

LEXUS CELEBRATES 35 YEARS OF LUXURY AS FUTURE CONCEPTS MAKE NORTH AMERICAN DEBUTS AT MONTEREY CAR WEEK 2024

August 13, 2024



PEBBLE BEACH, Calif. (August 13, 2024) – With the bustling energy of Monterey Car Week as a backdrop, Lexus celebrates its 35-year heritage at the brand’s Pebble Beach activation space (Pebble Beach Golf Links®, 3rd Fairway – off Palmero Way) with iconic vehicles on display and a look into the future. From the 1990 Lexus LS 400 that launched the brand, to its most recent future concepts (LF-ZC and LF-ZL) that [debuted at the inaugural Japan Mobility Show 2023](#), attendees will experience the evolution of Lexus over time.

Looking ahead, the LF-ZC (Lexus Future Zero-emission Catalyst) will be front and center in the display, emphasizing Lexus’ vision of the future as the brand strives to make luxury personal through next-generation battery electric vehicles (BEVs) that push boundaries and leverage new technologies. The LF-ZC concept makes its North American debut beside an imposing BEV mobility flagship concept, the LF-ZL (Lexus Future Zero-

emission Luxury).

Both concept vehicles embody Lexus' vision to create a more personalized driving experience for its customers as it aims to make features that offer traditional *omotenashi*—"anticipatory hospitality" in Japanese—even more advanced. The LF-ZC and LF-ZL feature a next-generation fully digital intelligent cockpit that provides intuitive, quick access to essential controls in an immersive driving environment. The concepts also foreshadow the Japanese luxury brand's Arene Operating System (OS), which will help allow Lexus to learn and anticipate each driver's needs, in the cabin and on the road.

In a nod to the brand's 35th anniversary, visitors will find a throwback to the iconic commercial that heralded the launch of Lexus: a 1990 Lexus LS 400 with a pyramid of champagne glasses on its hood. First aired in 1989, the award-winning *Balance* commercial highlighted the speed and ultimate refinement of the original Lexus LS 400 by carefully balancing a five-row pyramid of champagne glasses on the hood before accelerating from a standstill to 145 mph on a rolling road.

And, to highlight the present, vehicles from the current Lexus lineup will welcome visitors around the display. From overlanding to performance and the latest brand partnerships, attendees will have the chance to get up close and personal with the GX 550 Luxury+ Malbon Concept, GX 550 Overtrail+, IS 500, LC 500 Convertible, LX 600, RC F GT3 and RZ 450e.

Adjacent to the Lexus display, the Lexus Drive Experience returns from Thursday, August 17 through Saturday, August 19. Guests will have the opportunity to participate in immersive 20-minute drives through the scenic Pebble Beach Resorts community. Vehicles available to drive include the GX 550, IS 500, LC 500, LC 500 Convertible, LX 600, RZ 300e and RZ 450e.

Closing out the weekend, Lexus will give back to the local community for a fifth-consecutive year, supporting the annual Pebble Beach Concours d'Elegance® Charity through a drawing to benefit the Boys and Girls Clubs of Monterey County. The winner will receive a two-year lease for a 2024 Lexus GX 550 Premium¹. The drawing will take place on Sunday, August 18 at the Pebble Beach Concours d'Elegance® at 4 p.m. PT. More information can be found by visiting: [Boys and Girls Clubs of Monterey County – Charity Drawing](#).

¹Winner is responsible for all taxes, licensing and transfer fees. No cash or prize substitutions. Nontransferable/No Substitutions. For more information visit [Boys and Girls Clubs of Monterey County – Charity Drawing](#).

Lexus Monterey Car Week 2024 Schedule

Thursday, August 15 – Saturday, August 17

WHAT: Lexus display and Drive Experience

WHEN: 9 a.m. – 6 p.m. PT

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

ON DISPLAY: 1990 LS 400, GX 550 Luxury+ Malbon Concept, GX 550 Overtrail+, IS 500, LC 500 Convertible, LF-ZL, LF-ZC, LX 600, RC F GT3, RZ 450e

AVAILABLE TO DRIVE (9 a.m. – 5 p.m.): GX 550, IS 500, LC 500, LC 500 Convertible, LX 600, RZ 300e, RZ 450e

Sunday, August 18

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

WHEN: 9 a.m. – 6 p.m. PT

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

Boys and Girls Club of Monterey charity drawing will be held at the Pebble Beach Concours d' Elegance®. The winner will receive a two-year lease for a 2024 Lexus GX 550 Premium¹.

ON DISPLAY: 1990 LS 400, GX 500 Luxury+ Malbon Concept, GX 500 Overtrail+, IS 500, LC 500 Convertible, LF-ZL, LF-ZC, LX 600, RC F GT3, RZ 450e