



Lexus Hoverboard Takes Flight

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New film *Slide* captures hoverboard in action during final testing

The Lexus Hoverboard has taken flight, a feat captured in *Slide*, a new film recording the success of the latest project in Lexus's *Amazing in Motion* campaign. You can watch the film [here](#).

The official reveal of the Lexus Hoverboard in action marks the culmination of 18 months of design and technology planning and weeks of testing at a specially constructed "hoverpark" near Barcelona.

The task of putting the machine through its paces fell to international pro-skateboard star Ross McGouran, who said: "I've spent 20 years skateboarding, but without friction it feels like I've had to learn a whole new skill, particularly in the stance and balance you need to ride the hoverboard."

Lexus worked with a team of scientists from IFW Dresden and evico GmbH who specialise in magnetic levitation technology. Following extensive testing with McGouran in Germany, the team were determined to push the hoverboard to its limits, conducting further tests in a dynamic environment.

The hoverpark was constructed using around 200 metres of magnetic track set beneath the surface of an area similar to a conventional skate park. This gave Lexus and McGouran the opportunity to demonstrate tricks that no skateboard could ever perform, including travelling across water. The results are captured in *Slide*, a film helmed by award-winning director Henry-Alex Rubin.

The Lexus Hoverboard features two cryostats, reservoirs which contain superconducting material, kept at -197°C through immersion in liquid nitrogen. The board is placed above a track fitted with permanent magnets to achieve magnetic levitation.

Dr Oliver de Hass, CEO of evico, said: "The magnetic field from the track is effectively 'frozen' into the superconductors in the board, maintaining the distance between the board and track – essentially keeping the board in a hover. The force is strong enough that the rider can stand and even jump on the board."

Mark Templin, Executive Vice President Lexus International, said: "We set out to push the boundaries of technology, design and innovation to make the impossible possible, collaborating with partners who share our passion for creating enjoyment out of motion."

"As we combined our technology and expertise, we discovered that making a hoverboard isn't an easy process. We've experienced highs and lows and have overcome a few challenges, but through mutual determination we have created a demonstration of our philosophy in design and technology to create *Amazing in Motion*."

The Lexus Hoverboard film *Slide* features the new hoverboard together with the new GS F saloon, the forthcoming addition to Lexus's F-designated range of high-performance models.

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Notes to editors: -

The Lexus Hoverboard remains a prototype and will not be offered for sale. Official project hashtags #LexusHover and #AmazingInMotion.

About evico GmbH: -

evico GmbH is a subsidiary of the Leibniz-Institute for Solid State and Materials Research Dresden (IFW), both based in Dresden, Germany. Evico develops superconducting magnetic bearings for industrial applications and transportation. IFW is a leading research institute in the field of material science that performs research from the fundamentals to applications.

About Ross McGouran: -

With his effortless style and huge bag of tricks, Ross has become one of the fastest and most engaging skaters around. Ross began skating 20 years ago on the concrete surfaces of his local skate park in the UK. He came up quickly through the sponsored ranks due to his ability to skate anything—flying through every contest he entered. Ross is part of the Element Europe team. He is also a pro-rider for Vans Europe, travelling with them to countries such as Sri Lanka, China, New Zealand, Australia, and Spain.

Recent Career Achievements: 2009 and 2010 - 1st UK Champs, 2011 - 2nd UK Champs, 2012 -1st Vans DTSD Amsterdam, 2014 -1st Oslo Games.

Being sponsored by Vans & Element has given Ross a platform to showcase his talent, and magazines such as *Sidewalk*, *The Berrics* and *Red Bull Skateboarding* have been quick to seize on this; especially in the wake of the phenomenally successful *Hold it Down* video from 2013.

About Henry-Alex Rubin: -

Upon graduating from Columbia University's film program, Henry-Alex Rubin dived into filmmaking and was mentored by director James Mangold. Since then, Henry has made documentary films and broken into the commercial world, winning various awards along the way. Recently, Henry collaborated with Chiat Day and Gatorade on Derek Jeter's goodbye spot celebrating Yankees fans, the city of New York and the end of Jeter's baseball career. The spot received worldwide acclaim and was featured as *Adweek's* Ad of the Day, gaining more than nine million hits on YouTube. At the Cannes Lions 2015, Henry came away with a number of Lions, including a Gold in Film for his Gatorade *Made In NY* spot. He also swept the decks with his Burger King *Proud Whopper* spot taking home a phenomenal nine Lions, including three Gold, three Silver and three Bronze across the categories.