



UK PRESS RELEASE

Lexus Proud to be Main Sponsor of the 75th Venice International Film Festival

31 July 2018

For a second consecutive year, Lexus is the main sponsor of the Venice International Film Festival, which will take place on the Venice Lido from 29 August to 8 September.

The occasion will see the new Lexus ES 300h self-charging hybrid saloon making its first appearance on the festival's red carpet, accompanying some of the movie world's most illustrious actors, directors and celebrities. The new Lexus UX 250h compact SUV will also be on display outside the Lexus Lounge Lido at the Terrazza Biennale.

A fleet of 40 Lexus hybrids will serve the event. As well as the all-new ES, they will include the NX and RX SUVs, the LS flagship saloon and LC flagship coupe.

"This year, again, Lexus is the main sponsor of the Venice Film Festival, one of the most important film festivals in the world," said Fabio Capano, Director Lexus Italy. "We are constantly looking to associate with excellent events like these which highlight our brand values.

"Our search for creativity and innovation extends well beyond the automotive world to include events such as the Venice International Film Festival, where we can communicate an exclusive and amazing experience to our customers and the public."

ENDS