

# The Next Chapter of Lexus on Display at Monterey Car Week 2022

August 15, 2022

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**PEBBLE BEACH, Calif. (August 15, 2022)** – Amidst the bustling energy – and powertrains – of Monterey Car Week, Lexus will showcase the brand’s evolution and a look at its future through the lens of its Next Chapter pillars of bold design, Lexus Driving Signature, electrification, and intuitive technology.

Lexus has been a familiar face on the peninsula both as a proud partner of Pebble Beach Resorts® for 20 years, and as a sponsor of the Pebble Beach Concours d’Elegance® for 24 years. This year, the brand will highlight the Lexus Electrified Sport – most recently seen at the [Goodwood Festival of Speed](#) – as it makes its first U.S. appearance on the Lexus display at the Pebble Beach Golf Links®. CALTY Design Research President Kevin Hunter will provide his expert insight into the creation of this all-electric, high-performance vision of the future during a Lexus Electrified cocktail reception on Thursday, August 18th from 4:00-7:00 pm PT.

The topics of electrification, performance and the Next Chapter of Lexus will be discussed further on Friday, August 19<sup>th</sup> at 1:10pm PT at *The Quail, A Motorsports Gathering*, via an informative chat between Vinay Shahani, VP of Lexus Marketing, and Townsend Bell, Lexus Brand Ambassador. During the course of their 10-minute conversation, they’ll touch upon the first-ever 2023 RX 500h F SPORT Performance, Lexus Racing, and Townsend’s years-long relationship with the brand, including the IS 500 he modified with Hiraku Co. for the 2021 SEMA Show.

And, for the third year in a row, Lexus will give back to the local community by supporting the annual Pebble Beach Concours d’Elegance® Charity through a drawing to benefit the Boys and Girls Clubs of Monterey County on Sunday, August 21st. More information can be found by visiting: [2022 Charity Drawing | BGCMC](#)

## **Lexus Monterey Car Week 2022 Schedule**

### **Thursday, August 18th**

WHAT: Lexus Electrified Mixer

WHEN: 4:00-7:00 pm PT (6:00 pm PT Lexus Electrified Sport walkaround with Kevin Hunter, CALTY Design Research President)

WHERE: Lexus display and drive experience, Pebble Beach Golf Links®, 3<sup>rd</sup> Fairway (off Palmero Way)

ON DISPLAY: Lexus Electrified Sport, RZ 450e, RX 500h F SPORT Performance, IS 500, LC 500 Convertible, Lexus Racing RC Cup Car

AVAILABLE TO DRIVE: LC 500 Convertible, LC 500 Coupe, RC F, IS 500, NX 350, NX 450h+, LX 600

### **Friday, August 19th**

WHAT: Electrification, Performance and the Next Chapter of Lexus: A Conversation with Vinay Shahani, VP, Lexus Marketing and Townsend Bell, Lexus Brand Ambassador

WHEN: 1:10-1:20 pm PT

WHERE: Lexus display, *The Quail, A Motorsports Gathering*

ON DISPLAY: RX 500h F SPORT Performance, Hiraku & Townsend Bell Street Performance IS 500, Lexus Racing RC F GT3

Note: Lexus display and drive experience at the Pebble Beach Golf Links® will remain open

## **Saturday, August 20**

WHAT: Lexus display and drive experience

WHERE: Pebble Beach Golf Links®, 3<sup>rd</sup> Fairway (off Palmero Way)

ON DISPLAY: Lexus Electrified Sport, RZ 450e, RX 500h F SPORT Performance, IS 500, LC 500 Convertible, Lexus Racing RC Cup Car

AVAILABLE TO DRIVE: LC 500 Convertible, LC 500 Coupe, RC F, IS 500, NX 350, NX 450h+, LX 600

## **Sunday, August 21**

WHAT: Lexus display and Boys and Girls Clubs of Monterey charity drawing

WHERE: Lexus display: Pebble Beach Golf Links®, 3<sup>rd</sup> Fairway (off Palmero Way)

Boys and Girls Club of Monterey charity drawing will be held at the Pebble Beach Concours d' Elegance®, 4 pm PT

ON DISPLAY: Lexus Electrified Sport, RZ 450e, RX 500h F SPORT Performance, IS 500, LC 500 Convertible, Lexus Racing RC Cup Car