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## This California Resort Lets Lexus Cars Be The Tour Guide



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Parked in front of Terranea, a sprawling oceanside resort along Los Angeles' Palos Verdes peninsula that is so grand it looks like it belongs in the south of France, is a fleet of [Lexus](#) cars waiting for guests to take them on a test drive. The stock is upgraded every year, so the latest models are always there. Current options include the GS 460 and the ES350.

[Terranea](#) is one of 14 hotels and resorts across the United States to whom [Lexus](#) has decided to supply its creations. Places like [Lake Placid Lodge](#) and [Thompson Chicago](#) are also on the list. "They are selected based on shared values of service, luxury and design and that also have a commitment to sustainability," said Joe Moosavian, Senior Experiential Marketing Strategist at [Lexus](#). His company gets free marketing and exclusive benefits for its automobile owners out of the deal; the resorts get complimentary upscale modes of transportation for guests.

But Terranea has taken this program one step further by creating themed itineraries that guests can follow while using the cars. The concierge team decided the best places in the area to go and pre-programmed the spots into the cars' GPS systems. That means all users have to do is drive, enjoy the scenery, and stop when the car tells them to.

There is one itinerary called "the retail retreat" where guests are given the [Lexus](#) with the largest truck and sent to South Coast Plaza, a hot shopping spot in Southern California (Since this resort is all about wellness and restoration, a little retail therapy makes perfect sense.) When they arrive in the car, they are given complimentary valet parking, refreshments, and a gift certificate for one hundred dollars (It's only fair they also get vouchers to use at the hotel's own stores like the Marea Boutique that sells posh but funky dresses, sandals, and kids toys.) Adventure-seeking vacationers are taken along the Peninsula's coast where they stop at the Point Vicente Interpretive Center to watch the whale migration and the Portugese Bend for hiking and wildlife spotting. Their [Lexus](#) is stocked with a picnic basket lunch, energy bars, water bottles, and binoculars to get up close and personal with the dolphins and sea lions. If they haven't had enough, when they return to the resort guests can head to the Pointe Discovery Center for more activities like falconry, kayaking, and tide pooling.

There is also "the romantic rendezvous" where a couple's navigation takes them to picturesque vantage points along the cliffs. Like the explorers they

get a picnic, but they also get a rose petal turndown upon their return to the hotel.

It's super easy to access the "Teranea Drive Series" as the resort calls it. If you are staying in one of the 1,800 square foot suites (they start at \$2,445) a night all you do is call the concierge, tell them the itinerary you want and what time to have the car ready. Other guests can use the Lexus sedans, SUVs, hybrids, and convertibles (and their itineraries but without the perks) if they are available.

Agnelo Fernandes, Senior Vice President, Marketing & Sales at Terranea Resort, said about 50 to 60 guests take the cars out for a test drive every month. While many choose the set itineraries, others find the views enough without the activities. "While we can curate custom drive experiences for our guests, they are also free to create their own drive experiences to discover areas that appeal to their interests," he said. "The program gives them the freedom to explore beyond the resort and experience some of the most scenic drives in the world."