

2016 Lexus RX a Winner in Inaugural Ward's 10 Best User Experiences' List

September 15, 2016

DETROIT, September 15, 2016 – WardsAuto today announced that the all-new, fourth-generation 2016 Lexus RX has been named to its first-ever “Ward’s 10 Best User Experiences” list. Twenty eight vehicles were evaluated by the publication’s trusted and experienced editors on their routine daily commutes, with points awarded for easy smartphone integration, user-friendly and intuitive controls, advanced intelligent driver assistance technology, and the usage of appealing interior materials as part of the overall user experience.

“Lexus has a knack for designing quiet, comfortable vehicles, and we see the new RX as a calm connection to an otherwise busy world,” said WardsAuto Senior Editor Tom Murphy. “That means trouble-free smartphone pairing, an outstanding color head-up display, detailed maps and multiple ways to access menus and information, including an ergonomic palm-rest and joystick that, once learned and adjusted for a driver’s preference, becomes second nature. The connection to the outside world comes in another important way, as all-speed radar cruise control is excellent, bringing the RX to a complete stop behind a lead vehicle. The RX makes the outside world a lot less scary.”

The 2016 RX is the latest generation of Lexus’ best-selling vehicle and continues to be the midsize luxury CUV that defined its segment when it was launched nearly 18 years ago. The Lexus RX has proven itself to be immensely popular with those needing the flexibility of a sport-utility vehicle combined with the driving comfort of a luxury sedan, all wrapped in an attractive, elegant package.

“At Lexus, we drive ourselves to make every aspect of owning our cars and SUVs a rewarding experience,” said Jeff Bracken, group vice president and general manager, Lexus. “To have the RX honored as having one of the best overall ‘user experiences’ in the market by the respected editors at WardsAuto means a great deal to our team, who spent countless hours ensuring that every part of the vehicle, inside and out, would delight our customers.”