

Lexus LF-LC 2+2 Hybrid Sport Coupe Concept Receives 2012 EyesOn Design Award

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Detroit, Mich., Jan. 11, 2012 – With its forward-looking design and dynamic unveil, the Lexus LF-LC 2+2 Hybrid Sport Coupe was named as the best concept car in the annual EyesOn Design Awards at the 2012 North American International Auto Show in Detroit on Tuesday, January 10.

The North American International Auto Show (NAIAS) 2012 EyesOn Design Awards honor the most significant automotive designs on display at NAIAS 2012 as determined by the North American and global leaders of design from automotive manufacturers, along with academic chairs of transportation design programs and design leaders from other fields. The awards recognize the skill and creativity of designers in the areas of Aesthetics and Innovation, Concept Implementation, Functionality and Spirit of Industrial Design and are awarded in production and concept categories.

Designed by the company's Caltly design studio in Newport Beach, Calif., the LF-LC hybrid sport coupe was a pure design exercise. Challenged by the Lexus Center in Japan to come up with a design for a future hybrid sport coupe concept, the Caltly team quickly went to work. They were seeking new ways to redefine the Lexus design style with emotive, avant-garde beauty and advanced technology, yet remain within reach for premium buyers.

"The LF-LC was a dream car to design and a true collaborative effort at Caltly," said Kevin Hunter, president of Caltly. "It is an honor to have that work recognized by our peers and to receive the EyesOn Design Award."

The LF-LC displays the new Lexus design language in its bold interpretation of the signature Lexus spindle grille and rear architecture. Sumptuous curves blend smoothly into dynamic angles, creating an inviting display of lines, shadows and corners. The profile of the LF-LC creates a powerful, dynamic silhouette that is unmistakably that of a serious driver's car. The lines of the vehicle emphasize direction and motion.

"The LF-LC is a striking design and breathtaking in its beauty," said Mark Templin, Lexus group vice president and general manager. "The team at Lexus quickly fell in love with this concept vehicle and it's rewarding to see that the industry agreed. Receiving the EyesOn Design Award is a great start to what promises to be a fantastic year for Lexus."

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