

Lexus Rumbles Into Detroit With Sporty Disposition at 2015 North American International Auto Show Exhibit

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DETROIT, Jan. 9, 2015 – Lexus is rumbling into Detroit with an exhibit at the 2015 North American International Auto Show (NAIAS) that shows its sporty disposition. The luxury vehicle manufacturer will showcase the new, much-anticipated GS F performance sedan, which joins the brand’s expanded lineup of models on display at Detroit’s Cobo Center. Visitors will see how Lexus is extending into greater integration of innovative technology, emotional exterior designs and engaging driving dynamics and performance into every model.

The GS F is the latest vehicle to join Lexus’ high-performance “F” line as a very balanced sedan with genuine dual personality, equally adept at trimming lap times and the commute back home. The Lexus exhibit also shows the RC F, which premiered in Detroit last year and began arriving in dealerships in November.

“Lexus is building upon its roots as a brand that stands for high-quality vehicles, and this year’s exhibit is built around showing the evolution of the emotional engagement and performance of our models,” said Joe Howard, Auto Shows and Dealer Events Manager at Lexus.

The exhibit will have 16 Lexus vehicles on display, showing the range of segment offerings from sedans to luxury utility vehicles as well as hybrid models. Lexus has the distinction of offering more hybrids than any other manufacturer in the luxury segment. The sporty, performance-oriented F SPORT models on display include the GS F SPORT, RC F SPORT, IS F SPORT, RX F SPORT and NX F SPORT. Lexus is also showcasing its partnership with TUMI, producer of exquisite premium travel, business, and lifestyle accessories, to create The Crafted Line limited edition set of vehicles. The 2015 Lexus Crafted Line ES will be on display.

While visiting the Lexus exhibit, show attendees can take a “virtual spin” in an RC F at the Oculus Rift RC F virtual driving simulator that delivers a unique entertainment experience. They can also view selections from the Lexus Short Films series, the brand’s effort to elevate artistry and bring fundamental enjoyment through the creation of luxurious spaces, moments and feelings.

The exhibit was constructed by George P. Johnson of Auburn Hills, Mich.