



UK PRESS RELEASE

Lexus Electrified interview with Chief Engineer

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Lexus has recently unveiled its vision for an upcoming generation of electrified vehicles, under the banner "Lexus Electrified". Takashi Watanabe, Chief Engineer at Lexus, takes us through the key aspects of this strategy. Click [here](#) to watch the interview.

"Lexus Electrified" targets a fundamental leap in vehicle performance, handling, control and driver enjoyment - even as mobility within our society continues to change with autonomous driving and vehicle electrification.

Evoking the original fun of driving, Lexus intends to use its 15 years of experience in electrification technologies to further evolve driving pleasure, and to fundamentally transform the essence of luxury vehicles of the future - creating a unique Lexus driving signature with exceptional ride comfort, quietness and craftsmanship.

ENDS

Notes to Editors

Takashi Watanabe started his career with Toyota in 1993 with engine systems development. He has worked on many different types of engines and exhaust systems. Since 2012, he has also worked on the development of several Lexus vehicles and in 2017 became leader of the Lexus Electrified Project.