

Lexus LF-SA Concept to Make World Premiere at the 2015 Geneva Motor Show

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GENEVA (Feb. 17, 2015) – Lexus will reveal its all-new concept, the LF-SA, at the 2015 Geneva Motor Show.

An illustration of Lexus' passion for upcoming design trends, the LF-SA concept explores unexpected territories for the brand in a bold and emotional execution.

In a future world which many people see as increasingly influenced by technology and virtual experiences, the LF-SA concept is also a driver-focused vehicle, reflecting Lexus' vision that real experience will remain ultimate luxury.

The LF-SA concept will be revealed at the Lexus Press Conference taking place on March 3, 2015 at 12:30 P.M. at the Lexus stand (number 4211) in Palexpo, Hall 4.