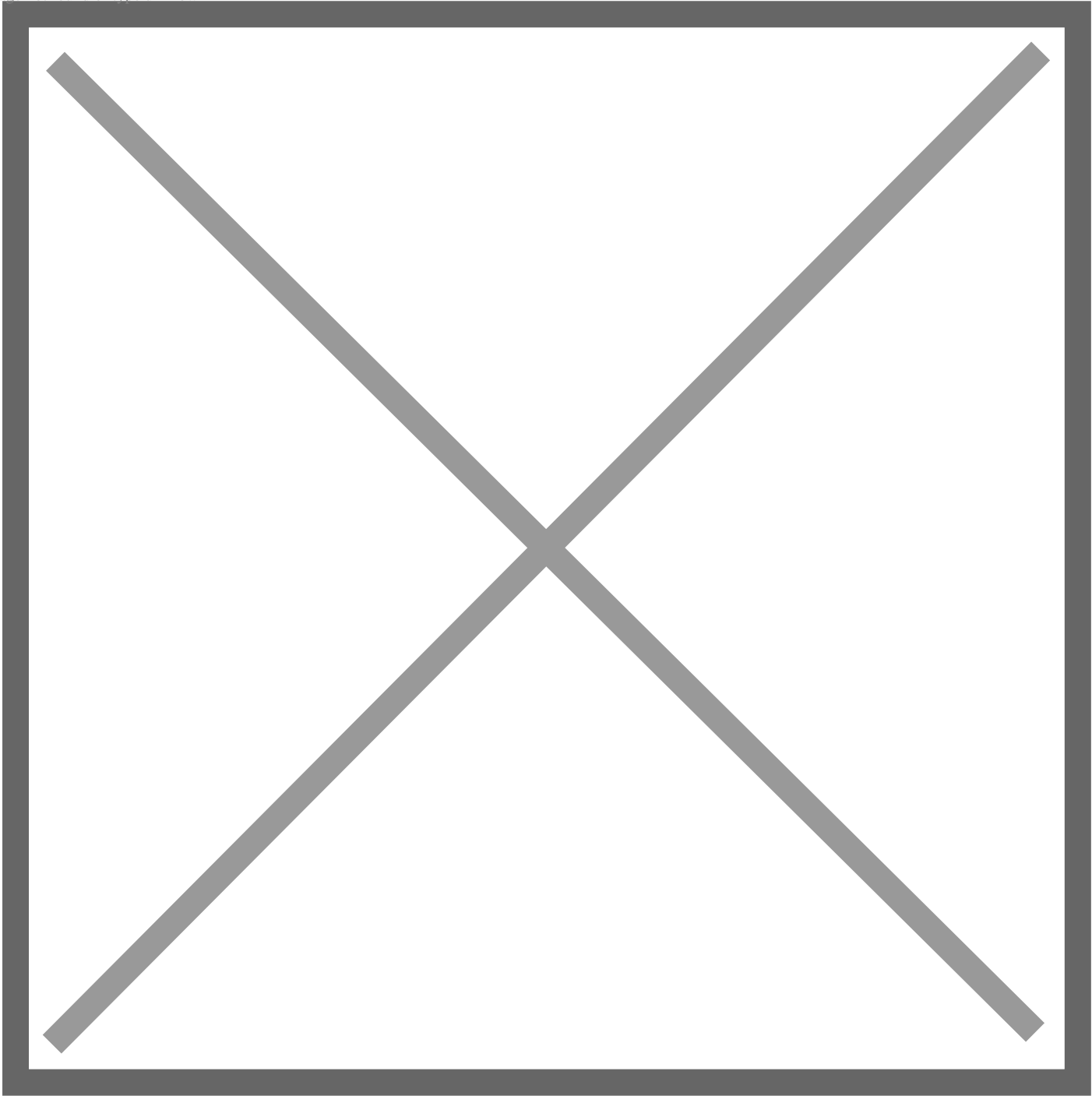


**LEXUS OPENS CURATED BY LEXUS POP-UP
EXPERIENCE
IN NEW YORK CITY**

April 17, 2025

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NEW YORK (April 17, 2025) – Lexus has opened the doors to Curated by Lexus, a pop-up showroom in New York City that brings the brand’s inspired design, relentless innovation, and uninhibited performance to life. Situated in the heart of the Meatpacking District, Curated by Lexus invites guests to “Experience Amazing” with its display of luxury vehicles alongside works from local artists.

The vehicles featured within the space include the:

- **LX 700h:** The all-new LX 700h takes luxury to even greater heights with its newly developed electrified powertrain. The interior of the LX comforts with hand-selected premium materials, including our open-pore wood trims and available front massaging seats, plus a flexible cargo area with third row seating.
- **GX 550:** A true body-on-frame SUV, the GX features squared-off body lines and powerful stance. Inside, up to three rows of finely appointed seating and the advanced Lexus Interface system bring comfort and convenience to every journey.
- **LC 500 Convertible:** For those who dare to seek the extraordinary, the LC Convertible captures your attention while stirring your senses. Uniting dynamic proportions with ground-hugging luxury coupe elegance, the LC looks and feels like nothing else on the road.
- **IS 500 Special Appearance Package:** The IS continues to be a popular Lexus vehicle for first-time luxury owners. For 2025, the IS line broadened its available options with the new limited edition IS 500 Special Appearance Package, which includes eye-catching Flare Yellow exterior paint, complementary interior stitching, and intuitive technology.

Upon entry, guests are greeted by the bold 2025 IS 500 Special Appearance Package. As they walk through the showroom, visitors are able to browse the LC 500 Convertible, GX 550, and LX700h, explore the range of customizable options including exterior colors, trims, and interior materials, and learn more about Lexus design and its history in the automotive industry. In the back of the studio is “Boundless Beauty,” a multi-sensory, interactive installation that transports guests to the bamboo forests of Japan through immersive visuals and lush scents.

To further illustrate Lexus’ craftsmanship and precision, the luxury vehicle maker has engaged local artists, Alana Tsui and Sam Horine, to create eye-catching displays in their respective crafts – muralism and photography. Alana Tsui’s mural combines the New York City skyline with lines and shapes that reference Lexus’ sensory design. Meanwhile, Sam Horine’s photography exhibition captures the hustle and bustle of “the city that never sleeps” through the lens of a Lexus.

Curated by Lexus is located at 401 W 14th Street through July 6, 2025. The pop-up is open daily 10 a.m. to 7 p.m. Hours may vary on holidays.