

Lexus Shows Off Its Style with Debut of New Auto Show Display in Detroit

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TORRANCE, Calif. (Jan. 10, 2013) – Lexus has revamped all of its global models with distinctive lines and design cues including its spindle grille and signature headlamps and taillights. Now, that commitment to design will be reflected in Lexus display at the North American International Auto Show.

The Lexus auto show display is inspired by Lexus' design philosophy and provides an ideal showcase for the new look, luxury and technology of Lexus vehicles.

“Our vehicles appeal to global audiences so we wanted to develop a way to optimally highlight our cars and SUVs at all the major auto shows,” said Mark Templin, Lexus group vice president and general manager, Lexus USA and general manager, Lexus Product Marketing Planning Division, Lexus International. “We worked with all our global distributors to create a look and feel that will resonate with Lexus customers around the world.”

The Lexus display incorporates dramatic features such as an iconic box with mirror accents and an ultrasuede interior to showcase the new LS F SPORT. LED panels on the floor will be covered with white etched glass and will glow red to bring attention to Lexus' performance vehicles such as the LFA Nurburgring edition and Lexus F SPORT models. The all-new 2014 IS will move into the place of honor, a turntable with a feature header constructed of etched white glass, once it is debuted on Tuesday, Jan. 15 at 9:30 a.m. EST.

Other architectural features of the display include large mediascape walls and artfully constructed panels reminiscent of a traditional Japanese stone path.

“Lexus has always been about mastering the details, whether it's in our products, our how we treat customers,” said Templin. “Now, as we are entering a new phase, we are looking at every detail of how customers see the Lexus brand and ensuring we look good from every angle.”

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