

## Lexus LF-SA Concept Debuts at Geneva Motorshow

GENEVA – March 3, 2015 - The new Lexus LF-SA concept makes its world debut at the 2015 Geneva Motorshow.

Last year marked the 25th anniversary of the very first Lexus, the LS 400 flagship sedan. To celebrate this milestone, Lexus challenged ED<sup>2</sup> -the company's Europe-based design studio to create a concept of an ultra-compact, sub-B-segment, urban 2+2.

An illustration of Lexus' passion for upcoming design trends, the LF-SA explores unexpected territories for the brand in a bold and emotional execution.

In a future world which many people see as increasingly influenced by technology and virtual experiences, the LF-SA concept is also a driver-focused vehicle, reflecting Lexus' vision that the real driving experience will remain the ultimate luxury.

From that insight, the LF-SA combines an audacious interpretation of the brand's design philosophy, never losing sight of the driving pleasure that will always define Lexus.

Reflecting the spirit of weekend adventure in everyday city driving, the LF-SA concept explores a future in which Lexus drivers will still be able to enjoy the real life luxury of driving themselves, still enjoying the ultimate in on-board connectivity and safety.

This spirit of adventure is even reflected in the concept's color scheme; the Stellar silver exterior finish a reference to space exploration, the interior inspired by the spectacle of a solar eclipse.

### Exterior Design

The Lexus designers managed to make the new Lexus LF-SA concept 135.8 inches long, 66.9 inches wide and 56.3 inches high, its compact packaging pointing to the maneuverability and agility essential to a true city car. Its styling is rugged and confident.

The LF-SA's highly-sculpted surfacing reflects a more challenging and *avant garde*, "Time in Design" styling approach in which perceptions of the vehicle change when viewed from different angles.

Its angular pattern radiating from the central Lexus logo, this latest expression of the spindle-shaped grille develops from a two dimensional graphic to a powerful, three dimensional form, strongly influencing the front fenders and side bodywork and reinforcing the concept's wide, firmly planted stance.

The contrast between concave and convex bodywork surfaces is emphasised by powerful undercutting above the wheel arches, most notably to the rear, bringing a unique proportion to the design and giving it a strong sense of dynamism and forward motion.

The spindle grille shape is clearly referenced in the angular, double-stepped rear styling, which incorporates L-shaped lamp clusters in a flying-buttress design. Further Lexus trademark signatures such as the arrowhead motif are evident throughout, e.g. in the design of the daytime running lights.

### Interior Design

Despite its highly-compact exterior dimensions, the LF-SA concept boasts a surprisingly spacious interior. Key to this feeling of spaciousness is the designers' "manipulation of lightness," evident, for instance, in the sweeping dashboard design which reinforces the width of the cabin.

With sole occupancy typical in city vehicles most of the time, the 2+2 cabin layout gives clear priority to the driver. The driver's seat is fixed, and the steering wheel and pedals are adjustable, bringing the vehicle to the driver, rather than vice versa.

The sliding front passenger seat, on the other hand, gives access to rear accommodation. This duality of function which awards precedence to the driver is reinforced by an interior design which uses space, materials and volume to create two clearly-discernible, overlapping elliptical areas within the cabin.

The information system includes a hologram-style digital display incorporated in the instrument panel and a wide-angle Head-Up-Display.

# # #

Lexus launched in 1989 with two luxury sedans and a commitment to pursue perfection. Since that time, Lexus has expanded its line-up to meet the needs of global luxury customers. Lexus is now going beyond its reputation for high quality vehicles with the integration of innovative technology, emotional exterior and interior designs, and engaging driving dynamics and performance. With six models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers eight F SPORT models and one F performance model. In the United States, Lexus vehicles are sold through 235 dealers who are committed to exemplary customer service.

[www.facebook.com/lexus](http://www.facebook.com/lexus)

[www.twitter.com/lexus](http://www.twitter.com/lexus)

[www.youtube.com/LexusVehicles](http://www.youtube.com/LexusVehicles)

<https://plus.google.com/+Lexus/posts>

[www.instagram.com/lexususa](http://www.instagram.com/lexususa)

**Note to Editors:** Lexus product information and images are available online via our news media web site <http://LexusNewsroom.com>.