

# Lexus LS 500 Flagship Sedan Receives 2017 EyesOn Design Award

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DETROIT, Jan. 10, 2017 – With its radical new design, coupe-like silhouette and interior inspired by traditional Japanese aesthetics, the all-new 2018 Lexus LS 500 was named 2017 EyesOn Design Award for Design Excellence – Interior Design at the 2017 North American International Auto Show (NAIAS) in Detroit today.

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 fifth-generation LS 500 represents not only the Lexus brand but will become the new-generation luxury car embodying Japanese tradition and culture. The designers took the approach of starting from new, reimagining what a flagship should be, as if launching the brand all over again. The goal was to exceed expectations of our luxury customers.

"With this LS, our goal was to make the same sort of impact that the original LS made when it debuted in 1989," said Koichi Suga, LS chief designer. "We're very proud that the EyesOn Design judges recognized our efforts and awarded the best interior honor to the LS 500."