

# **“CURATED BY LEXUS” BRINGS ELECTRIFIED LUXURY TO SANTANA ROW**

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**San Jose, Calif. (June 9, 2026)** – From June 11-September 7, 2026, Lexus is lighting up Santana Row with “Curated by Lexus,” an immersive storefront experience designed to bring its electrified lineup to life, inviting guests to discover the innovation, design and luxury that defines the Lexus brand.

Located in the heart of San Jose, California, the experience will transform a storefront on Santana Row into a Lexus-branded destination where guests can explore the brand’s approach to performance, craftsmanship, technology and hospitality. Anchored by the all-new Lexus TZ, the activation offers an inviting introduction to Lexus electrification through premium displays, thoughtful storytelling and dynamic cultural programming.



Prototype vehicle shown, production model may vary.

### **Inside Lexus Electrified Line Up**

Guests will have the opportunity to get up close with Lexus’ electrified lineup, including the all-new Lexus TZ, the redesigned Lexus ES and the Lexus RZ, each showcasing the brand’s distinctive blend of design and innovation.

- **Lexus TZ:** The all-new 2027 Lexus TZ introduces Lexus’s first-ever three-row all-electric SUV, offering a compelling blend of driving performance, aerodynamic styling and lounge-like comfort in the luxury battery-electric vehicle market. The TZ comes standard with DIRECT4 All-Wheel Drive and a manufacturer-estimated 300-mile range rating with 20” wheels.
- **Lexus ES:** The 2026 Lexus ES introduces the nameplate’s first-ever battery-electric models, blending Lexus’ signature luxury with a modern electrified platform. Offered as the front-wheel-drive ES 350e with an EPA-estimated 307-mile range rating (with 19” wheels) and the all-wheel-

drive ES 500e with an EPA-estimated 276-mile range rating (with 19” wheels), the BEV lineup offers advanced tech, including a 14-inch touchscreen, and advanced safety features with Lexus Safety System+ 4.0. With sleek, concept-inspired design and an emphasis on quiet, refined performance, the ES BEVs marks a major step in Lexus’ multi-pathway approach to electrification.

- **Lexus RZ:** The 2026 RZ 550e F SPORT AWD delivers a powerful 402 horsepower from its dual-motor DIRECT4 All-Wheel Drive system and has an EPA-estimated 229-mile range rating (with 20” wheels). The RZ 550e also adds a Lexus-first M Mode with virtual manual shifting, paddle shifters, and a sport-tuned driving experience – all while maintaining a quiet refinement and premium touch.

In addition to the vehicles being on display, on select dates, Lexus will offer a guided driving experience beginning at Santana Row, giving guests the opportunity to move beyond the showroom and experience Lexus performance, craftsmanship and confidence on the road.

Guests will also be able to learn about the charging solution providers that can help power the electrified lineup with [IONNA](#) and [Treehouse](#).

### **Experience “Curated by Lexus”**

Experiences within “Curated by Lexus” will include a Creator Studio, a curated mix of electrified vehicles and artwork that highlights the Lexus designers and creatives who shape and amplify the Lexus culture. Among the featured artists is Alex Alpert, whose fluid, stream-of-consciousness illustration style comes to life through a large-scale mural and interactive installation created exclusively for this experience. In addition to artwork, the space will also feature the Garden of Discovery, a serene bamboo garden which tells the story of Lexus’ role in the future of mobility innovation. Grounded in Lexus design, momentum and storytelling, the space is intended to introduce electrification in an engaging way.

Set against the backdrop of one of Northern California’s premier shopping and dining destinations, “Curated by Lexus” will offer guests an opportunity to experience how the brand is shaping the future of luxury mobility through electrified vehicles, immersive storytelling and culturally driven engagement.

For more information, please visit [curatedbylexus-santanarow.com](https://curatedbylexus-santanarow.com).