

Lexus X Monterey Car Week 2021

September 20, 2021



Thousands of collectors and car lovers from around the world flocked to California for the world's premier automobile experience: Monterey Car Week and the 70th anniversary of the esteemed Pebble Beach Concours d'Elegance.

For days in mid-August, this celebration of historic, classic, modern, and even collectible cars showcased decades of automotive design and craftsmanship. In its 23rd year as an automotive sponsor, Lexus unveiled groundbreaking designs, relentless innovation, and unmatched performance.



In a stunning visual display from August 12-15, Lexus on Palmero Way was a hands-on experience custom designed for luxury drivers, car enthusiasts, and potential Lexus owners. The curated Ride and Drives of actual vehicles, including the LC Convertible, LC, RC F, IS 350 F Sport, LS, RX and LX, were a success, with a definitive highlight being the Experience Amazing simulator. Using virtual reality, guests raced the RC F GT3 around a digital recreation of the famed WeatherTech Raceway Laguna Seca to get a high-level feel for the performance of the vehicle. Through this, more than 300 guests had the opportunity to get to know Lexus and truly experience amazing for themselves through this VR experience.

Another focal point of the long weekend for Lexus lovers and car fanatics, was the reveal of the all new 2022 Lexus NX. Although not ready to hit the road yet, it was placed front and center as the guests walked into Lexus on Palmero Way and at the entry of both the Lodge and the Inn at Spanish Bay. Guests were enthralled with the sneak peek of the updated model that would not be available for months. However, Lexus did raffle off one of these new 2022 models for a great cause, donating all the proceeds to the Boys & Girls Clubs of Monterey County.



It wouldn't be Pebble Beach without time-honored events like The Quail, A Motorsports Gathering. On the rolling greens of Quail Lodge & Golf Club, Lexus created a striking space complete with Lexus Ambassador Scott Pruett and accoutrement from Pruett Vineyards. While motorsports enthusiasts and collectors savored fine automobiles and motorcycles in a garden-party setting, Lexus caught their attention with some of the latest vehicle innovations: the LC Inspiration Series in Obsidian, the LC Convertible in Structural Blue, and the ultimate head-turner – the IS 500 F Sport Performance in stealthy, glossy gray Incognito.



In a true show of luxury, design, and performance, Lexus yet again made their presence known during this fete of automotive innovation. You can virtually experience some of the models shown during Monterey Car Week [here](#) via YouTube.

Find out more about the Pebble Beach Concours d'Elegance [here](#).

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