

# What's Behind the Black Line

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The eye needs new sights, which give us new thoughts. The 2021 Lexus Black Line special editions answer the call for the new and original—and that needed element now—variety.

A refined collaboration between designer and driver, Black Line Edition vehicles are crafted to inspire. With design details that elevate the luxury experience, Black Line special editions add interest to our day and to our world. According to Todd Blickenstaff of Lexus product marketing, Thought is given to every aspect of each member of the lineup, drawing on the collective expertise of the product specialists at Lexus. Says Blickenstaff, “The conversation begins a full three years ahead of the final product, with the emphasis on what will create a fresh and exclusive experience.”

This year, the 2021 line-up sees the greatest number yet of Lexus vehicles available in Black Line special editions— with a total of five —offering the most variety to date:

Take a look at what makes the Lexus Black Line a thought-starter for the senses.

### **Inspired by You**

The driving force behind the design of the Black Line Editions is you. As part of a trusted relationship, Lexus dealers are listening to your wish-lists, starting with head-turning style. Favorite vehicles are given the exclusive treatment, setting them apart and offering a rare experience. For example, in keeping with the dark-accented theme, UX roof rails will be black for the first time instead of the metallic appearance on non-Black Line models.

A human-centered approach breathes life into distinctive details such as:

- Color-keyed overfenders to extend color all the way down to the wheel well
- 18”-, 19”- or 20”-wheels, depending model, with a black finish
- Black lug nuts
- Black grille surround
- Blackened headlamps
- Black side mirrors
- Black roof rails
- Premium Triple Beam headlamps on select models

### **A Rare Sight**

Production of the 2021 Lexus Black Line is limited, allowing them to remain fresh objects for the imagination. Small numbers mean high impact:

- 1,000 units based on the 2021 Lexus UX 250h Premium model
- 750 units based on the 2021 RX 350 F SPORT model
- 250 units based on the 2021 RX 450h F SPORT model
- 1,000 units based on the 2021 NX 300h F SPORT model
- 350-units split between RC 300 and RC 350
- 1,500 units based on the 2021 ES 350 F SPORT model

### **Built to Suit**

With each 2021 Lexus Black Edition vehicle drivers will receive a set of two Zero Haliburton® Travel Cases designed exclusively for Lexus: The Edge Lightweight 22-inch Continental Carry-on and a 26-inch Medium Travel Case are crafted to stow perfectly in trunk or hatch. These custom high-end travel cases are also a rarity, with their brushed aluminum surfaces, concave edging and customized wheel systems for maximum glide.

### **Color Story**

Distinctive paint exteriors are another way the Black Line series engages the senses. From the UX 250h's Eminent White Pearl and Caviar to RC's nine options including Ultra White and Cloudburst Gray, striking finishes offer even more to look at. All-new for 2021 is Grecian Water, a singular shade of deep blue available on RX, RC and UX 250h models. On the NXh, Grecian Water is exclusive to the Black Line edition.

### **The Journey Within**

The 2021 Lexus Black Line interiors echo the bespoke, velvety accents on the exterior. The 2021 Lexus Black Line Edition NX 300h F SPORT features exclusive blue stitching on the soft touch points throughout, including the black NuLuxe® trim contoured seats, door panels, armrest and center console. The UX features blue seat belts. In addition, says Blickenstaff, "A first for UX is the door courtesy lamp with Lexus logo, which looks especially impressive at night." Blue stitching is also found on the exclusive floor and cargo mats for a reminder that we must never stop looking—or dreaming.

Other interior touches (on select models):

- Wood accents
- Perforated trim
- Analog clock
- Two-tone interior that features white and black coloring with gray stitching

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