

# Jerry Remy Goes to Bat for Lexus of Watertown

*New Ad Campaign Pokes Fun at Remy's Red Sox Connection*

Lexus of Watertown

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**June 02, 2010, Boston, MA...** Local [Lexus dealer](#) Lexus of Watertown impressed Red Sox legend Jerry Remy so much that the famed second-baseman and broadcaster is now their spokesman. In a new series of ads appearing on television and the Web, Remy pokes fun at his past and makes a pitch to be the president of "Lexus Nation."

"We are honored and thrilled to have a true New England legend representing our Greater [Boston Lexus](#) dealership," said Vincent Liuzzi, General Manager of Lexus of Watertown. "We worked very closely with Jerry to make sure the campaign reflects his personality. Jerry's very easygoing, but he's also a fierce competitor, and we feel he fits in perfectly with our approach as a Lexus dealer."

Remy's connection with Lexus of Watertown began when the voice of Red Sox Nation needed a new car. Remy bought a [Lexus GX 460](#) from the dealership, starting a relationship with Liuzzi that has grown to include TV, print and online advertisements.

One highlight of the print and online campaign is the "Top 10 Reasons Why Remdawg Thinks You Should Buy from Lexus of Watertown," which pokes fun at bits of trivia from Remy's career. The ad, which can be found on the Lexus of Watertown [Facebook](#) page, ties closely to baseball with reasons such as, "I stole more bases than all the other car dealer spokespersons combined."

The new campaign is another sign of strength for Lexus of Watertown. Over the last two years, the Lexus dealer has achieved tremendous sales growth, enabling the dealership to become a top 10 Lexus dealer in the United States.

During that time, Lexus has grown to become the leading luxury car brand in the United States. In April 2010, Lexus sales grew by 29%, edging out traditional luxury car leader Mercedes-Benz. Lexus sales have been buoyed by the recent awarding of Top Safety Pick honors to the Lexus RX from the Insurance Institute for Highway Safety. The Top Safety Pick rating is given to cars that have the highest rating for front, side, rollover and rear crash protection and which also offer electronic stability control.

"Jerry is just one of the thousands of satisfied Boston Lexus drivers who found their perfect car at Lexus of Watertown," Liuzzi said. "We treat everyone who visits our dealership like an All-Star, and we take pride in the exceptional service and value we deliver each day. We hope this new campaign will help us spread the word about the tremendous quality offered by [Lexus](#) and our dealership."

#### **About Lexus of Watertown in Watertown, Massachusetts:**

Lexus of Watertown is "Boston's Premier Lexus Dealer." They have a huge selection of new 2010 Lexus Models and Certified Pre-Owned Lexus vehicles, in addition to an exemplary service department that keeps customers coming back. Easily accessible from the MetroWest, the North Shore and the South Shore, Lexus of Watertown is just minutes off the Mass Pike between Route 128 and Route 93. For more information, visit them online at [www.lexusofwatertown.com](http://www.lexusofwatertown.com), call them at 888.227.9719, or stop by their showroom at 330 Arsenal Street, Watertown, MA.

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