



# Will.i.am Reveals His Exclusive Design For The Lexus NX

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- will.i.am designs his own bespoke version of the new Lexus NX crossover, revealed this evening at an exclusive event in Paris
- Ultra-wide body kit with brushed aluminium and carbon vinyl details and matt pearl white paintwork
- Four 180° external cameras allow panoramic pictures and video to be captured and displayed on smartphones
- Custom-built steering wheel and hand-embroidered Nappa leather interior, featuring the willpower logo
- Twenty-two-inch alloys with a highly luminous black machined finish

An ultra-stylish interpretation of the new Lexus NX, created by the musician, innovator and global entrepreneur will.i.am, was revealed last night at an exclusive launch party in Paris. The Grammy award-winning artist presented his vision for Lexus's first luxury compact crossover before performing a DJ set for invited guests from across Europe.

The special edition NX 200t F Sport brings will.i.am's flair and creativity together with the NX's eye-catching striking angles. Featuring cutting-edge on-board technology, a sharply styled exterior and a sport design, the NX is aimed at younger, urban customers who value good design.

Talking about his special version of the NX, will.i.am said: "When I found out Lexus wanted me to be involved in the Striking Angles campaign, my first thought was, can I design a car with you? I am honoured to be launching my bespoke Lexus NX F Sport in Paris, this car is super fresh and incorporates my personal style. My point of view is, the best kind of design will encourage other people to interpret that design."

Alain Uyttenhoven, Head of Lexus Europe, said: "Working with will.i.am to produce a bespoke take on the NX has been a fantastic experience. We were immediately struck by his passion to take the bold design of the NX F Sport to a whole new level. The striking design of the NX has already captured the imagination of customers worldwide and will.i.am's interpretation extends the car's personality and character in a new direction that embodies his creativity and vision."

## **Cutting-edge technology**

One of the most innovative features of will.i.am's NX is its array of four 180° cameras which can capture panoramic photographs and video while driving. Built into the customised bodywork, they capture media that can be displayed instantly on the driver or passengers' smartphone

screens, via Bluetooth.

Recognising that people increasingly own multiple mobile devices, the NX is equipped with Lexus's patented Wireless Charging Tray. Located in the centre console box, this allows smartphones and other compatible devices to be recharged simply by being placed on the tray, with no need for a connecting cable.

As can only be expected of a multi-platinum-selling artist, the SUV is equipped with a premium audio system. The 10-speaker Pioneer Surround Sound system includes 16.5cm speakers in the front and rear doors and 6.5cm speakers in the instrument panel.

Power is provided by Lexus's all-new 2.0-litre VVT-iW turbo petrol engine, matched to a six-speed automatic transmission. It delivers 235bhp/175kW and a hefty 350Nm of torque between 1,650 and 4,000rpm, enabling nought to 62mph acceleration in a brisk 7.1 seconds.

## **Exterior**

Blending innovation and design, will.i.am has added his own touch to the NX's distinctive exterior, producing a lower, wider and more emphatic look. The bodywork combines brushed aluminium and carbon vinyl with will.i.am's signature monochrome, matt pearl white paintwork and a black-tinted panoramic glass roof. The powerfully flared front and rear wings are fused to a diamond-shaped body, with defining lines generating from the spindle front grille.

As well as sitting lower to the ground, the bespoke NX is fitted with massive, 22-inch alloy wheels, with a luminous black machined finish that strikes a sharp contrast with the visible orange brake callipers.

## **Interior**

Inside, the car features a distinctive combination of brushed aluminium and contrasting soft materials to create a distinctive but luxurious ambience. The monochrome colour scheme is continued in the cabin to create a clean and cohesive look.

The modified seats are upholstered in soft Nappa leather, specified by will.i.am and hand-embroidered with his willpower logo. The brushed aluminium floor mats are also to his personal specification.

The new Lexus NX 300h is on sale now, with UK customer deliveries from October. The NX 200t will be introduced in 2015.