

Lexus Creates 'Kinetic' Atmosphere with Exhibit at 2011 North American International Auto Show

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DETROIT, Mich., January 5, 2011 ? Lexus has gone to great lengths to connect with people visiting its exhibit at the 2011 North American International Auto Show (NAIAS).

In short, the automaker has created a 14,300 square-foot, single-level automotive boutique. With a fluidly-dynamic atmosphere, guests will be able to interact with its world-class vehicles in a very personal way.

“When people visit automotive exhibits, they often encounter areas that evoke solid construction and fabricated form,” said Andrea Lim, Lexus Events Marketing Manager. “Our exhibit can best be described as a “kinetic skin,” where visitors’ senses are actively engaged, resulting in an emotional connection to the brand.”

This connection is felt on an animated walkway that bisects the exhibit, responding to visitors’ movements. The pathway leads to a large, high-tech LED video wall which delivers messages related to Lexus’ precision craftsmanship, safety and environmental leadership. With its full lineup on display, a majority of the Lexus vehicles are white, emitting a feeling of progressive luxury associated with the Lexus brand.

Contrary to the predominately white theme is an orange, 552-horsepower LFA supercar. Not a stranger to NAIAS, the highly-anticipated LFA gets delivered to customers beginning later this month. The new CT200h will have a prominent place in the exhibit, encompassed in a “Darker Side of Green” interactive studio. The entry-luxury compact, the fifth hybrid in the Lexus lineup, achieves the luxury segment’s best EPA-estimated combined fuel economy of 42 mpg. It goes on sale in March. For fans of customization, Lexus will feature a highly-modified LS 600hL sedan, designed by tuner Brian Fox, which appeared at the 2010 Specialty Equipment Market Association (SEMA) Show last November.

The exhibit also features a Zen lounge where comfort meets interactivity. Within the lounge, visitors will have access to “L Studio,” an online creative endeavor developed by Lexus which showcases informative and entertaining content. Lexus’ online entertainment channel was created to engage consumers outside of the traditional automotive encounter with innovative programming. L Studio features the multiple Webby Award-winning series “Web Therapy,” as well as the Webby-nominated series “Puppy Love.”

About Lexus

Lexus has become synonymous with luxury since its introduction in 1989. By offering some of the finest quality luxury vehicles and providing benchmark customer service, Lexus has remained the top-selling luxury nameplate in the United States for 11 years in a row. Lexus and its more than 220 dealers have repeatedly achieved high honors for both the products they sell and the customer service they provide.

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