



## Lexus Launches Online Colour Contest For New RC F Coupe

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As one of the hottest new performance car prospects of the coming year, the Lexus RC F is ready to blaze a trail with a dazzling new orange metallic exterior paint option. All that is missing is a name for the vibrant new shade, which is where Lexus's supporters will play a decisive role.

Recognising that the RC F is one of the most talked-about new models on social media, Lexus is launching a contest to involve its online community in the colour-naming process.

Lexus UK Facebook fans are invited to put forward their suggestions – clean, concise and legal – with the name considered best being adopted as official branding for the new colour.

Richard Balshaw, Lexus Division Director, said: "We've witnessed a fantastic response to the prospect of the new model among our large and growing community of online fans and we thought it would be a great opportunity to involve them in the heart of the branding process.

"The new flaming orange finish is a great option for the RC F, a car that broadcasts a new dimension of genuine Lexus sporting quality with its powerful styling and performance. We're confident the public will produce some great ideas that capture the spirit of both the colour and the car."

Entries can be submitted via the Lexus UK official Facebook page [here](#).

Unveiled at this year's Detroit motor show, the RC F matches its visual impact with formidable performance, delivered by the most powerful V8 engine Lexus has engineered for a production model. The 5.0-litre 32-valve unit, developed specifically for the RC F, is expected to produce more than 450bhp and 520Nm of torque. It has been engineered to switch between different operating cycles to secure cruising efficiency and the highest driver rewards in performance driving.

Lightweight carbon fibre parts, an eight speed direct-shift transmission, an active rear wing and a torque vectoring differential are all part of the RC F's advanced engineering package.

The RC F will arrive in the UK in 2015, but is already making a big impact on the racetrack, securing podium finishes in this year's Japanese Super GT series.