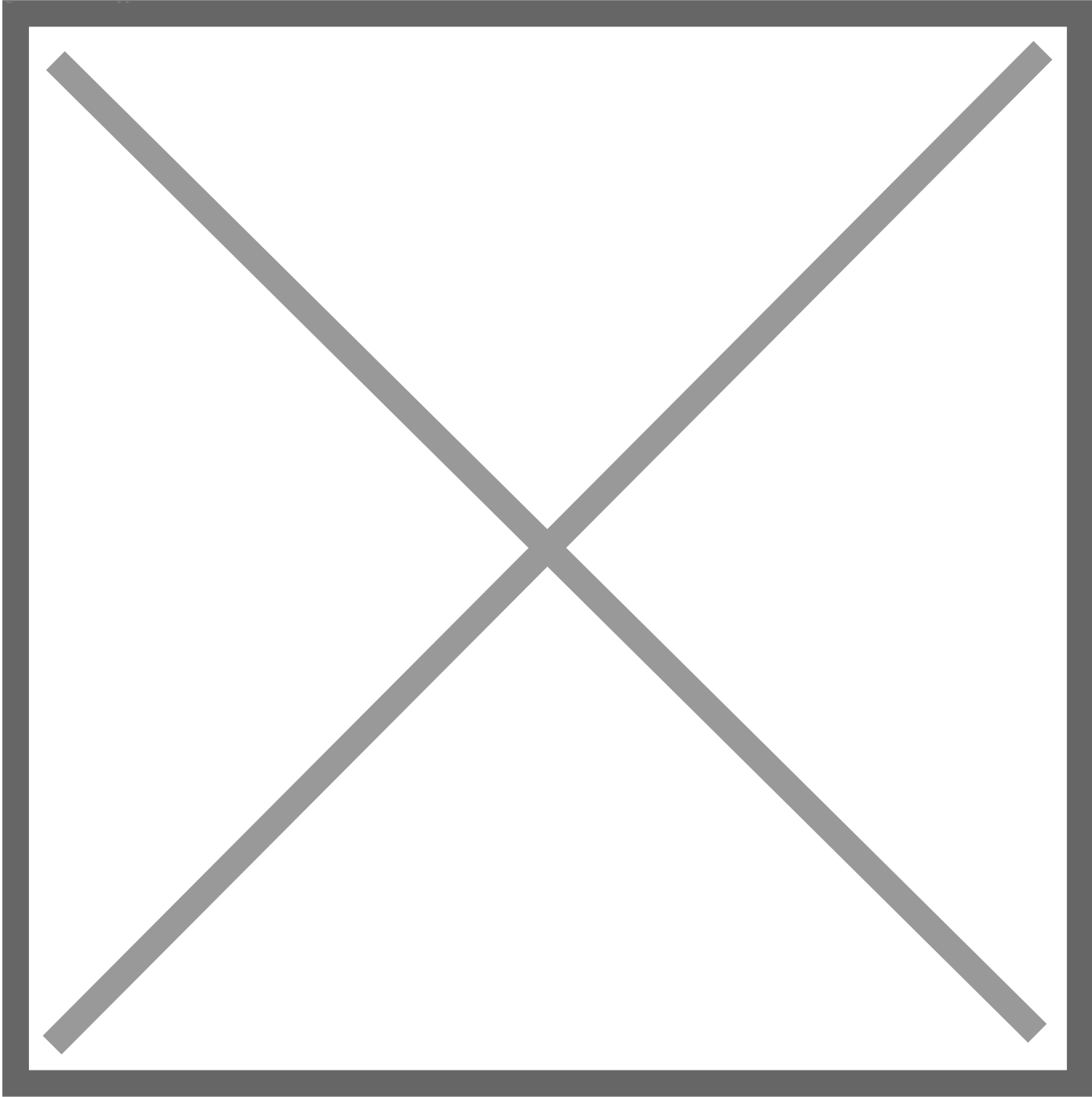


# Lexus Driving Signature: A Symphony of Luxury and Performance

July 20, 2023

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*Clack, clack, clack.*

As the conductor taps the podium, the audience brims with anticipation. Each instrument will soon unite, the captivating beauty the symphony evokes relying on a bond. It's a seemingly effortless connection, and the resulting music will drive the audience to bliss.

Except this isn't a concert hall. There isn't an orchestra. And that's not a conductor.

It's a driver at the helm of their new Lexus, which has been impeccably tuned to the Lexus Driving Signature. It's a vehicle orchestrating the perfect balance of luxury and performance to deliver an exceptional driving experience.

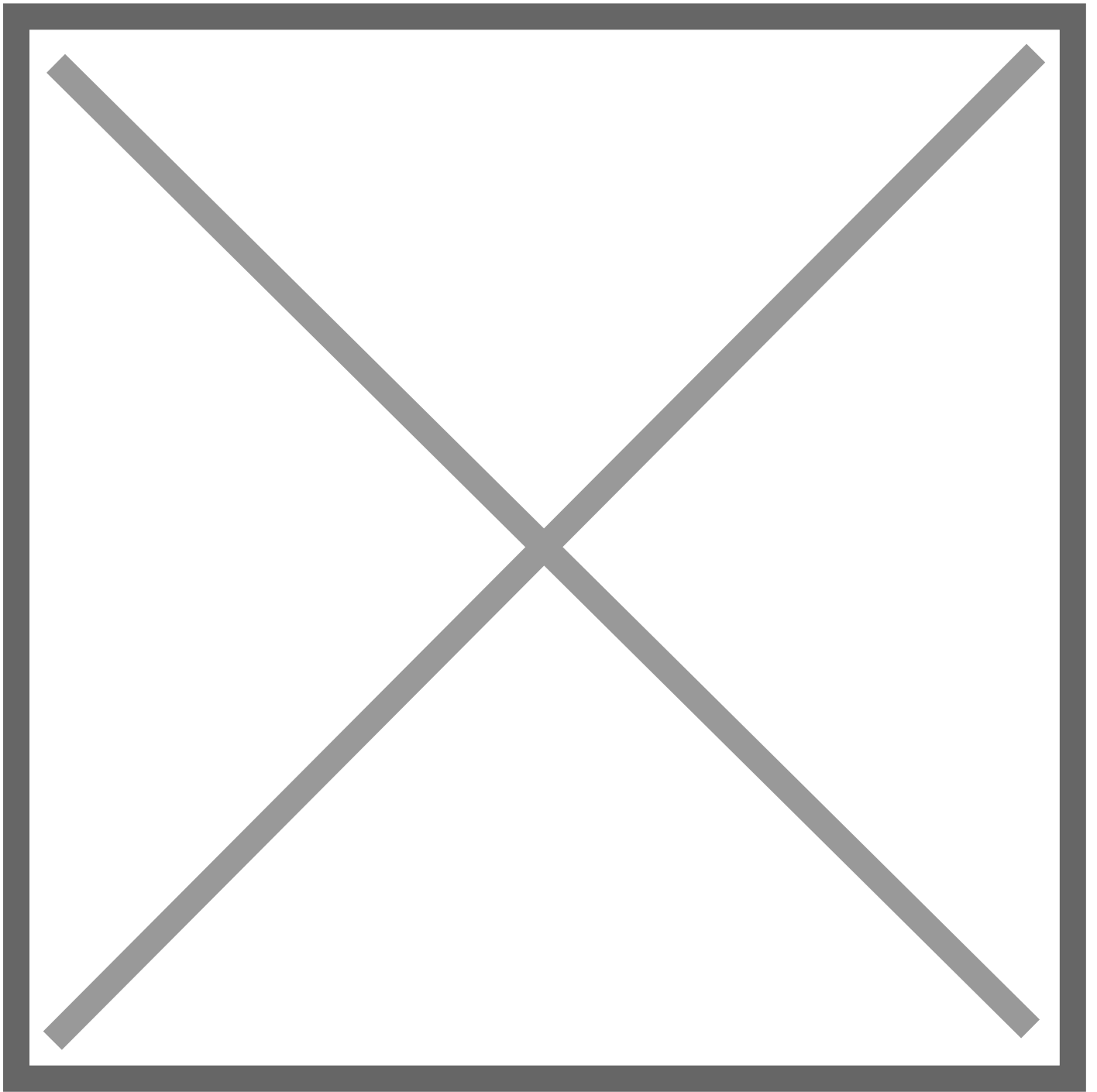
Since its introduction in 2020, the Lexus Driving Signature has been the guiding philosophy behind the development of Lexus vehicles, residing at the core of every innovation. Discover the principles Lexus employs to bring the music of the road to drivers' fingertips.

### **In the Key of Linear Connection**

At the heart of the Lexus Driving Signature is the concept of a "linear connection." Like the harmony in a symphony, it's the union of the driver and the vehicle that enables a more predictable, confident and engaging experience. This linear operation of the steering wheel, accelerator and brake pedal results in precise response and feedback — so car and driver act as a single unit.

This immediate connection between inputs and responses is present in all Lexus vehicles, including high-performance models like the [2023 Lexus IS 500](#).

With its naturally aspirated 5.0-liter V8 engine generating 472 hp and 395 lb.-ft. of torque, there's no question about its power. But in a breathtaking dance of speed and grace, the 2023 Lexus IS also delivers superb handling and responsiveness, and exceptional cornering at high speeds. Lightweight vehicle components and torsional rigidity create a strong linear connection, allowing the 2023 Lexus IS to elegantly navigate the most challenging roads in an intricate choreography of performance and control.



## **The SUV Serenade**

Every Lexus SUV offers a unique driving experience tailored to specific needs and the Lexus Driving Signature remains ever-present.

Drivers can expect a smooth and more comfortable ride from SUVs like the [2023 Lexus LX 600](#) as the Lexus Driving Signature extends its influence to the interior of the vehicle. Through a driver-focused interior layout and optimally positioned controls, the LX integrates the design philosophy known as “tazuna”, or a horse’s rein,

highlighting the direct connection between the driver and vehicle, much like that between a horse and rider.

In high-performance SUVs such as the [2023 RX 500h F SPORT Performance](#), drivers experience the marriage of comfort with the thrilling crescendo of speed. Featuring the Lexus-first DIRECT4 drivetrain designed to provide maximum grip, traction and acceleration in most every situation, the RX all-wheel drive system applies drive force between the front and rear axles in mere milliseconds. This allows the 2023 RX to take full advantage of its 366 net combined hp and 406 lb.-ft. of torque.

A dynamic range of SUV driving experiences, from serene to exhilarating, demonstrates the versatility and adaptability of the Lexus Driving Signature.



## The Electric Encore

Innovations centered on the Lexus Driving Signature continue to shape Lexus vehicles and the all-electric [2023 Lexus RZ 450e](#) is an excellent example of this evolution.

Paired with the all-new e-TNGA platform and DIRECT4 system, Lexus Driving Signature is reflected through the RZ's tactile steering feel, linear responses of steering, braking and acceleration and ride comfort.

A first for Lexus, the e-TNGA platform offers ideal placement of mass and high-body rigidity, while the 96-cell lithium-ion battery pack lives under the vehicle floor for a low center of gravity. By reducing weight and

increasing rigidity, the 2023 RZ uses its lightweight steel platform to contribute to a comfortable and quiet ride.

Utilizing the DIRECT4 system, the RZ 450e also optimizes torque distribution between the front and rear eAxles so acceleration feels smooth and responsive. And with the Active Hydraulic Booster-G (AHB-G) braking system, reducing vehicle speed becomes as natural and comfortable as ever.

Thanks to the Lexus Driving Signature, drivers of Lexus BEVs can expect an engaging drive that caters to their desires for luxury, performance and enjoyment. And as they step up to their personal podium — their Lexus cockpit — drivers will continue to experience a masterful performance that always demands an encore.