

Lexus LC Convertible Concept Wins 2019 EyesOn Design Award

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DETROIT, Jan. 15, 2019 — Every aspect of the Lexus LC Convertible concept is designed to evoke an emotional response and that pursuit was recognized today as the Lexus LC Convertible Concept won the 2019 EyesOn Design Award for Design Excellence – Exterior Lighting at the 2019 North American International Auto Show (NAIAS).

The EyesOn Design Awards are the officially sanctioned design awards for NAIAS. They honor the best production and concept vehicles making their worldwide auto show debut at NAIAS. A panel of design leaders representing worldwide automotive manufacturers and transportation design chiefs from top design schools around the globe select vehicles to receive EyesOn Design Awards.

Designed by Lexus Design Division in Toyota City, Japan, the LC Convertible concept blends uniquely Japanese aesthetics with the promise of sensory satisfaction that only a convertible can provide. A stunning design from every angle, the LC Convertible concept stands as an aspirational halo vehicle for the entire Lexus lineup. To reinforce its forward-thinking design, the LC Convertible concept uses exterior lighting that is both aesthetically beautiful and functionally innovative.

"The lighting elements on the LC Convertible concept are very much a part of its overall appeal. They are technically innovative, yet also very futuristic in their appearance," said Tadao Mori, chief designer of the Lexus LC Convertible concept. "We're very proud to see that the EyesOn Design judges recognized our efforts and awarded the best exterior lighting honor for the LC Convertible concept."