



Lexus at the Geneva Motor Show

6 March 2018

The Geneva Motor Show is hosting the world debut of the new Lexus UX, a new genre of urban compact crossover. There is also a celebration of 10 years of the Lexus L marque for performance-focused cars, marked with the introduction of a new RC F Special Edition.

The new seven-seat RX L is making its first European appearance, together with the Lexus LF-1 Limitless, a concept study for a future flagship crossover model. A new version of the RC coupe, the RC F Sport Black Edition is also featured on the Lexus stand.

World debut of the new Lexus UX

Lexus hosts the world debut of the new UX at the 2018 Geneva Motor show, a free-spirited crossover crafted expressly for the modern urban explorer who seeks a fresh, contemporary and vibrant take on a luxury lifestyle.

The UX marks a series of technical innovations, including the first use of the new GA-C global architecture platform, which delivers fundamental high structural rigidity and a low centre of gravity, thus securing excellent ride quality and stability. New powertrains are also deployed for the first time: a new 2.0-litre petrol engine that reaps the performance and fuel economy benefits of high thermal efficiency; and a new mid-power, fourth generation self-charging hybrid system.

Full information and images available [here](#).

European premiere of the seven-seat Lexus RX L

The addition of a new RX L model to the Lexus RX range offers owners significantly more space on board, thanks to the provision of a third row of seats, making this the first seven-seat Lexus to be sold in Europe.

The RX created the luxury crossover segment 20 years ago and has remained one of the luxury brand's best-selling global models. The new RX L, due for UK launch in spring 2018, retains the stylish lines of the current RX, but benefits from increased length and highly adept interior packaging to provide accommodation for up to seven passengers.

Full information and images available [here](#).

European premier of the Lexus LF-1 Limitless concept

The Lexus LF-1 Limitless, first seen at this year's North American International Auto Show in Detroit, introduces a new luxury vehicle genre, the flagship crossover. Combining high performance with unrestrained luxury, it is a showcase for advanced driving technologies, innovation and the latest evolution of design at Lexus – the brand which pioneered the luxury SUV concept with the original RX model 20 years ago.

The new concept is designed to cater for customers' increasingly diverse lifestyles, exploring new possibilities and capabilities. It is also engineered to use many different powertrains: fuel cell, self-charging hybrid, plug-in hybrid or battery electric.

Full information and images available [here](#).

Celebrating 10 years of the Lexus F marque

Lexus is celebrating the 10th anniversary of its F marque at the 2018 Geneva motor show, a series of cars designed and engineered to deliver a higher level of sporting style and driving rewards.

To mark the occasion, it has prepared a new RC F Special Edition coupe, styled and equipped to capture the sporting spirit of the F marque.

Full information and images available [here](#).

RC F Sport Black Edition

The athletic lines of the Lexus RC 300h F Sport coupe are given dramatic added visual impact in a special new Black Edition model, appearing for the first time at the 2018 Geneva Motor Show.

As its name declares, the Black Edition emphasises a dynamic and stealthy look with a range of new black styling elements, inspired by the dense colour of Japanese *sumi* ink, used for centuries in traditional brush painting and calligraphy.

Full information and images available **here**.