

# **LEXUS SHOWCASES THE FUTURE OF ELECTRIFIED VEHICLES AND MOBILITY EXPERIENCES AT THE 2023 JAPAN MOBILITY SHOW**

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**TOKYO, Japan (Oct. 11, 2023)** – Lexus will exhibit at the first-ever JAPAN MOBILITY SHOW 2023 from October 26 to November 5 under the theme “Discover a future you can’t wait to navigate!”

The Lexus booth theme will be “Pushing the Boundaries of the Electrified Experience” and will debut its next-generation battery electric vehicle (BEV) concept model lineup, with the aim of transforming into a BEV brand by 2035. The booth prominently features the use of traditional Japanese aesthetics and environmentally friendly, sustainable bamboo material, expressing the brand’s commitment to achieving a carbon-neutral society.

In addition to the concept models, VR driving simulators “Lexus Electrified VR Experience” will allow visitors to experience a future world of driving where electrification and AI technologies help cater to individual

customer needs and connect with society. Show guests will have the opportunity to fully engage in a VR-exclusive setting, enabling them to encounter the personalized driving experience and enhanced lifestyle that Lexus is committed to delivering.

Press conference is scheduled on press day at 10:30 a.m. Wednesday, Oct. 25, at the Lexus booth.

The press conference can be viewed from the following URL

URL?<https://global.toyota/jp/newsroom/lexus/39888236.html>

Show to be held at Tokyo Big Site (Koto-ku, Tokyo); Oct. 26-27: Special Invitational Days; Oct. 28-Nov. 5: Open to the general public.