



Lexus Announces Three European Premieres for the 2020 Geneva Motor Show

5 February 2020

- First European public appearance of the Lexus LF-30 Electrified concept, a vision of Lexus future electrification
- European debut of the UX 300e, Lexus's first battery electric vehicle and first model to be launched under the 'Lexus Electrified' banner
- European reveal of the LC 500 Convertible, an open-top version of the flagship LC coupe
- An on-demand digital press conference will be available throughout the show's press days (3 and 4 March), online and at the Lexus booth

Lexus is hosting three European premieres at the 2020 Geneva Motor Show, including soon-to-be-launched new products and a concept study expressing its design and technology vision for a future electrified car.

The LF-30 Electrified concept is a showcase for the advanced design and technology Lexus envisions for the future electrification of its brand and the unique opportunity that will present to transform the joy of driving. The 'Lexus Electrified' strategy aims to provide choice, convenience and excitement to consumers who are ready to move beyond conventional powertrains.

The UX 300e is Lexus's first battery electric vehicle (BEV) and the first model to be produced under the 'Lexus Electrified' banner. It features the distinctive design and high functionality of the original UX urban compact SUV, together with refined yet dynamic driving performance and all the Lexus hallmark qualities of comfort, exceptional quality and reliability.

The new Lexus LC 500 Convertible joins the LC Coupe as an aspirational halo model for the entire Lexus range. Designed on the theme of 'Ultimate Beauty' and with Lexus's signature attention to detail, it commands the attention, top up or top down, and provides a driving experience that stimulates all the senses.

The Lexus booth will be located on stand 4211 in Hall 4 of the Palexpo exhibition centre. The digital Lexus press conference presentation will be available at any time during the show's press days (3 and 4 March). Media representatives are welcome to call at the Lexus booth at a time that suits them and discover the Lexus brand and product messages on an individual screen.

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