



UK PRESS RELEASE

Lexus Sets The Pulse Racing With The World's First Heartbeat Car

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Driving a great car can stimulate the senses and quicken the heartbeat. Now Lexus has created the world's first vehicle that directly translates the driver's heart patterns into a striking visual display across the bodywork.

The one-off RC F high-performance coupe is the result of collaboration between Lexus Australia and the creative agency M&C Saatchi. Different technologies have been integrated into the car to monitor the driver's heartbeat and use the data captured to send an electric charge through the bodywork. The body panels are finished in an electro-luminescent paint, produced by the US specialist Luminor, which reacts to the charge with an intense glow, pulsing in the same rhythm as the driver's heart rate.

Sean Hanley, Lexus Australia Chief Executive, said: "This latest concept follows other innovative projects we have developed this year, including smart outdoor advertising billboards that respond to the car you're driving and the fantastic new Lexus Hoverboard.

"The heartbeat car also links to another key part of Lexus – high performance vehicles – via our F marque models, and the emotional responses a machine like the RC F can inspire in a person."