

Lexus and Tumi Partner to Create Premiere Custom Luggage for 2012 LFA Supercar

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2012 Lexus LFA x Tumi large and small case 2

Leading International Travel, Business and Lifestyle Brand Designs Specialty Pieces for World-Class Lexus Model

NEW YORK – Aug. 12, 2010 – Tumi today announced its partnership with Lexus to create a premium line of travel cases customized to complement the look and feel of the 2012 LFA supercar. The dynamic style of the LFA requires a special design of Tumi luggage which will accompany the car in select markets, including the US and Europe. The vehicle identification number (VIN) corresponding with the owner’s LFA will also be inscribed on each bag to complete the exclusive experience.

Lexus approached Tumi knowing the brand’s expertise in travel, business and lifestyle would satisfy its consumers’ discerning taste. “Like Lexus, Tumi has exceptional brand heritage in performance and function, and the highest level of excellence in design,” said Jerome Griffith, president and chief executive officer for Tumi. “We are excited about the partnership with Lexus because it will further communicate Tumi’s reputation for outstanding quality and craftsmanship.”

The unique line of Tumi cases for the LFA supercar has a hybrid construction, and is styled using components that are directly related to the appearance of the car. Never before have a hard shell, aluminum and carbon fiber-like material, been used in this manner to execute special cases. The custom sizes enable the pieces to be easily packed and lifted from the cargo area. Each case is designed with a distinct purpose. The smaller “concourse” piece is proportioned to fit the essentials for track racing, including gloves and shoes, or items for a quick getaway. The larger “coastal” case is for longer trips when a change of clothes is required. Each piece has an asymmetrical retractable handle and shoulder strap as well as non-skid feet, which hold the luggage in place while the car is in motion.

“The LFA’s unparalleled, hand-built quality dovetails with Tumi’s dedication to creating excellence,” said Dave Nordstrom, Lexus vice president of marketing. “The custom luggage enhances the LFA experience and demonstrates Lexus’ dedication to making each encounter with the brand memorable.”

Initial deliveries of the Lexus LFA will begin in January 2011. LFA production is limited to 500 units worldwide, each being hand-assembled, with approximately 20 scheduled for production each month. For more information visit www.Lexus-LFA.com.

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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 228 dealers, Lexus has been the top-selling luxury automaker for ten years in a row. In addition, Lexus is the luxury hybrid leader, now offering four 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 11 vehicles, from the entry-level IS 250 to its first V10 supercar, the LFA.

About Tumi

Tumi is the leading international brand of premium travel, business and lifestyle accessories. Tumi’s heritage of design excellence is one that appeals to the world’s most sophisticated and demanding consumers who choose only the best international brands to complement their unique lifestyles. Tumi’s collections reflect the skilled ability of the brand to blend style, function and premium quality in a modern and performance-focused manner.

The brand is sold in more than 140 stores from New York to Paris to London and Tokyo as well as the world's top department and specialty stores in more than 65 countries. Tumi's success over the past three decades can be traced to its continual focus on its founding principles of design excellence, functional superiority, technical innovation, best-in-class quality and outstanding service.

Contacts:

Lexus Public Relations

Ming-Jou Chen – 310.468.4782 or ming-jou_chen@lexus.com

Kaplow Communications

Marisa Abdoo – 646.747.3541 or mabdoo@kaplowpr.com