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Largest Lexus Showroom in Canada Launched

WHAT: OpenRoad Auto Group has opened the largest LEXUS building in Canada, built to reflect a **hotel-like experience for guests**. The 69,000 sq. ft. store in the Richmond Auto Mall features massage chairs in the Lexus lounge, organic and seasonal offerings at the café, a vehicle photo centre, the LEXUS Lab (truly a ‘service bay’ design like no other), and a two-car lift to move vehicles up and down the three showroom levels.

“We hope that our new Lexus Richmond facility sets the new standard for what a luxury dealership experience should deliver,” says Christian Chia, Dealer Principle of Lexus Richmond. “From the well-appointed lounge and café, to our incredible showroom and service centre capabilities, we’ve designed the space to anticipate the needs of our Lexus guests. We are proud to have minimized our environmental impact through the careful design and construction of the facility, which still delivering the ultimate luxury vehicle experience.”

OpenRoad Lexus’ Green Initiatives:

- OpenRoad Auto Group is the #1 selling hybrid vehicle seller (Western Canada).
- OpenRoad Auto Group supports the UBC Electric Car Club’s electric car project.
- Built to uncompromised standards of sustainable operations, OpenRoad Lexus Richmond is in the process of obtaining the strict LEED® Silver Certification.

OpenRoad Lexus is the home of a LEXUS LFA, which is one of 10 LFA supercars in Canada – only 500 produced globally. Ten years in the making, the vehicle is the first production of the 2012 LFA, which was so popular it had a waiting list of car aficionados.

WHEN: The June 9th Grand Opening Celebration marked the official launch of OpenRoad Lexus Richmond.

WHERE: OpenRoad Lexus Richmond
5631 Parkwood Way
Richmond, BC V6V 2M6

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