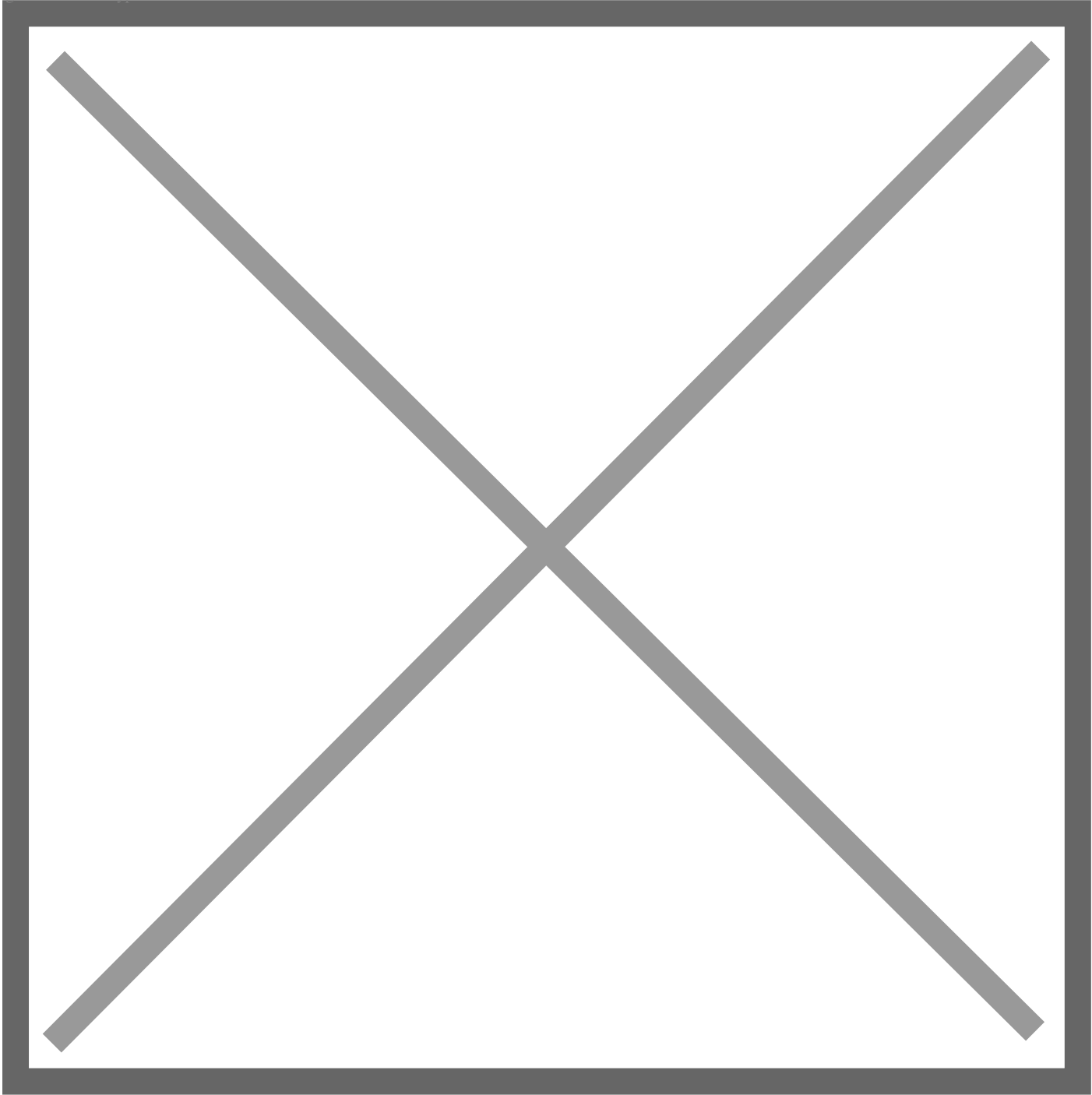


LIGHTS, MIRROR, ACTION: LEXUS DEBUTS THE GLAM LX

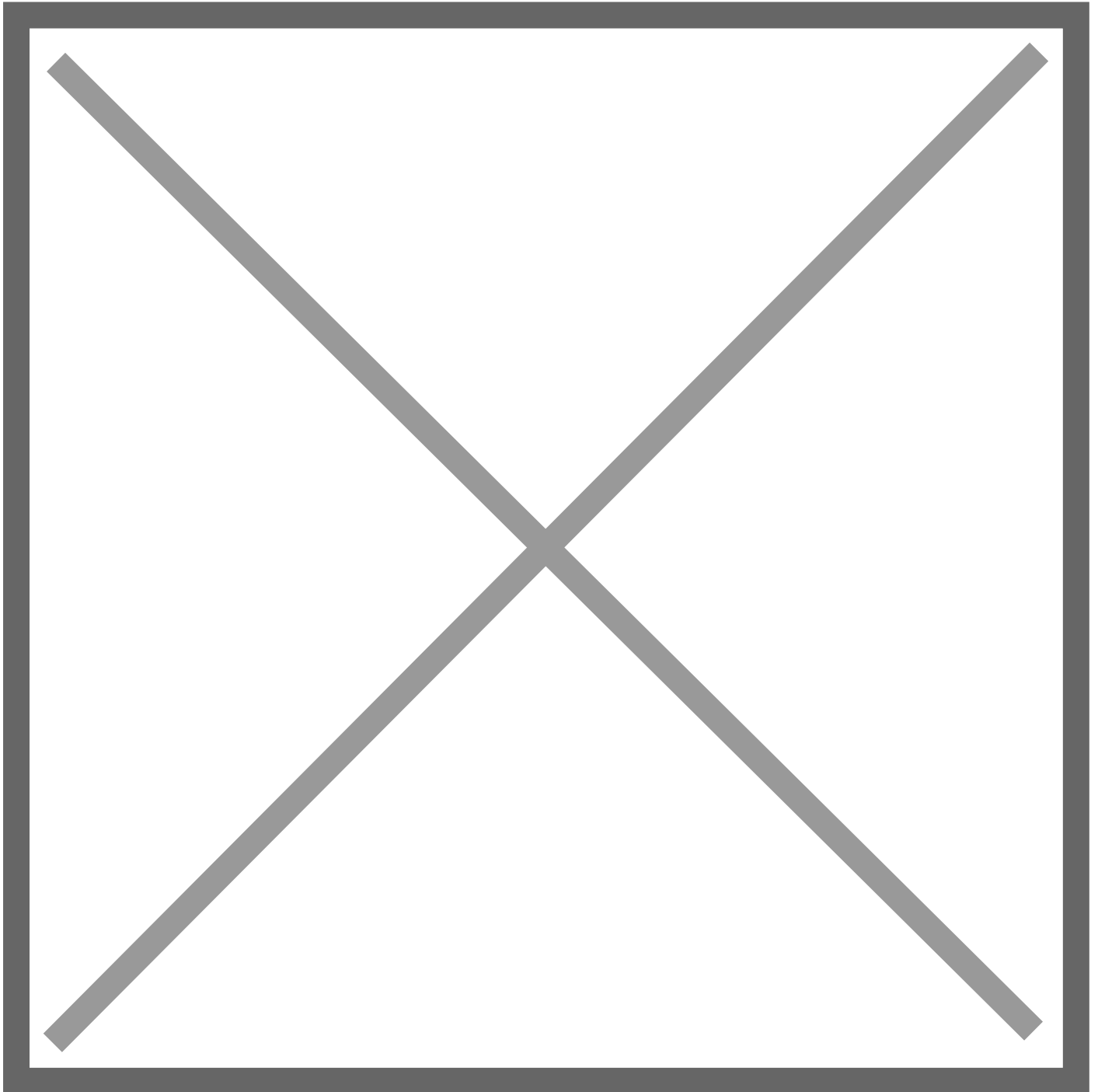
September 16, 2025

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PLANO, Texas (Sept. 16, 2025) – The red carpet starts in the driveway with the debut of the Lexus Glam LX. Built for those who treat getting ready as an experience all its own, the one-of-a-kind concept vehicle is outfitted with beauty and fashion-inspired necessities that transform the luxury SUV into a full-service glam suite.

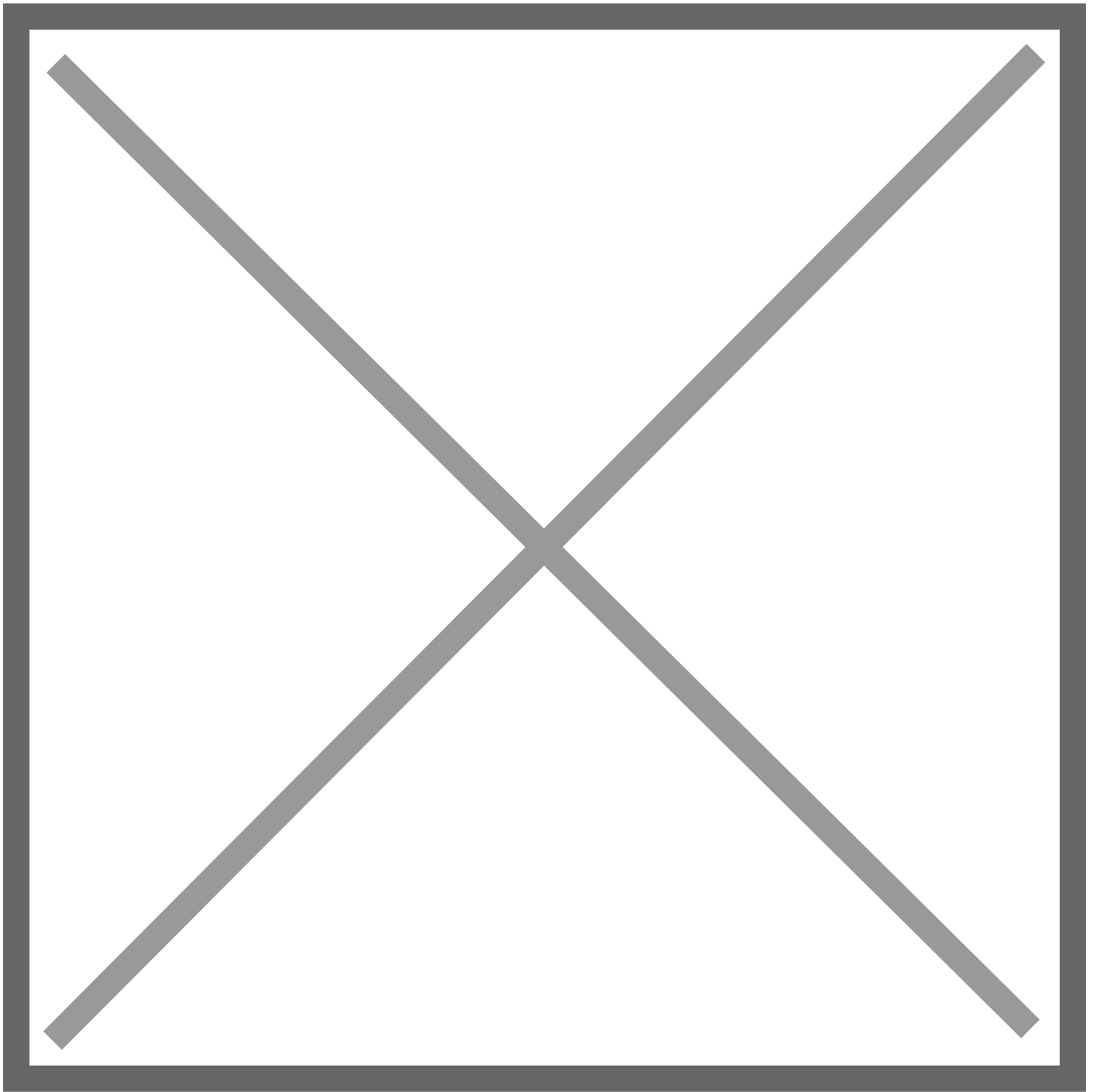
“The Glam LX celebrates the latest chapter of Lexus, one that goes beyond comfort and craftsmanship to connect with our guests’ passions and desire for self-expression,” said Lisa McQueen, senior manager, Lexus marketing. “It’s a bold statement of Lexus design and innovation applied in a completely unexpected way.”



Built in collaboration with the elite team at Complete Customs, the Glam LX shines in a pearl symphony chameleon wrap with crystal-faceted badging and a stitched pink and white leather interior featuring luxe touches like plush mohair, silk and stone inlay accents.

A bold expression of Lexus craftsmanship tailored for life in the spotlight, the vehicle was designed with an array of bespoke, custom features:

- **Trunk Vanity and Dressing Suite:** French doors open to a backstage-ready space with custom pullout chairs and twin Robern illuminated mirrors for beauty prep on the go. A retractable privacy screen creates a private changing area, complemented by an LED-lit clothing rack and acrylic drawers for wardrobe and accessory storage.
- **Manicure Station:** Up front, passengers can enjoy quick polish changes at the on-the-go nail bar with UV/LED lighting — ideal for moments when “five minutes until go time” really means five minutes.
- **Second-Row Beauty Studio:** VIP doors open to reveal a professional-grade backseat beauty station, complete with stone-inlay tray tables for product spread-outs, a halo-lit skylight for optimal lighting, and a custom full-width dropdown Robern illuminated mirror for precise makeup application.
- **Smart Storage:** Compartments are thoughtfully designed to keep passengers’ essentials organized and protected. Hot tool holders, integrated power outlets, a refrigerated makeup console, and an LED-lit handbag storage compartment ensure beauty and styling items are always accessible on the go.



The Glam LX will be utilized at select marketing activations throughout the year, giving audiences the chance to experience its one-of-a-kind design up close. To learn more about the Lexus LX, visit www.lexus.com/lx and the [Lexus Newsroom](#).

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.