

Lexus' Luxury Lineup Cruises Into the Windy City for the 2018 Chicago Auto Show

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CHICAGO (Jan. 31, 2018) – Lexus’ striking new concept vehicle – the Lexus LF-1 Limitless – will take center stage at the Lexus display during the 2018 Chicago Auto Show, which takes place February 10-19, at McCormick Place.

The all-new Lexus LF-1 Limitless reflects the next genre in luxury crossover vehicles. It was created by Caltly Design Research Inc. in Southern California as a flagship luxury crossover with an eye toward a more human future. The vehicle features a seamless convergence of angular and organic design, with a panoramic glass roof and distinctive split rear spoiler. Inside, shimmering accent lights create a feeling of warmth and wonder, while technologies like digital side-view monitors and 4-D navigation help the driver remain focused on the future.

Continuing its cross-country tour from Los Angeles to Detroit, the all-new 3-row RX 350L will make its debut in Chicago. The RX created the luxury crossover segment 20 years ago and has reigned supreme as the most popular luxury utility vehicle on the market. With the new model, Lexus drivers will now have the option of a third row without compromising the sleek styling and easy maneuverability. A longer body length and steeper tailgate window angle ensures good headroom for third-row passengers.

In the new model, the full-length side curtain airbags cover all three rows and it features the standard Lexus Safety System+. The vehicle features plenty of power with 290 horsepower and 263 lb.-ft. of torque with a 3.5-liter V6 engine and eight-speed Electronically Controlled Transmission with Intelligence (ECT-i). The Lexus display will also feature a RX 350L vehicle with a cutaway rear quarter panel to demonstrate the third-row seating capabilities.

The all-new Lexus LS flagship, will also be on display. Lexus released pricing at the North American International Auto Show, giving customers more for their money with unsurpassed performance, style and luxury.

The 17,000-square-foot Lexus display will feature nearly 20 vehicles. The Lexus display will also feature a large LED wall and 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.