

Power-Packed Lexus Exhibit Bound for 2012 Chicago Auto Show

January 30, 2012

CHICAGO, Ill., January 30, 2012 – In line with its new brand attitude, Lexus is looking to make a ‘super’ impression on Chicagoans at this year’s 2012 Chicago Auto Show.

For the first time, at any auto show, Lexus will be displaying four of its renowned LFA super cars. Packing 552 horsepower in a V10 engine, the LFA is considered one of the world’s greatest performance vehicles.

“The LFA has become a true halo vehicle for Lexus and its appearance exudes power and technical ingenuity,” said Paul Rohovsky, National Manager – Lexus Engagement Marketing. “This quartet of super cars will serve as the center piece of an exhibit where visitors can witness Lexus’ ongoing design and brand transformation through many other dynamic vehicles.”

Among these other world-class vehicles is the all-new 2013 Lexus GS. Of late, this sedan has become synonymous with the brand’s redefined image and new evocative styling. The GS 350, along with its hybrid variant, the GS 450h, and optional F Sport package, plays a vital role in conveying the boldness that customers can expect from a re-energized Lexus. For tuning enthusiasts, Lexus will also display the Project GS F Sport by Five Axis. This highly-modified GS originally debuted at the Specialty Equipment Market Association (SEMA) Show in Las Vegas.

Further proof of the brand’s evolving design direction will be found in the LF-LC sport coupe, a concept vehicle that debuted at the 2012 North American International Auto Show (NAIAS). Crafted by Toyota’s Caltex design studio in Newport Beach, Calif., the LF-LC’s clean lines emphasize motion, creating a distinctive look for this futuristic vehicle. The LF-LC was named best concept vehicle at NAIAS this year, as selected by a jury of past and present auto designers.

Another vehicle bound for Chicago is the updated 2013 Lexus LX full-size sport utility vehicle, due out later this year. The LX has earned the distinction of being amongst the best vehicles in its class since its introduction more than 15 years ago. This venerable vehicle will be flanked by other popular SUVs in the Lexus lineup, the RX and GX.

Interactivity was instrumental in the creation of this year’s exhibit in Chicago, as evidenced by an area dubbed “Engineering Amazing.” This gallery has several interactive displays that illustrate Lexus’ endless pursuit of perfection through engineering expertise and craftsmanship.

The Lexus exhibit was designed and constructed by George P. Johnson of Auburn Hills, Mich.