



Lexus at the Paris Motor Show

4 September 2018

- World debut of the new Lexus RC coupe
- Motor show premiere of the exclusive Lexus LC Limited Edition coupe
- European motor show debut of the all-new, seventh generation Lexus ES luxury saloon
- Opening of order books for the new Lexus UX compact crossover

The Paris Motor Show will host the world debut of the new Lexus RC luxury sports coupe on 2 October. Its reveal precedes the start of European sales of the new model from late 2018.

Ever since its launch in 2014, the RC has played a key role in Lexus's strategy to bring a stronger emotional quality to its vehicles. The new, reimagined RC blends further comfort refinements with the latest Lexus signature design cues and sharper driving dynamics, drawing its inspiration from the LC flagship luxury coupe. The sporty appearance with its new-found elegance and engaging driving character makes the new RC an exciting and more accessible entry point to Lexus coupe ownership.

The imaginative concept of #SharpYetSmooth will replace the classic on-stand motor show press conference and will interpret both the new RC and Lexus's brand values. The activity will take place from 11am to 4pm during the show's first press day. More details will be revealed through social media via the hashtag #SharpYetSmooth.

The second premiere for Lexus in Paris will feature the new LC Limited Edition, a dazzling addition to the luxury brand's flagship coupe range. The new model is distinguished externally by its vibrant Naples Yellow bodywork, achieved through painstaking selection of layered paint and primer colours. The result sets off the LC's award-winning styling to head-turning effect, while the cabin is also rendered in a unique combination of warm yellow, white and black. The new LC Limited Edition further benefits from the performance and handling features that are included in the top-of-the-range LC Sport+ specification.

Another Lexus highlight in Paris is the European premiere of the all-new, seventh generation ES luxury saloon. With a heritage of comfort, refinement and luxury, the new ES builds on its core strengths with an all-new chassis that allows for a dynamic exterior design and engaging driving experience.

The new UX compact crossover will also be featured on the Lexus stand, coinciding with the opening of order books. The UX will take its place alongside the established CT luxury hatchback as a gateway model for the Lexus brand and will play an important role in helping the company reach its target of 100,000 annual new vehicle sales in Europe* by 2020. Its self-charging hybrid technology has growing appeal, as the market moves away from diesel power to embrace

alternative, electrified powertrains.

**Lexus Europe sales include the European Union countries, Norway, Iceland and Switzerland, as well as the following Eastern markets: Russia, Ukraine, Kazakhstan, Caucasus region, Turkey and Israel.*

ENDS