

Lexus Unleashing Pulse-Racing Performance Vehicles in Chicago

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CHICAGO, Ill., (Jan. 31, 2014) – Enthusiasts visiting the Lexus exhibit at the 2014 Chicago Auto Show are sure to get an adrenaline rush when they see the exciting and aggressive performance coupes on display.

At center stage is 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 recently made its global debut at the North American International Auto Show. This coupe will produce more than 450 horsepower and has the most aggressive use yet of the brand’s iconic spindle grille.

“The Lexus RC F was one of the most talked about reveals in Detroit,” said Joe Howard, Lexus Auto Shows and Dealer Events Manager. “Large crowds gravitated to the vehicle because of its aggressive styling and brilliant blue color. We look forward to seeing the public reaction in Chicago.”

Visitors anxious to see the RC F in action can step up to a special track driving simulator, featuring assorted gauges and meters. By stepping on the simulator’s platform, guests can push the start button and hear the RC F roar around a virtual track. The platform vibrates in conjunction with the video experience, while combination meters, such as the digital speedometer and tachometer, appear simultaneously to mirror the car’s instrument panel display.

Akin to the RC F, the RC 350 will also be coming to McCormick Place. The striking and aggressively styled RC 350 coupe features a 3.5-liter, V6 engine teamed with an eight-speed sequential transmission. Inside, the RC 350 features an elegant cabin and available navigation screen with Remote Touch interface.

Also within its exhibit, Lexus will show off its F SPORT accessorized vehicles and components, as well as a heavily-customized Lexus IS, as seen at the 2013 Specialty Equipment Market Association (SEMA) Show in Las Vegas.

These vehicles will be flanked by the distinctive LFA Nürburgring Edition supercar. Considered one of the finest performance cars in history, the LFA Nürburgring Edition is powered by a V10, 562-horsepower engine. A rear fixed wing and larger front spoiler are unique to this special edition and help improve high-speed down force.

The 20,100-square-foot Lexus exhibit will also feature a lineup of award-winning sedans and luxury utility vehicles, as well as a number of hybrid vehicles. Lexus has the distinction of offering more hybrids than any other manufacturer in the luxury segment.

Social media-savvy Chicagoans will also enjoy Lexus’ “light room,” where they’ll be able take a special Lexus-branded photograph and post it to their Facebook, Twitter or Instagram accounts.

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