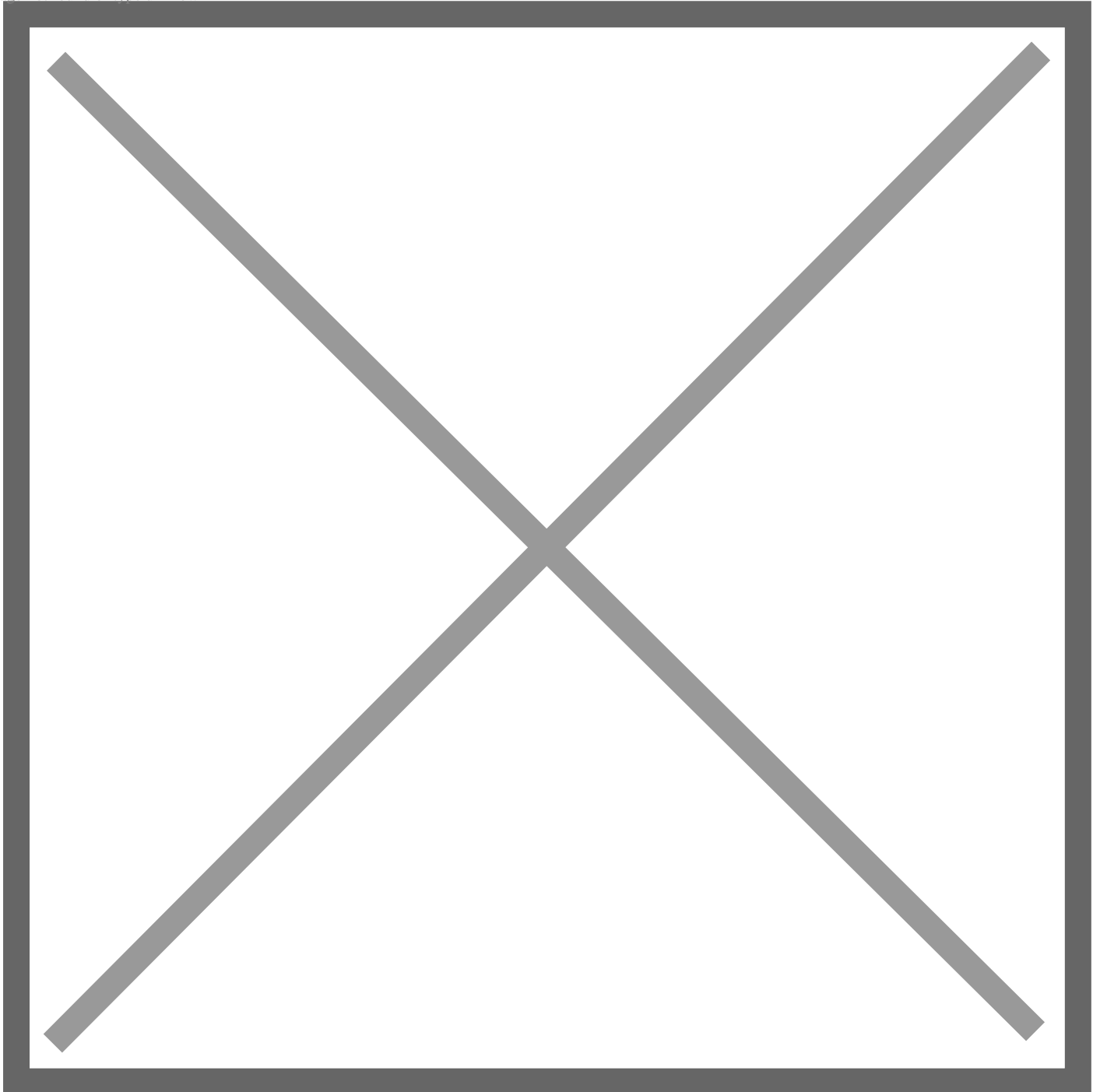


LEXUS AND RAZER DEBUT THE ULTIMATE 'RAZER LEXUS TX' IN A THREE-EPISODE VIDEO SERIES

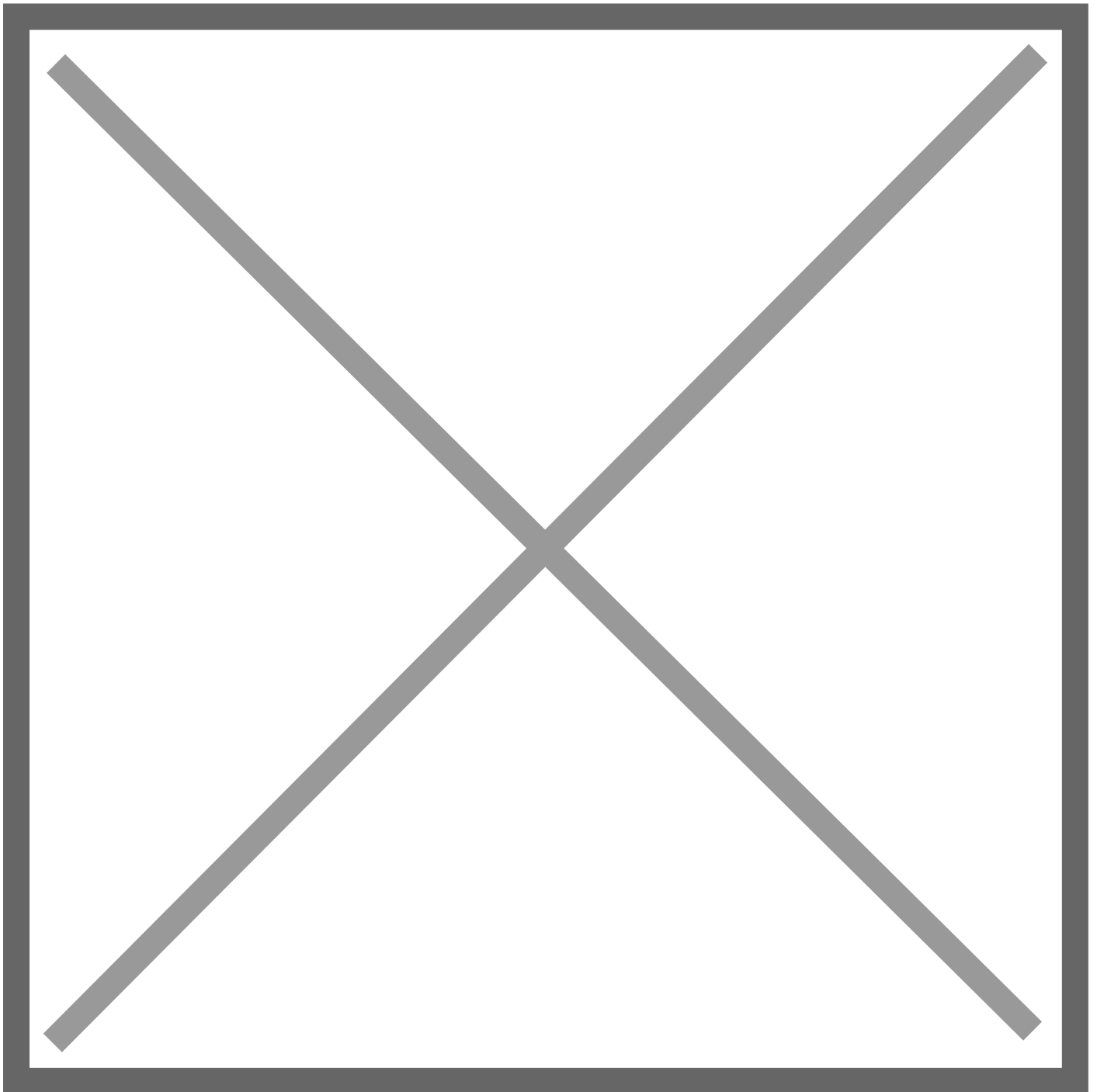
December 08, 2023

Image not found or type unknown



The first-ever 2024 Lexus TX ushered in a new era of three-row luxury, providing an experience for everyone with its unparalleled luxury, innovative technology and refined performance. Lexus and Razer™, the leading global lifestyle brand for gamers, take that TX experience a step farther, reimagining it as the ultimate gaming vehicle.

A three-episode content series provides a behind the scenes look at what happens when a luxury SUV and world-class gaming system are combined into one special project vehicle. The final result? A vehicle built for gamers, inspired by gamers – the Razer Lexus TX features a custom immersive gaming experience for up to six people.



“We worked with Razer to create a unique experience that celebrates our commitment to the gaming community as we share the same passion for innovation and technology,” said Vinay Shahani, vice president of Lexus Marketing. “From conception to construction, we have created the ultimate collaboration of luxury vehicles and epic gaming.”

The ‘Razer Lexus TX’ was exclusively unveiled recently to gaming enthusiasts, who served as the vehicle’s inspiration, at The 2023 Esports Awards Show in Las Vegas. The special project vehicle features a custom black Lexus logo and vibrant Razer green LED trim and panels on the grille, mirrors, roof runners, rear windows and under body.

“The Razer Lexus TX goes well beyond simple cosmetic alterations, creating multiple fully realized gaming battlestations within the expansive interior of the vehicle,” said Bob Picunko, director of Marketing at Razer, Americas. “With the second and third rows replaced with four of our gaming chairs, we’re honored to have Lexus select our Razer Iskur to be the gaming seat inside this ultimate gaming vehicle.”

All episode are available now on Lexus’ YouTube channel.

The vehicle shown is a special project vehicle modified with non-Lexus parts that may void warranty, negatively impact safety, and not be street legal.