

Lexus Roars on to 2014 North American International Auto Show Floor with Game-Changing Debuts

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DETROIT, Mich., (Jan. 10, 2014) – Performance and grit never looked so good together. Lexus is poised to show some serious prowess at the North American International Auto Show (NAIAS) with three eye-popping debuts.

At center stage is the global premiere of the RC F – a low-slung, athletic coupe that was designed to support the most powerful V8 performance car ever developed by Lexus. The RC F will debut on Jan. 14 at 8:45 a.m. EST in W-152, formerly known as the Riverview Ballroom at Cobo Center.

“Most people consider Lexus a refined luxury brand, but there is a bit of grit in some of our new offerings,” said Joe Howard, Auto Shows and Dealer Events Manager at Lexus. “We will definitely raise a few eyebrows this year.”

The RC 350 and LF-NX turbo concept will make their North American introductions as well, having first debuted at the Tokyo Motor Show. The striking and aggressively styled RC 350 coupe features a 3.5-liter, V6 engine teamed with an eight-speed sequential transmission and the most aggressive use yet of the iconic spindle grille. The LF-NX turbo concept, a compact SUV, brings a bold, dynamic and innovative exterior with more distinctive and sculpted styling to the premium compact crossover segment.

Also within its exhibit, Lexus will show off its F Sport accessorized vehicles and components. This performance-driven area will be serenaded with the occasional “roar” of the Lexus LFA supercar. Considered one of the finest performance cars in history, the LFA has a very distinctive, throaty exhaust note – courtesy of a V10, 552-horsepower engine.

Constructed by George P. Johnson of Auburn Hills, Mich., the Lexus exhibit will also feature a lineup of award-winning sedans and SUVs, as well as a number of hybrid vehicles. Lexus has the distinction of offering more hybrids than any other manufacturer in the luxury segment.

Lexus will celebrate 25 years of business in Detroit, sharing the same anniversary date as NAIAS.

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