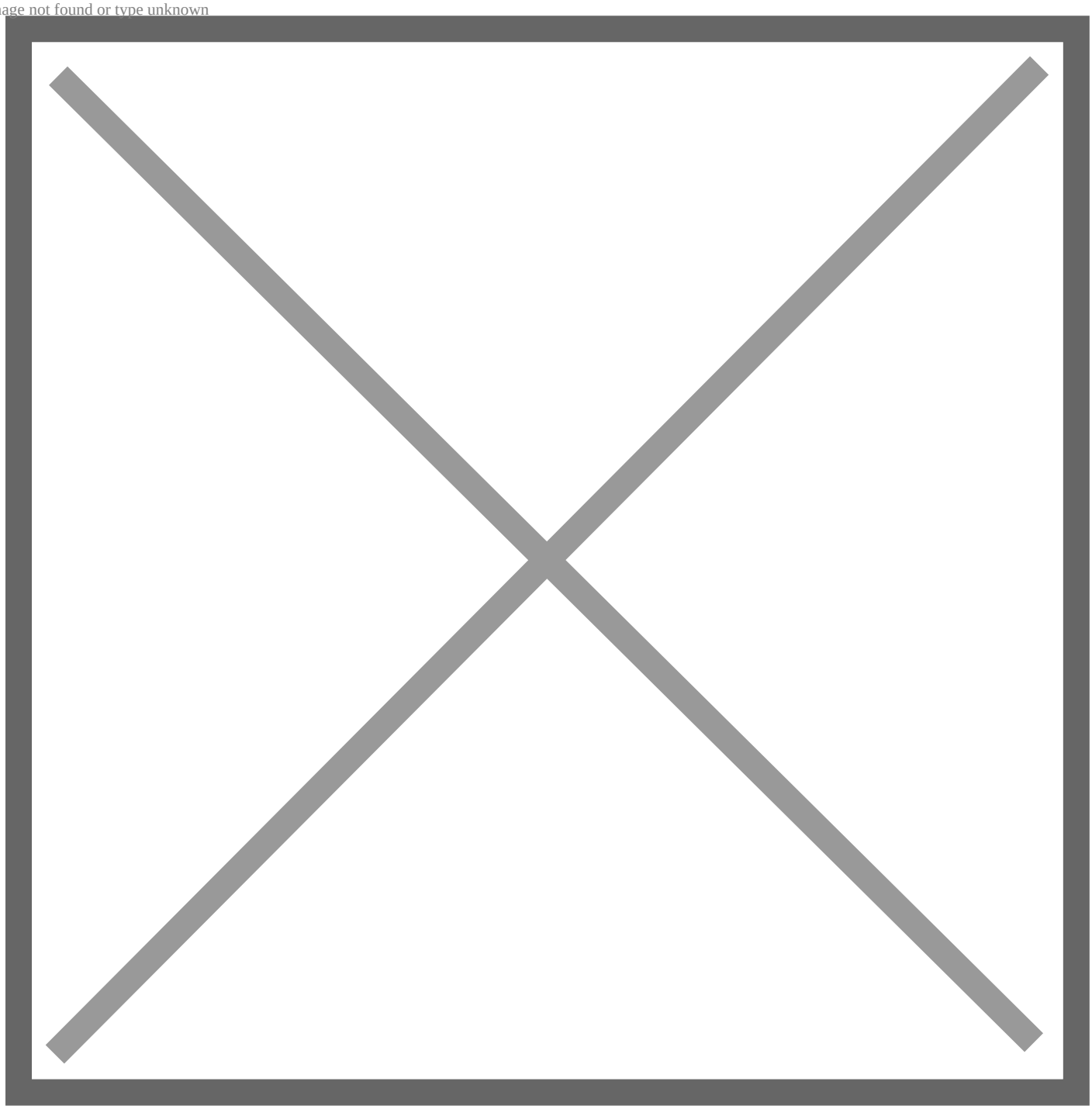
LEXUS AND VISUAL ARTIST ALEX ALPERT UNVEIL CUSTOM LEXUS IS 350 AT EXPO CHICAGO

April 06, 2026

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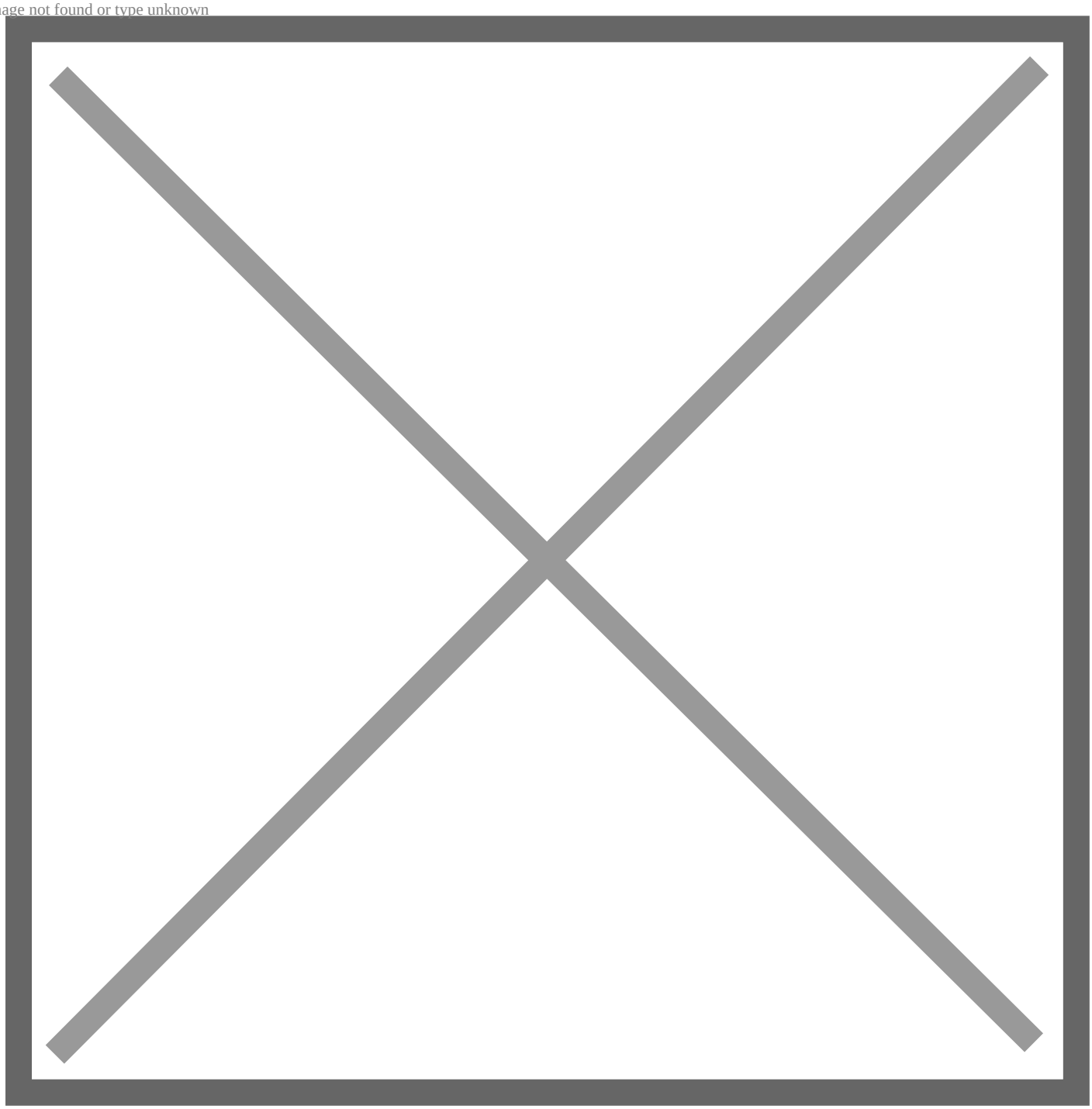


CHICAGO (April 6, 2026) – Bringing together design, craftsmanship and contemporary art, Lexus is debuting a one-of-a-kind custom Lexus IS 350 created in partnership with artist Alex Alpert at EXPO Chicago. The collaboration reimagines the IS 350 as a bold artistic expression, transforming the vehicle into a striking canvas for Alpert's signature work.

EXPO Chicago marks the first activation in a year-long partnership between Lexus and Alpert. Throughout the year Alpert will appear at leading cultural and lifestyle events, including NYCxDesign and Art Basel, where he will create live custom-painted Lexus IS 350 hoods for audiences on site.

"With this collaboration, we wanted to reimagine the Lexus IS 350 as not just a performance sedan, but as a cultural expression of design and creativity," said Sam Wintermyer, General Manager of Lexus Marketing. "Collaborating with Alex allowed us to reinterpret the vehicle through a bold artistic lens and create something that feels both distinctly Lexus and deeply connected to the world of contemporary art."

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Alpert’s signature line-art style brings the concept to life through hand-drawn-inspired graphics that trace the seams and contours of the vehicle. The effect visually flattens the car’s three-dimensional surfaces into a whimsical design inspired by car culture, craftsmanship, and lifestyle.

“I’m always interested in finding new spaces for art to exist,” said Alpert. “With Lexus, the vehicle becomes both canvas and platform – a way to bring the creative process directly into these cultural moments.”

The custom hood design will feature a series of symbolic illustrations that connect to Lexus brand values and Japanese heritage, including motifs representing Lexus' elite and precise craftsmanship, hospitality, engineering precision, performance, and smooth driving. Together, these elements create a layered visual narrative that celebrates both the spirit of the Lexus IS 350 and the imagination behind its design.

Working with Alpert underscores Lexus' vision for the IS 350 as an adaptable platform that can move fluidly across cultural spaces, from art and design to lifestyle experiences. Its debut at EXPO CHICAGO highlights the brand's focus on creating meaningful intersections between luxury, creativity, and culture.