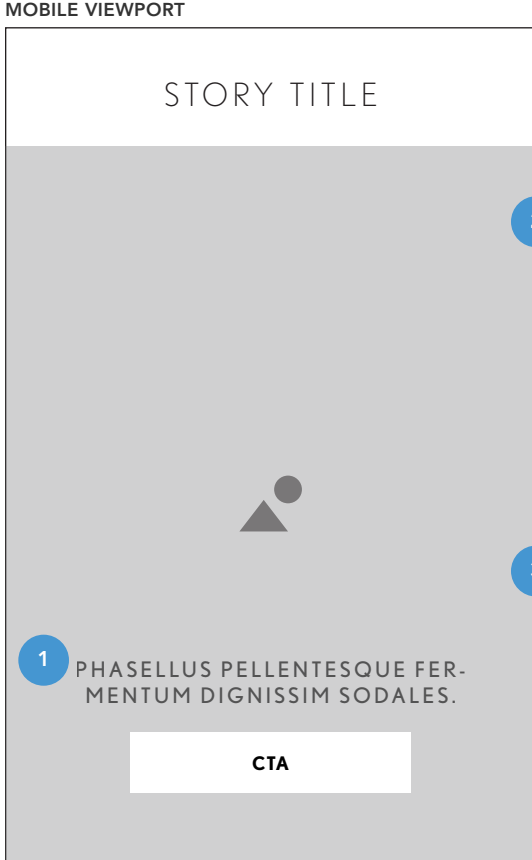
XL PROMO MODULE - DESKTOP CREATIVE SPEC

DESKTOP VIEWPORT



1440x671

XL PROMO MODULE - MOBILE



ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.14	XL PROMO MODULE	AS A USER, I WOULD LIKE TO SEE EXTRA LARGE PROMOS FORM LEXUS	REF. PAGE 90

XL PROMO MODULE - MOBILE CREATIVE SPEC

MOBILE VIEWPORT



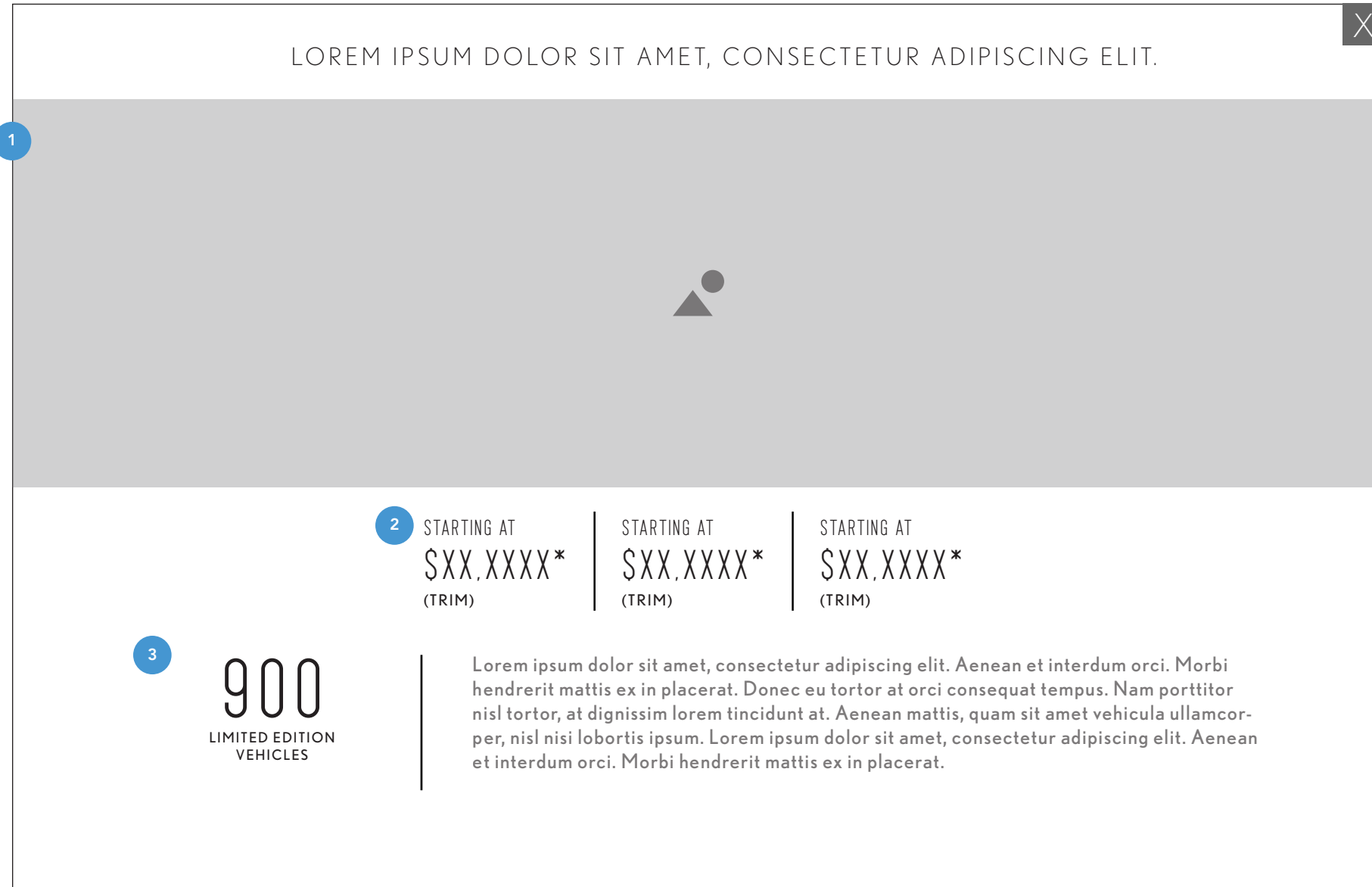
750x1100

OVERLAY PAGE

ALL BREAKPOINTS

OVERLAY HERO - DESKTOP

DESKTOP VIEWPORT



1. BACKGROUND IMAGE/VIDEO

Background image/video can be full bleed.

2. PRICE POINTS

Will support 1 -n amount of price points. There be a maximum of 3 price points per line. If there are 4 prices total, there will be a max of 2 per line.

3. INFOGRAPHIC

Infographic is optional and can be a toggle through CMS.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.15	OVERLAY HERO	AS A USER, I WOULD LIKE TO SEE MORE INFORMATION FROM A GIVEN STORY.	15.A - Infographic is an optional toggle in CMS 15.B - Will support 1-n amount of price points. 15.C - Maximum of 3 price points per line 15.D - Background asset can either be an image or video. 15.E - CMS will have override to break prices at 2 per line.

OVERLAY HERO - DESKTOP - CREATIVE SPEC

DESKTOP VIEWPORT

THE 2019 IS F SPORT BLACK LINE SPECIAL EDITION



1440x596

STARTING AT \$43,820* (IS 300 F SPORT RWD)	STARTING AT \$47,000* (IS 300 F SPORT AWD)	STARTING AT \$48,950* (IS 350 F SPORT AWD)
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900

LIMITED-EDITION
VEHICLES

Fusing edge and exclusivity with obsessive performance, this is the IS F SPORT Black Line Special Edition. Limited to 900 vehicles, this unique edition combines upgrades like Premium Triple Beam LED headlamps with exclusive features such as sleek, black outside mirrors. And complementing its aggressive stance are 18-inch split-five-spoke F SPORT alloy wheels* with a Black Vapor Chrome finish. Inside, you'll find a Black interior trim with a heated steering wheel as well as Black NuLuxe®* trimmed seats with Flare Red accents and red stitching.

STARTING AT \$43,820* (IS 300 F SPORT RWD)	STARTING AT \$47,000* (IS 300 F SPORT AWD)	STARTING AT \$48,950* (IS 350 F SPORT AWD)
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STARTING AT \$51,000* (IS 350 F SPORT RWD)	STARTING AT \$59,000* (IS 350 F SPORT FWD)
---	---

900

LIMITED-EDITION
VEHICLES


Fusing edge and exclusivity with obsessive performance, this is the IS F SPORT Black Line Special Edition. Limited to 900 vehicles, this unique edition combines upgrades like Premium Triple Beam LED headlamps with exclusive features such as sleek, black outside mirrors. And complementing its aggressive stance are 18-inch split-five-spoke F SPORT alloy wheels* with a Black Vapor Chrome finish. Inside, you'll find a Black interior trim with a heated steering wheel as well as Black NuLuxe®* trimmed seats with Flare Red accents and red stitching.

OVERLAY HERO - MOBILE

MOBILE VIEWPORT

LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR ADIPI-
SCING ELIT.

X



STARTING AT
SXX,XXXX*
(TRIM)

STARTING AT
SXX,XXXX*
(TRIM)

STARTING AT
SXX,XXXX*
(TRIM)

900
LIMITED EDITION
VEHICLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean et interdum orci. Morbi hendrerit mattis ex in placerat. Donec eu tortor at orci consequat tempus. Nam porttitor nisl tortor, at dignissim lorem tincidunt at. Aenean mattis, quam sit amet vehicula ullamcorper, nisl nisi lobortis ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean et interdum orci. Morbi hendrerit mattis ex in placerat.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR. 15	OVERLAY HERO	AS A USER, I WOULD LIKE TO SEE MORE INFORMATION FROM A GIVEN STORY.	REF. PAGE 95

OVERLAY HERO - MOBILE - CREATIVE SPEC

MOBILE VIEWPORT

THE 2019 IS F SPORT BLACK LINE SPECIAL EDITION



Option

STARTING AT \$43,820* <small>(IS 300 F SPORT RWD)</small>	STARTING AT \$47,000* <small>(IS 300 F SPORT AWD)</small>	STARTING AT \$48,950* <small>(IS 350 F SPORT AWD)</small>
--	--	--

900

LIMITED-EDITION VEHICLES

Fusing edge and exclusivity with obsessive performance, this is the IS F SPORT Black Line Special Edition. Limited to 900 vehicles, this unique edition combines upgrades like Premium Triple Beam LED headlamps with exclusive features such as sleek, black outside mirrors. And complementing its aggressive stance are 18-inch split-five-spoke F SPORT alloy wheels* with a Black Vapor Chrome finish. Inside, you'll find a Black interior trim with a heated steering wheel as well as Black NuLuxe®* trimmed seats with Flare Red accents and red stitching.

THE 2019 IS F SPORT BLACK LINE SPECIAL EDITION



Option

STARTING AT \$43,820* <small>(IS 300 F SPORT RWD)</small>	STARTING AT \$47,000* <small>(IS 300 F SPORT AWD)</small>	STARTING AT \$48,950* <small>(IS 350 F SPORT AWD)</small>
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STARTING AT \$51,000* <small>(IS 350 F SPORT RWD)</small>	STARTING AT \$59,000* <small>(IS 350 F SPORT FWD)</small>
--	--

900

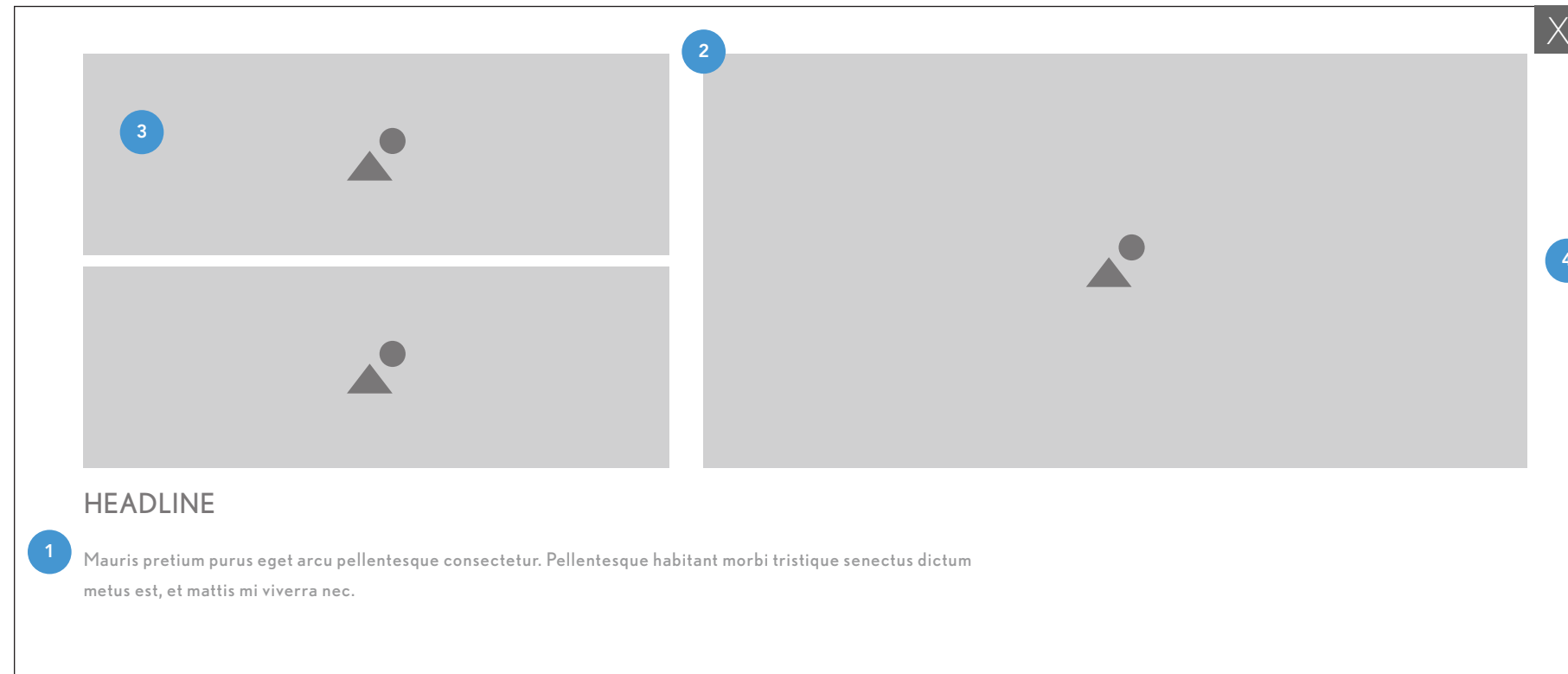
LIMITED-EDITION VEHICLES

Fusing edge and exclusivity with obsessive performance, this is the IS F SPORT Black Line Special Edition. Limited to 900 vehicles, this unique edition combines upgrades like Premium Triple Beam LED headlamps with exclusive features such as sleek, black outside mirrors. And complementing its aggressive stance are 18-inch split-five-spoke F SPORT alloy wheels* with a Black Vapor Chrome finish. Inside, you'll find a Black interior trim with a heated steering wheel as well as Black NuLuxe®* trimmed seats with Flare Red accents and red stitching.

960x768

GRID GALLERY - DESKTOP

DESKTOP VIEWPORT



1. COPY BLOCK

Can support 2 different types of copy blocks, Either a gallery with an individual story per image or a general story that supports all 3 images. CMS will determine full or partial width of the length of copy.

2. GALLERY ASSETS

Can support either 2 small images on left and 1 large image on right, or orientation can be flipped as determined by the CMS.

3. IMAGE ZOOM (DESKTOP ONLY)

On rollover on image, the image will zoom in slightly. Story copy block will only change on click if there is a image specific story.

4. IMAGE SWIPE (MOBILE ONLY)

Users can swipe through the gallery.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.16	OVERLAY GRID GALLERY	AS A USER, I WOULD LIKE TO SEE MORE INFORMATION FROM A GIVEN STORY.	16.A - Grid gallery can support general gallery story or asset specific stories, defined by the CMS. 16.B - Copy blocks can be partial or full width, defined by the CMS. 16.C - Assets orientation can be inverted as defined in the cms. 16.D - Desktop - assets will zoom in and overlay will be removed when they are selected or hovered over. 16.E - Mobile - user can swipe through grid gallery.

GRID GALLERY - DESKTOP - CREATIVE SPEC

DESKTOP VIEWPORT



853x550

PREMIUM TRIPLE-BEAM LED HEADLAMPS*

Making a statement before you even arrive, available full-LED headlamps feature a three-projector design that creates an eye-catching L shape. Adding to this brilliant design, the headlamps also have LED side turn signals.



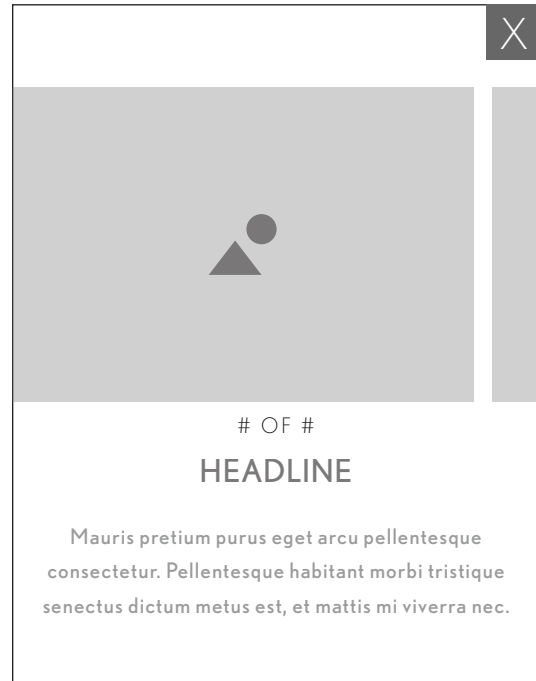
501x271

PREMIUM TRIPLE-BEAM LED HEADLAMPS*

Making a statement before you even arrive, available full-LED headlamps feature a three-projector design that creates an eye-catching L shape. Adding to this brilliant design, the headlamps also have LED side turn signals.

GRID GALLERY - MOBILE

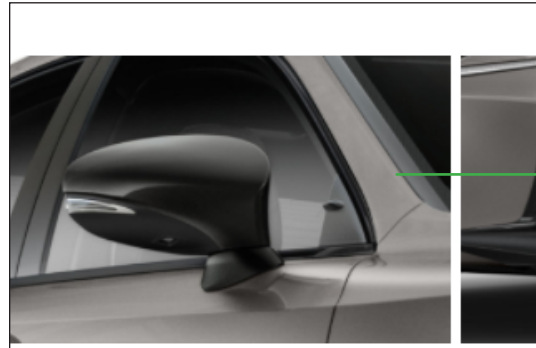
MOBILE VIEWPORT



ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.16	OVERLAY GRID GALLERY	AS A USER, I WOULD LIKE TO SEE MORE INFORMATION FROM A GIVEN STORY.	REF. PAGE 99

GRID GALLERY - MOBILE - CREATIVE SPEC

MOBILE VIEWPORT



550x411

Placeholder text 1

Fusing edge and exclusivity with obsessive performance, this is the IS F SPORT Black Line Special Edition. Limited to 900 vehicles, this unique edition combines upgrades like Premium Triple Beam LED headlamps with exclusive features such as sleek, black outside mirrors. And complementing its aggressive stance are 18-inch split-five-spoke F SPORT alloy wheels* with a Black Vapor Chrome finish. Inside, you'll find a Black interior trim with a heated steering wheel as well as Black NuLuxe®* trimmed seats with Flare Red accents and red stitching

Placeh

Fusing obsess IS F SP Edition this un upgrad LED he feature outside comple stance F SPO Black Y you'll f a heate Black I with Fl stitching

BULLET LIST - DESKTOP

DESKTOP VIEWPORT

TITLE

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Duis autem vel eum iriure dolort in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat .
- Souvlaki ignitus carborundum e pluribus unum.
- Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo.
- Quote meon an estimate et non interruptus stadium.
- Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad.
- Epsum factorial non deposit quid pro quo hic escorol.

TITLE

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Duis autem vel eum iriure dolort in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat .
- Souvlaki ignitus carborundum e pluribus unum.
- Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo.
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TITLE

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Duis autem vel eum iriure dolort in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat .
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TITLE

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- Duis autem vel eum iriure dolort in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat .
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TITLE

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- Epsum factorial non deposit quid pro quo hic escorol.

1. 2 COLUMN LAYOUT

Bullet list can be used a 2 column layout with a title/headline.

2. SINGLE COLUMN LAYOUT

Bullet list can be used in a single column layout with a title/headline.

3. SPLIT DATA LIST

Single bullet list that can get split into 2 columns.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.17	OVERLAY BULLET LIST	AS A USER, I WOULD LIKE TO SEE MORE INFORMATION FROM A GIVEN STORY.	17.A - Can support a single column or 2 column layout. 17.B - Single list ill be centered 17.C - single data list can be split into two columns as determined by the CMS

BULLET LIST - MOBILE

MOBILE VIEWPORT

TITLE

- Lorem ipsum dolor sit amet, consectetur adipiscing
- Duis autem vel eum iriure dolort in hendrerit i vulputate velit esse molestie consequat,
- Souvlaki ignitus carborundum e pluribus unum.
- Defacto lingo est igpay atinlay. Marquee selectus non
- Quote meon an estimate et non interruptus stadium.
- Sic tempus fugit esperanto hiccup estrogen. Glorious
- Epsum factorial non deposit quid pro quo hic escorol.

TITLE

- Lorem ipsum dolor sit amet, consectetur adipiscing
- Duis autem vel eum iriure dolort in hendrerit i vulputate velit esse molestie consequat,
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TITLE

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ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR. 17	OVERLAY BULLET LIST	AS A USER, I WOULD LIKE TO SEE MORE INFORMATION FROM A GIVEN STORY.	REF. PAGE 102

SIGN UP MODULE

ALL BREAKPOINTS

SIGN UP MODULE - DESKTOP

DESKTOP VIEWPORT



1. SIGN UP LINK

On click, will open up overlay to show sign up form.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.18	SIGN UP MODULE	AS A USER, I WANT TO SIGN UP TO RECEIVE ADDITIONAL INFORMATION FROM LEXUS.	18.A - On click of text link, overlay with sign up form will display

SIGN UP MODULE - DESKTOP - CREATIVE SPEC

DESKTOP VIEWPORT

STAY INFORMED TO RECEIVE EXCLUSIVE INVITES, SPECIAL OFFERS AND MORE.

SIGN UP MODULE - MOBILE

MOBILE VIEWPORT

1 STAY INFORMED
TO RECEIVE EXCLUSIVE INVITES,
SPECIAL OFFERS AND MORE.

1. SIGN UP LINK

On click, will open up overlay to show sign up form.

ID#	SECTION	USER TASK	FUNCTIONAL REQUIREMENT
FR.16	SIGN UP MODULE	AS A USER, I WANT TO SIGN UP TO RECEIVE ADDITIONAL INFORMATION FROM LEXUS.	REF. PAGE 105

SIGN UP MODULE - MOBILE - CREATIVE SPEC

MOBILE VIEWPORT

STAY INFORMED

TO RECEIVE EXCLUSIVE INVITES,
SPECIAL OFFERS AND MORE.