



UK PRESS RELEASE

## **First official image and video of the UX, Lexus's first urban compact crossover**

27 February 2018

Lexus has released the first official image and video clip of its highly anticipated new UX urban compact crossover, prior to the model making its world debut at the 2018 Geneva Motor Show on 6 March.

These first visuals reveal the UX's bold and stylish SUV-inspired design, which combines powerful bodywork with a condensed look. Its crossover credentials are signalled by muscular wings and haunches and a high beltline, but under the skin an all-new platform gives the UX exceptional body rigidity and a low centre of gravity to deliver the agile handling of a hatchback.

The scene inside the cabin presents a highly focused driver's cockpit, a wide and inviting passenger space and a commanding view of the road. With its brave design, superior craftsmanship and imaginative technology features, the UX will offer strong appeal as a gateway model to the Lexus luxury brand in a dynamic and growing part of the market.

The Lexus press conference, with the new Head of Lexus Europe, Pascal Ruch, and the UX Chief Engineer Chika Kako, will take place at 9am (GMT) on 6 March on the Lexus stand in Hall 4 at Palexpo. To follow the event on Livestream, visit <https://livestream.com/LexusInternational/geneva2018>.