



Lexus International Strategic Communications (L-ISC)

6565 Headquarters Drive

Plano, Tx. 75024

Team Delgado,

Lexus wishes to acknowledge and thank the fine people at Delgado Guitars for their support of the launch Nashville launch activities for the all-new 2019 ES.

Our goal for this media launch was to align with partners who also epitomize the craftsmanship, skill and attention to detail captured within our own Lexus Crafted ethos. Our hope was to have our global level journalists better engage the idea of Lexus Craft through a better understanding and connection with other elements of craft such as the luthier skillset. We could not have connected with a better group than the fine folks at Delgado Guitars.

The meticulous care, the time-tested processes, the unique skills and passion involved in the production of a Delgado guitar masterpiece is similar to the *takumi* efforts and Lexus Craft applied to the construction of a world class luxury vehicle. Manuel Delgado is personally invested in the creation and construction of each instrument in the same way a chief engineer attends to each detail of the vehicle development process.

In terms of comparisons to help support our message to media, Lexus could not have chosen a better partner than Delgado Guitars.

We thank you for your time, your effort and this partnership.

Sincerely,

A handwritten signature in blue ink, appearing to read "Maurice Durand".

Maurice Durand

Sr. Manager Communications, Lexus International

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