

LEXUS

LUXURY EDITION ROADSHOW

EPG helps Lexus win the race.

In 2007, Lexus North America launched its Luxury Edition range including its evolving Hybrid model to dealerships and the wider public across the United States. The launch involved a rolling live site tour that traveled through fifteen (15) US states, from San Francisco through to New York .

The EPG team operated as the operations tour director for this unique and dynamic logistics solution that had over twelve thousand (12,000) consumer invited guests and catered to six hundred plus (600+) locally based Lexus associates from neighbouring dealerships in each city. We developed and implemented the operating strategies for all functions including event logistics, event catering, event overlay & infrastructure, spectator services & safety and event security for the temporary village that was created for the roadshow in each city. Key features of this rolling showcase included a café and restaurant, a cinema, interactive children's play areas, three custom test drive tracks and sponsor activations including an innovative technology solution showcase.

Key challenges faced on this project included developing a project programme that met Lexus' requirements and was adaptable as the project team moved from city-to-city. The showcase rolled from one event to the next with the project team traveling to their destination early in the week and then completing construction and fit-out activities mid-week ready for suppliers late in the week and customers over the weekend.

Our team developed the procurement strategy for all external suppliers for the tour and was able to gain cost efficiencies for the tour by determining those critical infrastructure items that needed to travel with the project team and those infrastructure and consumable items that needed to be provided by local suppliers. We also played a key role in the workforce planning & recruitment for the event which included managing a core team that travelled for the duration of the roadshow period and then planning the resource requirement and managing staff provided by local labour agencies in each city.

Location & Year

USA 2007/08

Client Sector

Corporate

Services Provided

Event Operations
Event Overlay & Infrastructure
Event Security & Safety
Event Catering
Event Workforce