

Lexus Creates Hoverboard of the Future

June 24, 2015

TORRANCE, Calif. – June 24, 2015 – Luxury automotive brand Lexus has partnered with world leading experts in super conductive technology to create one of the most advanced Hoverboards ever developed.

"At Lexus, we constantly challenge ourselves and our partners to push the boundaries of what is possible," said Mark Templin, executive vice president, Lexus International. "That determination, combined with our passion and expertise for design and innovation, is what led us to take on the Hoverboard project. It's the perfect example of the amazing things that can be achieved when you combine technology, design and imagination."

The Lexus Hoverboard operates using magnetic levitation to achieve amazing frictionless movement. Liquid nitrogen cooled superconductors and permanent magnets combine to allow Lexus to create the impossible.

Wrapped in a design that is uniquely Lexus, the Hoverboard features the iconic Lexus spindle grille signature shape and uses materials found in the luxury car brand, from the high tech to natural bamboo.

The Lexus Hoverboard is part of the fourth project in the Lexus 'Amazing in Motion' campaign that showcases the creativity and innovation of the Lexus brand.

Testing of the Lexus Hoverboard will be taking place in Barcelona, Spain over the coming weeks.

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