



**FOR IMMEDIATE RELEASE**

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## **@AROMA ANNOUNCES NEW SIGNATURE SCENT FOR LEXUS**

Luxury automaker partners with @aroma to create The Lexus Signature Scent, further heightening the guest experience in participating dealerships nationwide

LOS ANGELES, CALIF—Tokyo-based international service company @aroma today announced its collaboration with luxury automaker Lexus to create the all-new “Lexus Signature Scent.” The alluring and invigorating aroma, which features a unique blend of herbs and flowers designed exclusively for Lexus, can now be experienced in participating Lexus dealerships across the country.

“Research shows that consumers perceive a brand’s personality in the same way they identify with people,” said Peggy Turner, Vice President, Lexus Owner Retention and Satisfaction. “Their preferences evolve from emotions and feelings, which can be expressed through sensory stimuli and experiences. This knowledge has guided us in developing multiple programs around sensory immersion to support our overall guest experience within our Lexus Difference initiative.”

The Lexus Difference is a comprehensive approach to the luxury automotive brand’s passion for creating amazing experiences for its customers. The initiative offers training, a digital resource library, and unique collaborations with companies like @aroma, allowing participating dealers to find new and innovative ways to take the overall guest experience to the next level.

With this in mind, the presentation and functionality of the Lexus Signature Scent was designed to exude a sense of calm, refreshing hospitality and a luxurious, sophisticated ambiance that aligns perfectly with the high-class Lexus guest experience. “When creating the Lexus Signature Scent, our objective was to literally capture the essence of the Lexus Difference into a bottle,” stated Satoshi Kataoka, CEO @aroma. “Through carefully curated ingredients, including rosemary, geranium, juniper, coriander, lime, grapefruit, howood, cedarwood, bergamot, eucalyptus, chamomile, lemongrass, spearmint, palmarosa and ylang ylang, we’ve produced an inspiring, memorable scent that is as unmatched and superior as the Lexus brand.”

Keeping the environment and overall health in mind, @aroma and Lexus worked to ensure that the Lexus Signature Scent was comprised of 100% pure essential oils, a natural and beneficial alternative to chemical fragrances.

Select dealership retail boutiques will offer this scent, along with three additional Lexus Aroma Oils and personal diffusers, to extend the relaxing and refreshing experience beyond the dealership and into guest vehicles and homes. “We’re thrilled to collaborate with @aroma’s “aroma space design” experts to create a truly multi-sensory guest experience,” said Peggy Turner.

### **About @aroma**

@aroma is an international service company headquartered in Tokyo, Japan which offers a wide range of natural aromas for designing comfortable spaces. Established in 1998, @aroma has worked on “aroma space design” in more than 2,000 public spaces such as hotels, fitness clubs, clinics and lounges nationwide. For more information, visit [www.at-aroma.com/en/](http://www.at-aroma.com/en/).

### **About Lexus**

Lexus launched in 1989 with two luxury sedans and a commitment to pursue perfection. Since that time, Lexus has expanded its line-up to meet the needs of global luxury customers. Lexus is now going beyond its reputation for high quality vehicles with the integration of innovative technology, emotional exterior and interior designs, and engaging driving dynamics and performance. With six models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers seven F SPORT models and two F performance models. In the United States, Lexus vehicles are sold through 236 dealers who are committed to exemplary customer service.