2013 Lexus LS 460 Luxury Sedans Unveiled at San Francisco World Premiere Event

July 30, 2012

San Francisco, Calif., July 30, 2012 – With high-style photography, chic furniture and fun neon flair as its background, the new 2013 LS Luxury sedans had their world debut at the “Lexus Laws of Attraction” exhibit in San Francisco tonight. The event featured more than 500 invited guests from the San Francisco arts and design community who shared their thoughts via #Lexus Attracts on twitter.

The 2013 LS line-up includes the LS 460, LS 460L, LS 600hL hybrid, and the first-ever LS 460 F SPORT. LS 460 and LS 460L are available in RWD and AWD. The LS Hybrid is available with a full-time AWD system.

The all-new LS 460 F SPORT combines a more aggressive exterior with a unique sport interior featuring F SPORT seats with larger bolsters, a leather-wrapped steering wheel with paddle shifters and genuine aluminum trim. With a sport tuned air suspension that has been lowered 0.4 inches, a Torsen® limited slip rear differential (RWD model), Brembo six-piston caliper brakes, and 19” forged wheels with summer or all-season tires, the LS F SPORT promises to be the most engaging LS ever.

The entire 2013 LS lineup is refined with dynamic, fresh styling that reflects the bold new face of Lexus. The aggressive spindle grille gives the new LS a greater road presence and stronger brand identity while heralding a significant improvement in driving dynamics, responsiveness and handling.

Lexus’ new design philosophy was the inspiration for the “Lexus Laws of Attraction” exhibit, which included exclusive photographs by world-renowned fashion photographer Ellen von Unwerth that feature prominent couples with the Lexus flagship vehicle.

The models for the photo shoot depict some of Hollywood and the design community’s most inspiring partners, including actor Jason Schwartzman and Art & Design Director of TENOVERSIX boutique Brady Cunningham, model/actress Jaime King and film director Kyle Newman, model/actress Devon Aoki and financier James Bailey, along with writer and Barneys New York Creative Ambassador Simon Doonan and designer Jonathan Adler – with the latter two also serving as the exhibition’s creative directors. The exhibition also included the work of photographers Victor Demarchelier, Bronques, and a collection of leading street style photographers from all over the world.

“The ‘Lexus Laws of Attraction’ photography exhibition showcases Lexus’ dedication to design,” said Mark Templin, Lexus group vice president and general manager. “Craftsmanship is at the core of the company’s design philosophy, which is expressed in our new spindle grille and driver-focused interiors that integrate modern refinement and intuitive technologies. Aligning with the unparalleled creative duo of Simon Doonan and Jonathan Adler was a great opportunity for us. With our passionate commitment to world-class craftsmanship and now a relentless pursuit of style and design, people can’t help but be attracted to the new LS.”

In addition to its new design, the LS also has increased body rigidity which enhances stability, and allows for a more comfortable ride. Pitch and bounce control has been enhanced by adopting new frequency dependent shock absorbers, resulting in an even flatter, road-hugging ride. Revised steering offers improvements in accuracy and turn-in response. The braking system has been adjusted for more immediate power and greater pedal feel.

Safety enhancements include the industry's most advanced Pre-Collision Safety (A-PCS) system with Collision Avoidance Assist. This available system is designed to assist the driver in avoiding or mitigating collisions with vehicles and pedestrians under a wide range of city and highway speeds. At speeds lower than 24 miles per hour, this technology helps the LS to avoid accidents by automatically bringing the LS to a full stop.

The redesigned interior integrates modern refinement with intuitive technology. The Advanced Illumination System (AIS), an all-LED interior lighting system, illuminates to greet the approaching occupants and then fades in sequence with the vehicle starting procedure.

The new, available Lexus Climate Concierge offers maximum comfort for every LS occupant. The customizable system uses multiple sensors to automatically regulate not only the temperature of the cabin, but also the climate control seats and the heated steering wheel, quickly bringing each occupant to their preferred temperature.

The standard navigation system is displayed on a 12.3-inch, split-screen, high-resolution multi-media display which is large enough to support simultaneous viewing of a large map display and other vehicle functions.

A next-generation Remote Touch, with one-push confirmation, is standard on all models and enables smooth, intuitive control of many vehicle systems. The Remote Touch allows the user to operate the climate, audio, phone controls, navigation system and more. The screen menus are selected with a controller conveniently located within easy reach on the center console. A number of well-placed buttons on the steering wheel and instrument panel enable the direct control of frequently used functions (e.g. temperature setting, fan speed, preset audio stations, etc.)

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For more information about the 2013 LS, as well as images of the vehicle and the photography exhibit, please go to lexusnewsroom.com.