



2019 Geneva Motor Show Lexus Digital Press Conference Transcript

5 March 2019

Brand and Business

Welcome to Geneva and thank you for visiting Lexus.

We are pleased to reveal **two highly emotional cars** this year in Geneva:

- Our latest performance flagship, the **RC F Track Edition** ...
- and the **Lexus LC Convertible Concept**.

This is an exciting time for Lexus across Europe.

We just achieved **our fifth consecutive record year of sales growth** – reaching over 76 thousand vehicles. In the last five years, Lexus sales have increased **by 75 per cent** here in Europe.

The **majority of our sales** – up to 95 per cent in Western and Central Europe – **are hybrids**. And with **nearly 1.5 million hybrids sales worldwide**, Lexus **leads the electrification trend** with our line-up of **self-charging hybrid vehicles** ... which today are the most **affordable** and **pragmatic** alternative for consumers leaving diesel.

Lexus self-charging hybrids provide up to **50 per cent zero emissions driving** without any need **to plug and recharge**.

Lexus was born in 1989 ...and was built on providing **innovative vehicles** and the highest level of **personalised guest experience**. This year, we celebrate our 30th anniversary... but there is **no time for us to sit back** and relax.

Exciting new models – such as **the seventh generation ES**, and our first compact crossover, the **all-new Lexus UX** have just arrived at our retailers. These will help us to take another big step forward on our way **to selling 100 thousand Lexus vehicles** in Europe in 2020.

Lexus LC Convertible Concept

Hello from Geneva, where we host the European premiere of the LC Convertible Concept.

As we developed our flagship LC coupe ... its performance ... along with its striking design and

craftsmanship ... have made the LC one of the most sought-after vehicles we have ever produced.

Today ... the Lexus LC Convertible Concept...like the LC coupe before it ... symbolises the future direction of our brand.

It's not just an aspirational vehicle ... it's an aspirational lifestyle. It's a lifestyle that isn't defined by the things you acquire ... but by the experiences you remember.

Performance is amplified with 22-inch forged alloy wheels ... and the unmistakable sound of the engine leaves no doubt ... this LC was designed to fully engage all of your senses.

Achieving this heightened level of sensory input did not come at the expense of comfort or performance... and certainly not at the expense of design. The memorable lines of the LC coupe have not been sacrificed to create this open-top concept.

The LC Convertible Concept was also designed to deliver a relaxing cabin environment for the driver and passenger ... allowing effortless conversations and a precisely controlled climate.

Everything that makes the interior of the LC coupe so unique ...is also carried over into this concept. From the world-class craftsmanship to the look and feel of the materials ... this is a convertible that caters to its guests like a personal concierge.

So there you have it ... a concept ...that sits at the pinnacle of design and desirability, making us more excited than ever to see what's next for Lexus.

Lexus RC F Track Edition

Hello!

Today, I have exciting news for all petrolheads and racing enthusiasts ... with the European Premiere of the new 2020 RC F Track Edition.

Putting track data from the Super GT and Blancpain GT race teams to good use... our engineers pored over every aspect of the car to find ways to make it even more exciting to drive.... both on the track and on the road.

For example ... as standard the Track Edition includes carbon ceramic brakes ... a feature usually only found on supercars.

Weight savings were achieved through the extensive use of carbon fibre body panels and chassis components ... along with a titanium exhaust system ... features you'll rarely find in this class ... or any other class for that matter.

All RC F Track Editions get stiffer bushings for the steering rack and engine mounts ... along with specific suspension damping and a fixed rear wing that optimises downforce.

The five-litre normally aspirated V8 engine... gives it one of the strongest power to weight ratios in its class. It delivers 0-to-100 performance in less than **4.3 seconds**.

The Track Edition is designed for the purist ... but rest assured that its track roots are found in all of the 2020 RC F models... as they too adopt launch control ... aerodynamic enhancements

... and revised suspension tuning.

We are excited to bring you the all-new 2020 RC F Track Edition ... coming to Lexus Dealerships in May 2019.

ENDS