

# Lexus LY 650 Luxury Yacht Revealed Crafted in the Spirit of Amazing

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Crafting amazing automobiles is something Lexus has pursued relentlessly, as evidenced by the beautiful hand-pleated door panels in the LS 500 or the complex paint process, inspired by the morpho butterfly, that results in dazzling Structural Blue. And crafting every touch point around the brand is an opportunity Lexus continues to seize. This maritime application is another proof point in the storied history of Lexus that explores new frontiers both inside and outside the automotive industry.

Lexus continually evaluates what constitutes a luxury experience and has, as a result, ventured into the worlds of culinary, design, film, and more as alternative opportunities to interact with the brand. Driven by Lexus International President, Yoshihiro Sawa's vision of Lexus as a brand that, "explores new ways to deliver innovative and amazing experiences for our guests," Lexus has partnered with some of the world's finest purveyors of experience to further celebrate the phrase, Experience Amazing.

And now, Lexus returns to the water with its next expression of a Lexus yacht in the form of the LY 650. Bearing the most contemporary expression of Lexus design language, L-finesse, applied beyond the world of automobiles, the production LY 650 picks up where the stunning Lexus Sport Yacht Concept left off.

### **Lexus Takumis Meet Marquis Craftspeople**

Encouraged by the robust public interest in the Lexus Sport Yacht Concept, a follow-up maritime effort was fueled by Executive Vice President; Shigeki Tomoyama's desire to, "present a dream-like vision of the luxury lifestyle; one where the Lexus Yacht expands the potential of Lexus mobility to the ocean." Making this dream-like vision a reality, Marquis Yachts was selected to build, sell and service the next Lexus yacht based largely on their extensive experience with bespoke boat building and their proven capability, confirmed by their work bringing the Lexus Sport Yacht Concept to life.

Based in Pulaski, WI, Marquis Yachts is the ideal partner to bring the second chapter of Lexus yacht design to fruition with their thorough blend of artisanal craftsmanship, modern technology and inspired design. Complementing the Lexus brand's heritage of takumi craftspeople who are supremely skilled in their roles, Marquis' craftsmanship backbone is clearly demonstrated by their masterful boat builders, many of whom have been with the company for 30 years.

### **L-finesse Seamlessly Transitions from Automotive to Maritime Applications**

Several of the most attractive features from the 42-foot concept have made their way onto the LY 650. Measuring 65 feet in overall length with a 19-foot beam, the newest Lexus yacht has a distinguished style found in the strong, pronounced bow, curved deck accents and accentuated aft hips. Viewed from the profile, the elegant rise and fall of the yacht's distinctly Lexus roofline flows into rising, broad hips of the rear section.

### **Upcoming Milestones and Contact Information**

The first completed Lexus LY 650 is expected to be finished in the second half of 2019 and will make its global debut late in the year.

Parties interested in gathering additional information or inquiring about the purchase of a Lexus LY 650, please contact:

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To learn more about the LY 650, click [here](#).