Lexus UX Concept Introduces Immersive 3-D Driving Experience

September 22, 2016

PARIS (September 22, 2016) – The Lexus UX Concept will make its world debut at the 2016 Paris Motor Show, showcasing Lexus' vision for a compact SUV of the future. This vehicle represents a new step in the company's design journey and a redefinition of the driving experience.

The bold UX Concept design embodies imaginative and forward-thinking technologies to provide occupants with a fully immersive experience. All on-board HMI technology has been designed to offer progressive customers who live and work in an ever-connected environment an innovative, three-dimensional driver experience.

The driver's instrument binnacle houses a transparent globe, floating in the manner of a hologram, in which a combination of analog and digital information express a functional yet unexpected user interface. The center console features a prominent, facetted crystal structure within which a hologram-style display of air conditioning and infotainment system is clearly visible to both driver and front passenger.

The latest advanced in-vehicle electrical technologies are also on display in the new UX Concept. It features electro-chromatic windows, and the side-view mirrors are replaced by e-mirror camera housings far slimmer than conventional mirror housing. All switchgear is electrostatic and housed under transparent covers.

Finally, the fin motif used on the A pillar is repeated on the dashboard to provide a new audio experience for the next-generation Lexus customer: a removable sound bar built into the passenger side of the dashboard.

"Our brief was to create a new genre of compact crossover; a vehicle that could create something unique from a customer's point of view—an innovative, three-dimensional, fully immersive user experience," said Stephan Rasmussen, designer at European Design Centre, ED2.

The Lexus Press Conference will take place on September 29 at 13:30 pm CET at the Lexus stand in hall 4. Follow it in real time at http://livestream.com/LexusInternational