

# LEXUS: Amazing in Motion

(Publicity)

## Innovation fuels driving excitement

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The major motor shows around the world always strive to provide a look into the future of cars and design, while showcasing the latest innovations and technology. However, the 2015 Tokyo Motor Show took the look at the future of driving and mobility to new heights with nearly every vehicle maker focused on, or at least giving a nod to, electric vehicles (EV), fuel-cell vehicles (FCV), hybrid vehicles and other alternative energy modes of transport.

Under the theme of "Technology + Fantasy," the 2015 Tokyo Motor Show endeavored to give visitors an exciting experience discovering the latest technological advancements. One of the world's top auto shows, the Tokyo event is highlighted by a vast array of both production and concept cars being rolled out, with many making their global debuts at the show.

In addition to alternative power, autonomous driving technologies were an over-riding theme of the show, with many makers presenting their self-driving visions of the cars of tomorrow. Some featured fully autonomous driving, requiring no input from passengers, while others were subtler such as collision avoidance systems and automatic braking to assist drivers. Connectivity was another area of tech being explored as vehicle makers looked at various ways of integrating the Internet and social media technology into their vehicles. Although far from perfect, there can be little doubt that the future of motoring is going to be heavily impacted by web connectivity.

In addition to the vehicles, the third installment of the Smart Mobility City 2015 gave a glimpse of how future living may be with cutting-edge technologies from various industries, including housing, energy, telecommunications and advanced materials.

The Smart Mobility City focused on change, under the slogan of "With more freedom ... change for cars, change for lifestyles and change for society." This



Above: LEXUS' main concept is embodied in its first hydrogen fuel-cell vehicle, the LF-FC, featuring a fresh new styling theme. Right: The spacious interior of the LF-FC is designed to wrap its occupants in a comfortable yet futuristic environment, while providing the driver with a highly functional cockpit. LEXUS



Exterior and interior views of the LEXUS GS F. LEXUS

area of the motor show featured three distinct programs: Exhibitions, Test Rides and Conferences. The exhibitions area was dedicated to advanced technology and innovative products by automakers, other corporations and government agencies. Products on display included personal mobility devices and technology to support transportation such as the latest navigation devices and collision avoidance and automatic braking systems. Test rides offered the opportunity for

show visitors to try out next generation transport, including ultra-compact designs, on a test course at the venue, while the conferences area provided a space for discussions by experts from Japan and around the world, as well as technical explanations and workshops for children.

Among the various Japanese and overseas automakers, Lexus stood out at the vanguard of the high-end, environment-friendly movement, rolling out their latest concept model, the "emotional and cool" LF-FC hydrogen fuel-cell vehicle.

The latest luxury concept sports an aggressive front end with Lexus' distinctive spindle grille and L-shaped running lights. An exaggerated hood and curtailed trunk give the four-door coupe an inspiring silhouette, finished beautifully with 21-inch aluminum and carbon fiber wheels. The "L" motif is revisited in the rear of the car in the sweeping wrap-around taillights.

At the heart of the LF-FC is a hydrogen fuel-cell powertrain with one motor driving the rear wheels and two motors in the front powering the front wheels. The pieces of the system are spread throughout the vehicle with the cells in a "T" configuration in the back of the car, allowing for ideal weight distribution.

Lexus strives to excite the senses and the LF-FC's visually striking exterior and stylish interior certainly provide a feast for the eyes. The interior, with bucket seats all around offering luxurious com-

fort, is a study in practical and beautiful design, finishing with the electronics and ventilation functions being controlled by hand gestures and a hologram on the console. Lexus has seamlessly blended traditional materials with soft LED lighting and small, discreet displays to create a perfect marriage of old and new. Most of the car's information is displayed on the instrument cluster and the rear passengers also have touch screens.

The styling and technology from Lexus certainly showed that the company is not only holding its own against more-established luxury makers from Germany and the rest of Europe, but that it is also making great strides forward.

Although some of the features showcased in the LF-FC are unlikely to make it into production models in the near future, some of the elements such as the high-output hydrogen fuel-cell and autonomous driving systems stand a good chance of making an appearance in the next-generation sedans, perennial fixtures in the ultra-luxury market.

In addition to its concept, Lexus also had the Japan debut of the GS F, a naturally aspirated 5-liter, V8 high-performance sedan. Featuring Lexus' Torque Vectoring Differential (TVD), the GS F's handling will help it stand out from the crowd.

Keeping with their slogan of "Amazing in Motion," the company earlier this year introduced their one-of-a-kind hoverboard, showcasing the imagina-

### 'Amazing in Motion': Why LEXUS created a real 'hoverboard'

The "Amazing in Motion" project featuring a working "hoverboard" has attracted global audiences.

Amazing in Motion is a set of global projects created by Lexus to showcase its imagination, innovation and design excellence. It builds on the Lexus ambition to connect with the hearts, as well as the minds, of consumers. "SLIDE," the video featuring the hoverboard, is the fourth in the Amazing in Motion project.

The hoverboard floats over magnet tracks using superconductors cooled with liquid nitrogen. The board's design is inspired by Lexus design principles, using the iconic spindle grille motif and bamboo, a key material in Lexus interior.

The hoverboard may establish a new fan base of a leading luxury brand from Japan.



Atsushi Takada, general manager of the LEXUS Brand Management Division (left) and editor Koichi Kawajiri (right) pose with the "hoverboard" during a presentation at the Tokyo Motor Show on Nov. 4.

tion, innovation and ingenuity that go into the design of Lexus vehicles.

With their hoverboard Lexus has shown that the company has the vision and technical know-how to meet the demands of tomorrow, while the LF-FC

showcases the future of the luxury maker and that future is bright, indeed.

For more information, visit <http://bit.ly/lexusint>.



The Tokyo Motor Show 2015 ran from Oct. 30 to Nov. 8 at Tokyo Big Sight. YOSHIKAI MIURA

## LEXUS spaces help inspire lifestyles and designs

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Lexus, Japan's premier luxury carmaker, has created two unique spaces in Tokyo's trendy and upscale Aoyama district. Lexus International Gallery Aoyama works to promote the appeal of Lexus, while INTERSECT BY LEXUS-TOKYO engages primarily in branding activities. The two work in collaboration to allow customers to easily and comfortably learn as much as possible about Lexus in pleasant atmospheres.

**LEXUS International Gallery Aoyama**  
Lexus International Gallery Aoyama

works to promote the brand image in addition to teaching customers about Lexus products.

LIG Aoyama presents new models prior to sale, as well as concept vehicles. The gallery's English-speaking staff provides information about Lexus and general car ownership in Japan. They also point customers to dealers, arrange test drives, explain traffic regulations and driver's license requirements and provide helpful tips for driving in and around Tokyo.

On the same premises, there is also a shop in which visitors are able to purchase a car. Shop staff and dealers serve residents, including foreigners, who live in the Aoyama area.

For visitors to experience the premium quality that Lexus strives for, LIG Aoyama works to engage visitors' five senses with the Japanese spirit of *omotenashi* (hospitality). The building architecture blends beautifully with the surroundings and the space boasts interesting art. The interior is designed and decorated to reflect the changing seasons and guests are offered Lexus drinks to excite taste and smell, while enjoying select music.

Also, original products from the Lexus Collection are on display.

Visitors are free to come into LIG Aoyama where they are welcome to get a tactile sense of the cars in a relaxing and stress-free atmosphere.

**LEXUS International Gallery Aoyama (2-5-8 Kita-Aoyama, Minto-ku, Tokyo) is two minutes from Tokyo Metro Gaienmae Station. For more information, call 03-5786-2711, or visit <https://bit.ly/lexusiga>.**

### INTERSECT BY LEXUS-TOKYO

Looking to create a relationship among cities, people and automobiles, INTERSECT BY LEXUS-TOKYO is a place where visitors can experience the Lexus brand.



The windows are covered with bamboo screens in the shape of the spindle grilles that symbolize LEXUS. LEXUS

Offering an experience different from that of an automotive showroom, INTERSECT promotes lifestyles and helps guests define and achieve the lifestyles they wish to pursue not only in cars, but also in other areas such as design, art, technology, music and fashion.

Lexus proposes a lifestyle in which people have strive for quality and seek authentic products that go with the times. The Lexus lifestyle includes embracing innovation and challenge, while at the same time respecting tradition and valuing relationships. Lexus wants to see people spend their valuable time surrounded by the things they like while having a passion for cars.

World-renowned Japanese interior designer Masamichi Katayama (Wonderwall Inc.) developed the stylish space that enables guests to enjoy various experiences Lexus proposes.

It is impressive to see a building adorned with bamboo in the shape of the spindle grille that symbolizes Lexus.

The first floor houses a cafe that, through collaboration with Norwegian coffee bar operator Fuglen, aims to serve the best coffee in the city, as well as the Garage that serves as an exhibition space allowing guests to glimpse Lexus cars.

The second floor contains the Bistro, a



Clockwise from top: Exterior of INTERSECT BY LEXUS-TOKYO; an original plate set by ONE KILN from CRAFTED FOR LEXUS collection; the Bistro serves healthy beverages, as well as delicious dishes. LEXUS



Clockwise from top: Exterior of the LEXUS International Gallery Aoyama; original products from the LEXUS Collection are available in the gallery; the latest models are on display in the gallery. LEXUS

