



Press Release

## Lexus Launches its All-New 2018 LS

### Bringing Brave Yet Thoughtful Automotive Engineering to Hong Kong



**(Hong Kong, 16 March 2018)** - Luxury automobile brand **Lexus** has announced the launch of the all-new LS in the Hong Kong market. The 2018 fifth-generation LS carries forward the model's enduring DNA for smooth, powerful performance and exceptional quietness and comfort, all hallmarks of this automobile since its ground-breaking debut in 1989. This latest generation of Lexus' luxury flagship sedan promises brave yet thoughtful automotive design to Hong Kong.

Ms. Stevie Wong, Chief Executive Officer, Greater China, Inchcape said: "Hong Kong is an important part of the global luxury market across industries. Over the years, the definition of luxury has changed. It was more about owning status objects. Today and going forward, affluent consumers pursue peak experiences and sensory stimulation. They are inspired by creativity and design; and have high expectation of their relationship with brands. Hong Kong consumers are at the forefront of this changing face of luxury."

#### **Daring in appearance yet delicate in details**

"Designing a brand-new automobile demands a new way of thinking," explains Lexus' Chief Engineer Toshio Asahi. "When we start on a new model, we employ what we like to call the 'Yet Philosophy'. It's a way of finding creative inspiration and clever design solutions by placing seemingly unrelated or irreconcilable ideas together. It is how we designed the 2018 Lexus LS to be spacious *yet* aerodynamic, comfortable *yet* high-performance, beautiful *yet*



functional. It speaks of our uncompromising drive for quality and our obsession with detail. We have challenged to develop this car with a strongest passion for relentless of perfection.”

With this ‘Yet Philosophy’ in mind, Toshio Asahi and his team sought to distil the essence of the Lexus LS down to two key concepts: ‘Brave yet Thoughtful’.

‘Brave’ embodies the automobile’s sensual, aggressive, forward-thinking stylings. Graceful, aerodynamic lines create a daring, coupe-like silhouette that sets the new LS apart from other four-door sedans, while a low centre of gravity and 20” alloy wheels create a visually striking stance. The front of the all new LS displays a highly spatial form resulting from a low hood height and accentuated fenders. An elaborate yet powerful Spindle Grille expresses the dignity of a flagship model. The rear features a continuous form that envelops from the sides and expresses unconstraint, while a sense of width is highlighted by an overall spindle theme centered on the rear combination lamps. Additionally, flush-surface windows, create a smoother, sleeker body line.

The word ‘Thoughtful’ evokes the concept of *omotenashi*, a uniquely Japanese notion of hospitality that entails going to great lengths to ensure the comfort of a guest. To Lexus this means taking extra special care of the driver and passengers, anticipating every comfort, advanced utility, and performance need. It manifests itself in every feature of the new Lexus LS, like its intelligent air suspension system that raises and lowers the vehicle as much as 30mm for easy ingress and egress. Another example is the seats. They automatically return to the neutral position when the door is opened, so the occupant can enter and exit the vehicle with greater ease. Heating mechanisms focus soothing warmth onto the lumbar and shoulder areas, parts of the body that often experience stress and tension throughout the day. Also, a series of air bladders inside the seat can inflate and deflate for fine-tuned, personalized comfort.

### Imaginative technology meets Japanese *Takumi* craftsmanship



As always with Lexus, function exists in perfect harmony with form in the all-new LS. An array of imaginative technologies is complemented with a beautiful interior design that draws inspiration from Japanese aesthetics. Its most unique design elements even employ time-honoured traditions of Japanese craftsmanship, or *takumi*. The interior door panels, for instance, are inlaid with striking **Kiriko Cut Glass panels**. This is a Japanese etching technique traditionally seen on fine ornamental glassware, bottles, and vases. Lexus designers and engineers worked closely with masters of this craft to replicate a traditional, hand cut appearance.



The *Kiriko Cut* Glass panels stand in elegant contrast to stitched leather upholstery, cool metal release handles, and another unique *takumi* design feature: panels upholstered in a supple, hand-pleated cloth. Inspired by **origami**, the Japanese art of paper folding, the design creates an interplay of texture, light, and shadow. And all of it is accentuated by an ambient lighting system inspired by Japanese *andon* lanterns.



### **Exhilarating performance Yet progressive comfort**

The all-new 2018 Lexus LS promises performance for the driver while providing comfort for the passenger. The basis for the model is a brand-new premium rear-wheel drive platform (Global Architecture – Luxury, GA–L) first realized for the flagship coupe, LC. It gives the LS the ability to offer a more dynamic experience on the road without compromising its exceptional level of comfort. Additionally, the LS500 comes with an all-new 3.5-liter, twin turbocharged V6 that delivers 421 PS. A new Multi Stage Hybrid System, which debuted in the LC 500h, combines a naturally aspirated Atkinson-cycle 3.5-liter V6 gasoline engine with electric motor to deliver 359 PS in LS500h.

For ultimate comfort, the new LS offers 28-way power adjustable front seats, while passengers in the left rear seat can relax with 22-way power rear seats. A maximum clearance of 1,020 mm ensures abundant leg room, enough to stretch out with a power ottoman. Meanwhile, they can enjoy a state-of-the art rear-seat entertainment system.

Finally, to maintain a constant comfortable temperature, the Lexus LS also includes Climate Concierge. This innovative system features infrared sensors that measure body surface temperatures in the front seats, to provide the most comfortable interior climate conditions for each vehicle occupant. It also features automatic seat heating and cooling functions as well as an independent control system divided into four zones. Temperature can be conveniently controlled via contact points on the seats.

Models available in Hong Kong include the LS350 Executive, LS500 Executive, LS500 Premium and LS500h Premium.

For more information, please visit the official website at: <http://www.lexus.com.hk/ls/>

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*The sensual, aggressive styling of the all-new 2018 Lexus LS*



*Thoughtful innovations, like 22-point electric adjustable rear seats with lumbar and shoulder heating ensure total comfort*



*The interior combines a cockpit for focused concentration on driving with exquisite relaxation befitting an exceptional luxury sedan.*



*Eye-catching kiriko etched glass accents on the door panels of the Lexus LS*



*Origami-inspired stylings give the door panels of the 2018 Lexus LS an artisanal touch*



*The all-new 2018 Lexus LS has sleek, daring coupe-like silhouette, while a low centre of gravity and 20" tires create a poised-to-pounce stance.*



*At the launch ceremony of LS in Hong Kong, balancing a pyramid of champagne glasses on its hood in homage to the iconic 1989 ad campaign for the original LS 400. As the advertisement stated, the LS continues to stir the soul.*



*Lexus' Chief Engineer Toshio Asahi unveils the 2018 LS at the Hong Kong launch ceremony*



**High-resolution images can be downloaded here:**

**Link:** <http://gallery.sinclaircomms.com/>

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