

# A New Kind of Eye Candy for Sports Illustrated Swimsuit Issue Fans

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TORRANCE, Calif. (Feb. 15, 2011)—A gorgeous supermodel with wind blowing through her hair isn't unusual to see in the annual *Sports Illustrated* Swimsuit edition. But when that wind is created by a Lexus LFA supercar screaming by, it's definitely something to check out.

Supermodel Rianne Ten Haken, who has graced the cover of magazines such as *Vogue* and *GQ: Gentleman's Quarterly*, participated in a very different swimsuit photo shoot as she faced off with the 552 horsepower, 4.8 liter, V10 engine of the LFA. At a distance of just four feet, the LFA ran multiple high-speed donuts around the model to create the imagery for the sizzling four-page spread. The spread and additional executions were custom-designed for the highly-anticipated Swimsuit issue, which offers the perfect platform to showcase the LFA while reaching a broad audience. Behind-the-scenes footage of the dramatic shoot can be viewed on [YouTube.com/lexusvehicles](http://YouTube.com/lexusvehicles) and on iPad and Galaxy Tablet applications, with banner ads running on [SI.com](http://SI.com).

## **About Lexus**

Lexus is the leading luxury automaker in the United States. With its reputation for high-quality products and exemplary customer service from its 229 dealers, Lexus has been the top-selling luxury automaker for 11 years in a row. In addition, Lexus is the luxury hybrid leader, offering five hybrids that provide the best in innovative technology and first-class luxury. When Lexus was established in 1989, it offered two models of vehicles. Now, more than 20 years later, Lexus offers variations of 10 vehicles, from the sporty CT 200h hybrid to the V10 supercar, the LFA.

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