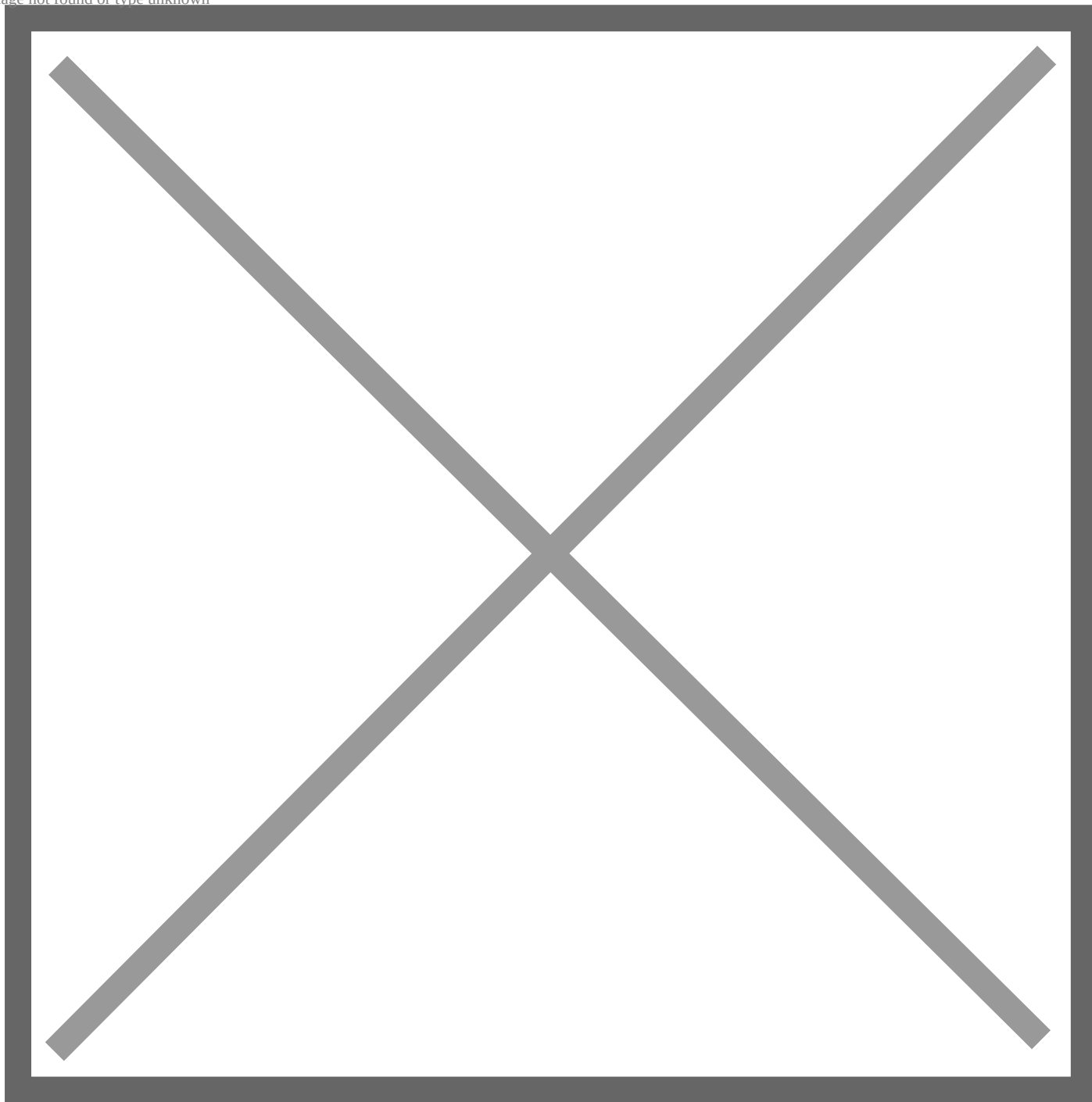


Lexus Luxury Lineup Shines at North American International Auto Show

January 09, 2019

Image not found or type unknown



DETROIT (Jan. 9, 2019) – Lexus will bring luxury to the Cobo Center when the 2020 Lexus RC F Track Edition makes its world premiere during the 2019 North American International Auto Show, Jan. 14 – 27. This marks the 30th anniversary for Lexus at the NAIAS.

The all-new Lexus RC F Track Edition will be introduced during the Lexus press conference taking place Jan. 14 at 1:10 p.m. EST. Enthusiasts can experience the excitement via livestream at <https://livestream.com/lexusinternational/Detroit2019>.

The 2019 Lexus UX 200 and UX 250h offer luxury drivers a compact crossover that combines charismatic new design elements and ultra-efficient new powertrains. The UX name is derived from the design team's guiding concept and describes the vehicle's mission: Urban + X-over = UX. The final product gives the modern urban explorer a fresh, contemporary and dynamic take on luxury driving.

The 2019 Lexus UX is the first Lexus constructed on the new Global Architecture Compact (GA-C) platform, giving the new vehicle exemplary handling agility and ride comfort, along with a distinctive driving personality. Every UX is equipped with eight airbags and the Lexus Safety System+ 2.0 which includes: Pre-Collision System (PCS) with Pedestrian Detection; All-Speed Dynamic Radar Cruise Control; Lane Departure Alert with Steering Assist; Lane Tracing Assist; Road Sign Assist (RSA) and Intelligent High-Beam headlamps.

The 12,056 square-foot Lexus display will feature 14 vehicles, including the newly updated 2019 Lexus RC and the distinctive new LX Inspiration Series, both of which were recently featured at the Los Angeles Auto Show and are making their Detroit debut. The 2019 Lexus RC includes updated styling, interior refinements and a retuned suspension for more precise ride and handling. The LX Inspiration Series has an exclusive design, including a stealth Black Onyx exterior, black trim and black chrome accents, among other features, and is only available to 500 luxury owners.

The Lexus display will also include a Brand and Product Gallery featuring vehicle parts and accessories alongside performance assets, giving visitors an immersive experience and showcasing the brand's craftsmanship, quality and safety. The Brand and Product Gallery is a showcase of five differentiators, including Brave Design, Takumi Craftsmanship, Exhilarating Performance, Imaginative Technology and Lexus Lifestyle.