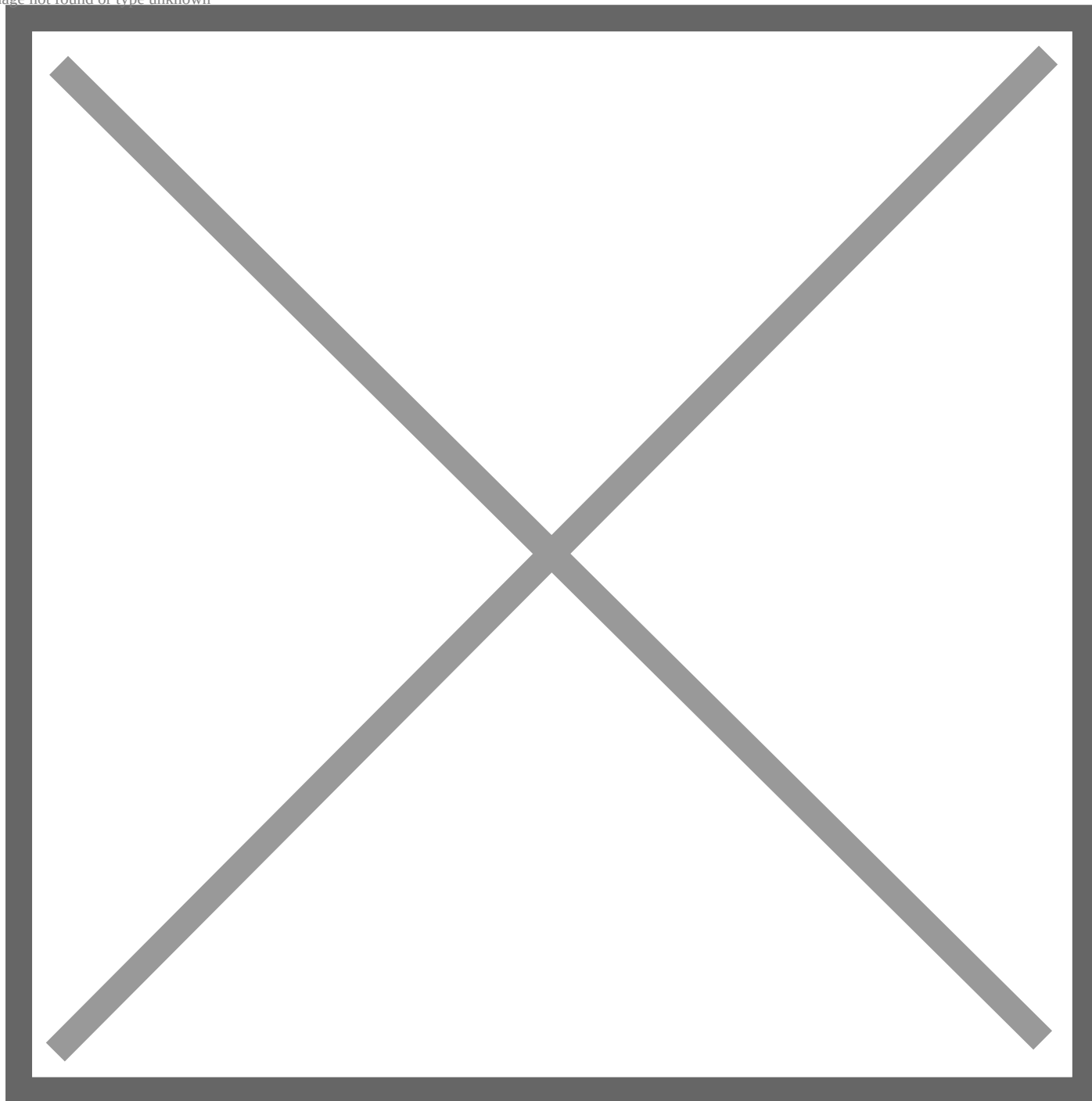


“DISCOVER YOUR ENERGY” WITH LEXUS

July 22, 2026

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PLANO, Texas (July 22, 2026) – Lexus is bringing its immersive “Discover Your Energy” pop-up experience to four U.S. cities this year, inviting guests in Scottsdale, Arizona; Plano, Texas; Cleveland, Ohio; and Bethesda, Maryland to explore some of the brand’s electrified vehicles through a visually striking and interactive event.

Inspired by the idea that energy takes shape, the experience is designed to make electrified power feel intuitive, luxurious, and effortlessly accessible. Through a composed light and sound experience, guests can discover Lexus electrification in a way that blends emotion, performance, and innovation.

Each pop-up will showcase the Lexus TX, RX, RZ, NX, and ES, while surrounding guests with digital storytelling that connects each vehicle to a distinct energy expression. The experience highlights Lexus' forward-looking view of mobility rooted in craftsmanship, technology, and modern luxury.

The guest journey is designed to be both personal and shareable. Upon entering, attendees will be invited to choose their energy through a digital welcome moment that reflects different preferences and moods. From there, guests can create their energy through interactive content and visuals, then share with a QR code. For those looking to learn more, product specialists will also be on hand to help guests explore the electrified Lexus vehicle that best fits their lifestyle.

“Discover Your Energy” is designed to bring Lexus electrification to life in a way that feels immersive, expressive, and personal,” said Sam Wintermyer, Lexus Marketing General Manager. “By combining digital storytelling, sensory design, and some of our electrified lineup, we’re giving guests a new way to connect with the innovation and luxury that defines the Lexus experience.”

The four-event series will take place in:

- Scottsdale Fashion Square, Scottsdale, Arizona – July 23-26, 2026
- Legacy West, Plano, Texas – August 6-9, 2026
- Crocker Park, Cleveland, Ohio – August 20-23, 2026
- Bethesda Row, Bethesda, Maryland – September 4-7, 2026

The “Discover Your Energy” pop-up creates a guest experience that is informative and encourages visitors to engage with Lexus' electrified line up. For more information about the pop-ups, visit LexusDiscoverYourEnergy.com.

More information about Lexus' electrified vehicles can be found at www.lexus.com.