

LEXUS FRANKFURT MOTOR SHOW 2017

PRESS KIT

EUROPEAN PREMIERE OF THE NEW LEXUS NX

- Lexus evolves the sophisticated sporty styling of the NX crossover
- Introduction of new spindle grille, revised front bumper and new alloy wheel designs
- LED headlights redesigned internally for Adaptive High-beam System and new-look LED rear lamp clusters, both with sequential turn indicators
- Interior changes include new colour options, revised switchgear and controls and an increase in size for the central multimedia EMVN screen from seven to 10.3 inches
- Lexus Safety System + introduced to the NX range

Since its launch in 2014, the NX crossover has quickly established itself as a key player in the Lexus range making up more than 30% of Lexus European sales since its launch. It has been successfully attracting customers – many of them new to the brand – with its combination of luxury, cool, contemporary design, intelligent packaging and enjoyable driving dynamics. Its sales success is further supported by a choice of full hybrid and petrol-electric engines, plus front and all-wheel drive options.

Its performance has been stronger than even Lexus anticipated, breaking sales forecasts in all the world markets where it is available, including Europe. To build on that momentum and maintain the NX's strong appeal, Lexus has initiated a package of revisions and improvements, covering exterior and interior styling, safety and equipment features. The new NX makes its European debut at the Frankfurt International Motor Show (IAA).

EXTERIOR STYLING REFINEMENTS

Lexus has preserved the strong design essence of the NX that has proved so appealing to customers and has focused on details that enhance its visual impact.

The signature spindle grille has a powerful new look that aligns it more closely with Lexus' SUV models, the RX and LX. The design features a series of horizontal bars that extend all the way down to the lower lip. Wider spacing between the bars below the central pinch-point of the spindle emphasises the car's width and adds a sense strength to the NX's frontal appearance. This effect is accentuated by the introduction of larger, deeply recessed lateral air intake ducts, angled to emphasise the car's broad stance.

Reshaping of the upper part of the front bumper creates a more fluid blending of the styling into the bonnet and front doors, creating a sleeker overall shape with excellent aerodynamics.

The LED headlamp units have a new internal arrangement to accommodate the Adaptive High-beam System (AHS), part of the Lexus Safety System + package that is newly available for the NX. The look is sporty and echoes the lighting design of the new LC luxury coupe. Sequential turn indicators are also new, both at the front and rear.

At the back, changes to the lower section of the rear bumper introduce elements of the spindle grille shape, amplifying the sense of a wide stance and low centre of gravity. New rear lamp clusters have an elongated shape with a black garnish that adds emphasis to the L-shaped lenses. On the petrol models – now re-named NX 300 – there are larger, chrome-framed exhaust outlets, while larger satin chrome trims have been added on the full hybrid NX 300h to accentuate the spindle motif.

Two new 18-inch alloy wheel designs are featured for Luxury and F SPORT models, both with a striking combination of bright machined and dark metallic finishes.

INTERIOR: AN AUTHENTIC DRIVER'S ENVIRONMENT WITH ADDED CONVENIENCE

The interior of the NX benefits from detailed changes that project a sportier character and an even more luxurious feel. There is also a focus on improving the ease of use, convenience and comfort of the equipment features, faithful to Lexus' commitment to the principles of Omotenashi hospitality.

The most prominent change is in increase in size for the central multimedia display. In the case of the Lexus Premium Navigation, the screen has grown from seven to 10.3 inches, while for the Lexus Display Audio, the increase is from seven to eight inches.

The climate control panel in the centre console has been rendered more ergonomically efficient with a number of buttons being replaced by four easy-to-operate toggle switches. These have a high tactile quality with a raised pattern of small metallic Lexus L motifs. The central analogue clock has been made larger, with a clearer face and a more pronounced outer ring. As well as being easier to read, it has a GPS control that automatically adjusts the time as you drive through different time zones.

On the centre console, the NX features the latest generation touchpad control, larger in size for easier operation. The palm rest has been reshaped to provide better wrist support and the wireless charging tray has been made wider and longer to accommodate larger smartphones. The USB ports have been moved to a handier central position and have a higher amperage for faster charging of devices. On models equipped with a head-up display, the unit is now seamlessly integrated into the instrument panel, creating a smooth surface across the top of the dashboard.

NEW INTERIOR COLOUR OPTIONS

There are new colour options for the NX, with the addition of Rich Cream and Ochre upholstery and trim, together with the established White Ochre, Black and Dark Rose. Flare Red and Mustard Yellow are both new for the NX F SPORT models.

POWER REAR DOOR

The new NX gains the convenience of a power rear door with “no-touch” opening and closing function – when you approach the vehicle with the key on your person, all you need to do to open the door is move your foot beneath the rear bumper, where the motion will be picked up by a sensor. The tailgate

can be closed with a similar action. A lock reserve button next to the tailgate grab handle automatically locks the vehicle.

LEXUS SAFETY SYSTEM +

The new NX gains the benefits of Lexus Safety System +. This equips the car with a range of active safety and driver assistance features, include a Pre-Collision System, Adaptive Cruise Control, Adaptive High-beam System, Lane Departure Alert and Road Sign Assist. Intelligent Parking Sensors are also available.

LEXUS CT 200h EVOLVES WITH SPORTIER STYLING, INTERIOR UPDATES & INNOVATIVE EQUIPMENT

- Updated exterior and interior styling for Lexus' original hybrid luxury compact hatchback
- Added appeal for one of Lexus' top-selling models – **more than** 300,000 global sales since 2011
- Revised, more modern frontal design and new alloy wheel designs
- New interior colour options and larger Lexus Navigation System display
- Specific design upgrades for the CT 200h F SPORT
- Range now available with Lexus Safety System + active safety and driver assistance features

When Lexus debuted the CT 200h at the 2010 Geneva Motor Show, it introduced the compact hybrid hatchback to the luxury automobile segment. The CT 200h has become one of the brand's best-selling hybrid models; since its launch in 2011, Lexus has sold about **more than** 300,000 CT 200h globally, including about 75,000 in Europe, one of the largest markets for this model.

With this latest update, Lexus looks to build on the model's strengths and evolve upon the CT 200h's well-earned reputation for efficiency and reliability, armed with a freshened exterior that embodies its exciting-to-drive nature – without compromising its user-friendliness and fuel economy.

"The CT 200h has been refreshed and revitalized by enhancing its progressiveness. Its updated design is more emotional and sporty, making it the ideal premium hybrid compact for younger customers who enjoy spirited driving, but still care about the environment," said Chika Kako, the Chief Engineer of the CT 200h.

EXTERIOR DESIGN: A MORE DRAMATIC PRESENCE.

From its inception, the 5-door Lexus CT 200h combines an automotive packaging solution that complements its owner's active lifestyle with an exciting-yet-comfortable driving experience and interior surroundings offering the latest technology, upscale design and materials.

The CT 200h now features a much more modern and aggressive front fascia, thanks to a new mesh pattern for the signature spindle grille that helps elevate the model's sophistication. Also, the integrated bumper that ran across the grille just below the Lexus emblem is gone, as are the horizontal bars within the grille. The fog light bezels are now painted metallic grey and are surrounded by an outer frame with a triangular cross-section and sharp edges. The "arrowhead" DRLs (Daytime Running Lights) have been repositioned above the single-projector headlamps to create a sense of continuity with the side character lines of the car.

Collectively, these new styling elements give the CT200h a more modern, athletic, and yet sophisticated appearance, helping this compact 5-door command a powerful presence when seen from the front.

“We have pursued a new look by reversing the position of the LED headlight unit and DRL compared to the previous model. The result is a look that’s more aggressive than before. Moreover, the “L” motif of the DRL strengthens the Lexus signature,” said Tetsuo Miki, the Chief Designer of the CT 200h.

At the rear of the car are new “L”-signature shaped taillights that give the CT 200h a sportier, wider appearance. New wider rear combination taillights have been changed to an all-LED configuration, with brightly illuminating LED turn signals at the bottom of the assembly, strengthening the “L”-signature look, as well as making the new CT more visible from behind. The upper and lower lines of the light-emitting section of the taillights thicken as they curve outwards, accentuating the width of the taillights and providing the rear end with a strong, stable presence. The back door garnish – enveloping the Lexus badge between the rear glass and the taillights – adds some athletic appeal to the vehicle’s already sporty rear-end. Also, the lower part of the rear bumper is now metallic silver and black, and reshaped to enhance the vehicle’s aggressive appearance, while the rear reflector bezels have been painted metallic grey to match the fog light surrounds up front.

Spicing up the CT 200h’s profile are sportier wheels—from the base 15-in. pieces to the F SPORT’s 17-in. dark metallic alloys. Of note is the new ten-spoke 16-in. wheel that features a machined finish and dark metallic paint.

FRESH INTERIOR UPDATES.

One peek inside the cabin, and it is easy to see that the CT 200h offers among the finest interiors in its class, thanks to high-quality materials, rich surface textures and an attractive form-follows-function overall styling philosophy.

A Lexus Navigation System that features a larger 10.3-in. wide display screen (versus the previous-generation’s 7-in. monitor) is newly available.

An expanded interior colour palette is available, featuring new combinations including striking two-tone smooth leather; a mix of fabric and long-wearing synthetic leather, and new all-fabric upholstery. A total of nine different ornamentation choices are available.

F SPORT

The CT 200h F SPORT receives significant design changes for 2018 that include black metallic paint and an updated mesh pattern for the spindle grille exclusive to the F SPORT. The new mesh pattern has also been added as a backdrop for both the fog light inserts and surrounds to match. This model receives high-grade headlights that house a single projector high/low-beam headlamp. Also, exclusive to the F SPORT is jet black plating used on the upper and lower front grille moulding and a metallic black centre lower trim garnish at the rear of the vehicle.

“The F SPORT attracts younger customers, so we’ve strengthened the vehicle’s exclusive black items to reinforce its sporty nature, namely the rear bezel and the rear lower garnish. The rear bezel has the same mesh design as the front grille, and the lower garnish is painted metallic black here while the normal grade color is silver,” the CT 200h Chief Designer Miki said.

For 2018, the CT 200h will offer new two-tone exterior paint schemes and distinctive new colours for the F SPORT model: Lava Orange CS (Crystal Sunshine) and Heat Blue CL (Contrast Layering).

Inside the cabin, the F SPORT boasts new exclusive interior combinations including two-tone leather, fabric a synthetic leather. An elegant Naguri ornamentation, which showcases high levels of Takumi craftsmanship, is exclusively available in the F SPORT.

LEXUS SAFETY SYSTEM +

Another welcome addition to the updated Lexus CT 200h is the availability of the Lexus Safety System + that offers enhanced safety with advanced technologies such as Pre-Collision System (PCS), Adaptive Cruise Control, Lane Departure Alert (LDA) with steering wheel control function, Automatic High Beam (AHB) headlights, and Road Sign Assist (RSA).

LEXUS SAFETY TECHNOLOGIES CONTINUE THE PROGRESS TOWARDS ELIMINATION OF ROAD TRAFFIC ACCIDENTS

- Lexus Safety System + extended to the new NX and CT range
- Lexus Safety System + A introduced in the all-new LS flagship sedan

LEXUS SAFETY SYSTEM + NOW AVAILABLE ON NX AND CT

The benefits of Lexus' advanced safety technologies are being extended deeper into its model range with the Lexus Safety System + suite of active safety and driver assistance features being made available on both the new NX and CT model ranges.

This comprehensive upgrade of the cars' safety provisions means that almost all new Lexus models sold in Europe will now benefit from Lexus Safety System +. This is true to Lexus' "democratisation" strategy to make these safety technologies available to a greater number of customers, at an affordable price. It also reflects the brand's commitment to improving road safety for all – driver, vehicle occupants, pedestrians and other road users alike – with ultimate aim of eliminating traffic accidents.

The Lexus Safety System + introduced to the new NX and CT specifications includes features which monitor the car's surroundings and the driver's responses, recognising certain collision risks and providing support to help prevent a collision happening, or lessening the consequences should an impact be unavoidable.

PRE-COLLISION SYSTEM

Lexus' Pre-Collision system (PCS) can help the driver avoid a collision, or lessen the consequences of an impact, even at high speed.

PCS uses a millimetre-wave radar and camera mounted on the front of the car to scan the road ahead to detect obstacles or hazards. It functions both when driving straight ahead and when cornering. It also computes data collected from sensors around the car monitoring factors such as vehicle speed, steering angle and yaw rate inputs. This information helps the PCS determine the risk of a rear-end collision with a vehicle ahead.

If it calculates a high risk of an impact, it will trigger a warning buzzer and light up a "BRAKE" command in the multi-information display to alert the driver to take action. The moment the brake pedal is pressed, the system initiates a Pre-Collision Brake to provide optimum braking force. This can achieve deceleration of up to 40km/h, slowing the vehicle to reduce the severity of any impact, or potentially bringing the car to a stop before an impact occurs.

If the driver fails to respond to the alerts and does not apply the brakes, the Pre-Collision Brake will automatically deploy to reduce the vehicle's speed.

PCS also provides a pedestrian protection function. If a pedestrian is detected in the vehicle's path, automatic braking will be activated. This operates when the Lexus is travelling at between 10 and 80km/h.

ADAPTIVE CRUISE CONTROL

The PCS' radar is also used to provide Adaptive Cruise Control (ACC), which helps the driver maintain a safe distance from the vehicle in front, working down to very low speeds and standstill. Once the way ahead is clear, the ACC will automatically and smoothly accelerate the vehicle back to its pre-selected cruising speed. If the car has been brought to a halt, the driver simply has to press the accelerator briefly for the system to be reactivated.

The ACC can operate in two modes: constant speed control, like a conventional cruise control system, or vehicle-to-vehicle distance control. With the latter mode, the driver can set long, medium or short vehicle-to-vehicle distances, according to preference or traffic conditions. The control settings selected are shown on the multi-information display.

LANE DEPARTURE ALERT

Lane Departure Alert uses the PCS camera, mounted on the windscreen behind the rear-view mirror, to track the vehicle's course between lane markings painted on the road surface. If it detects that car is moving out of its lane without the turn indicators being used, it will light up a warning on the multi-information display and sound a buzzer, prompting the driver to steer back to the correct path. On the new NX, the driver will also experience haptic feedback through the steering wheel as an additional warning.

ADAPTIVE HIGH-BEAM SYSTEM

An adjustable LED Adaptive High-beam System (AHS) prevents the NX from dazzling other road users. Eleven independent LED chips in each headlight are enabled/disabled for precise control of the illuminated and non-illuminated areas. This means the driver can enjoy maximum, safe use of high beam lighting, improving their field of vision without the risk of dazzling other road users.¹

ROAD SIGN ASSIST

Road Sign Assist recognises traffic signs using the windscreen-mounted camera, repeating the information on the multi-information display. This helps prevent the risk of the driver failing to notice important warnings or commands on major routes, including speed limits and lane closures. The system can detect signs that are designed according to the international standards of the Vienna Convention on Road Signs and Signals.

LEXUS PRESENTS ITS VISION FOR FUTURE SAFETY WITH THE LEXUS SAFETY SYSTEM + A IN THE ALL-NEW LS FLAGSHIP SEDAN

Lexus' will take safety technologies to an even higher level in its all-new LS sedan, scheduled for launch at the end of 2017. This flagship model will be the first Lexus to benefit from further improvements to the functions of Lexus Safety System +, together with the introduction of even more sophisticated driving assistance and advanced pre-collision support in Lexus Safety System + A.

The Lexus Safety System + A package includes Active Steering Assist, a world-first technology that can help prevent collisions that cannot be avoided through automatic braking alone, and Front Cross Traffic Alert, which is designed to warn the driver of the possibility of collisions with vehicles approaching from either side at road intersections. In addition, Lexus CoDrive can assist the driver in staying in lane. Together, these features and others can deliver a high level of safe driving support.

The new LS is also equipped with other technologies for safer and more secure driving in a wide range of situations. The support they provide has been designed to be clear and intuitive, for example in the use of a large, colour head-up display (HUD) and multi-information display to present status notifications and information on vehicle behaviour when safety features are being deployed.

PRE-COLLISION SYSTEM WITH PEDESTRIAN ALERT AND ACTIVE STEERING ASSIST

The new LS is the first Lexus model to be equipped with a Pre-Collision System with Pedestrian Alert and Active Steering Assist, in addition to its established functions. This is a world-first technology that can pinpoint the location of a pedestrian and automatically control the car's steering and braking.

With Pedestrian Alert, if there is a possibility of the vehicle colliding with a pedestrian ahead, the position of the pedestrian is shown in an animated graphic on the head-up display, contributing to the driver's intuitive recognition of the situation. Pre-Collision System determines when there is a high risk of a collision with a pedestrian in the lane of travel, or with a continuous structure, such as a guardrail. If it calculates that that brake control alone will be insufficient to avoid a collision, steering assistance is provided, in addition to a driver alert and braking. When Active Steering Assist is deployed, the car will only move within a clearly marked lane. The system automatically checks for any vehicles in the car's blind spots, including motorcycles.

LEXUS CODRIVE ADVANCED DRIVING ASSIST TECHNOLOGY

Lexus CoDrive adds Lane Tracing Assist (LTA) to the functions of the Adaptive Cruise Control to provide steering support in line with the driver's intentions. It can significantly reduce the burden on the driver by providing seamless driving support on roads with many bends, or in traffic jams. It is coordinated with the head-up and multi-information displays to give the driver clear notification of the status of the support being provided.

LANE TRACING ASSIST

Lane Tracing Assist (LTA) provides lane-keeping support by way of steering control when Adaptive Cruise Control is in operation. As well as camera detection of lane markings, the system will trace the path of the vehicle ahead to enable assistance even when lines cannot be recognised, for example when driving in low-speed congestion, when there is little space between vehicles.

TWO-STAGE ADAPTIVE HIGH-BEAM SYSTEM

The two-stage Adaptive High-beam System (AHS) provides optimal lighting by way of separate on/off control of the two rows of LEDs – eight upper and 16 lower – in each headlight. This enables finer control of light strength and distance compared to the current LED-based AHS. This improves night-time visibility by allowing more frequent driving with the headlights on high beam, without dazzling preceding or oncoming vehicles.

FRONT CROSS TRAFFIC ALERT

Front Cross Traffic Alert (FCTA) is designed to help prevent collisions at intersections by detecting approaching vehicles. Using side-looking radars, the advanced system alerts driver to a vehicle approaching an intersection ahead from either side. If the driver proceeds, regardless of there being another vehicle approaching from left or right, warnings are given by a buzzer and on the LS' multi-information display.

ROAD SIGN ASSIST

The Road Sign Assist (RSA) in the new LS makes use of navigation maps as well as a camera to acquire road sign information, which it then presents on the vehicle's head-up and multi-information displays, reducing the risk of the driver failing to recognise signs and encouraging safe driving.

IMPROVEMENTS TO LEXUS SAFETY SYSTEM + FUNCTIONS

Lexus has further evolved the performance of the PCS, LDA and Adaptive Cruise Control in Lexus Safety System +, featured in combination with Lexus Safety System + A in the new LS.

PRE-COLLISION SYSTEM

The improved Pre-Collision System (PCS) can detect cyclists and night-time pedestrians and has improved deceleration performance during automatic braking. For example it can slow the vehicle by as much as 60km/h when a pedestrian is detected, thus improving its collision prevention performance.

LANE DEPARTURE ALERT

As well as detecting lane markings on the road surface, Lane Departure Alert (LDA) will also be able to recognise the boundaries between asphalt and other elements, such as grass, dirt or kerbstones, thanks to advances in its recognition capability. This will allow it to perform its functions of alerting the driver and adjusting steering feedback and torque to encourage a return to the correct line, even on roads without line markings.

ADAPTIVE CRUISE CONTROL

The Adaptive Cruise Control achieves outstanding basic recognition performance with wide-angle detection, using a new millimetre-wave radar and a camera with a wider forward recognition range. The system also helps make driving more comfortable, with smooth acceleration at start-up and during following, departure and acceleration, for a sense of security for occupants. It also gives smooth deceleration in the case of a rapid change in in speed.

ADDITIONAL ACTIVE SAFETY TECHNOLOGIES

The new LS will further benefit from additional active safety technologies that will help protect the vehicle and occupants by alerting the driver to collision risks when parking and providing a view of the area immediately around the vehicle when manoeuvring or cornering.

PARKING SUPPORT BRAKE

The LS's low-speed braking support systems have been integrated in a single package, with the aim of reducing damage when parking, when the driver needs to take account of nearby moving vehicles and pedestrians and stationary objects such as walls and street furniture. The world's first rear pedestrian support brake has been added to the existing Intelligent Parking Sensors and Rear Cross Traffic Alert and Braking. This detects pedestrians behind the vehicle using a rear camera; if there is a risk of a collision, alerts and brake control are triggered.

PANORAMIC VIEW MONITOR WITH SIDE CLEARANCE AND CORNERING VIEW FUNCTIONS

Side clearance view and cornering view functions have been added to the Panoramic View Monitor, making it easier for the driver to determine the safe space around the vehicle. Side clearance view produces an image on the LS's display monitor that shows the area in front of the car as if seen from a high position above the rear of the vehicle, giving the driver better sight of the space on each side of the car, for example when passing another car on a narrow road. When side clearance view is operating, cornering view automatically produces an image of the vehicle as seen from the rear at an angle in line with the car's direction when moving through a bend or turn. These help the driver confirm left or right turns can be made safely on narrow roads and avoid driving up onto the kerb.

¹AHS is available across Lexus range except the CT model, which is equipped with Automatic High Beam (AHB) headlight system, which maximises night-time visibility by automatically switching to low beam when it detects the lights of oncoming traffic or vehicles ahead.

LEXUS PIONEERS A RADICAL NEW APPROACH TO THE PRESS CONFERENCE AT THE 2017 FRANKFURT MOTOR SHOW

In line with its pioneering spirit, Lexus introduces a radical new way of communicating news and information to the media at the 2017 Frankfurt motor show.

Its new, disruptive approach is another example of how Lexus is applying the human-centred principles of Omotenashi – the best traditions of Japanese hospitality – to deliver the highest standards of service. In this case, understanding and anticipating the needs of journalists and broadcasters has inspired a flexible news-sharing method that makes imaginative and practical use of augmented reality technology.

This means there will be no fixed time for a Lexus press conference during the busy press day schedule. Instead, media representatives can call at the Lexus booth at a time that suits them, equip themselves with a pair of augmented reality glasses (Microsoft HoloLens) and make a “guided tour” of the stand with commentaries and presentations by Alain Uyttenhoven, Head of Lexus Europe, and Lexus product specialists.

Pioneering this “press conference on demand”, Lexus believes it will be effective in communicating its key messages to the media in an engaging, thorough and time-efficient fashion.

The concept and its design are fully aligned with Lexus’ core values of Omotenashi customer service and the pioneering use of imaginative technologies. These values are fundamental not only to all new Lexus vehicles, but also to the way in which it is developing its business as a highly innovative, multi-dimensional lifestyle brand, reaching beyond the luxury automotive sphere.

HOW THE CONCEPT WORKS

Accredited journalists are able to call at the Lexus stand at any time during the press days. After introducing themselves at the welcome desk, they will be given a pair of augmented reality glasses – the Microsoft HoloLens.

A virtual reality host will then guide them around the stand, viewing the exhibits while seeing and hearing speeches and insights from virtual speakers, together with information graphics, 3D animations and video content. The effect is similar to a car’s head-up display, in which information is projected on the windscreen within the driver’s field of vision.

The content, including the speeches by Alain Uyttenhoven, Head of Lexus Europe, and Lexus product specialists, is the same for each user. It includes a welcome from the communications team, information on the new CT and NX models, an update on Lexus’ business performance and a look ahead to what is coming next for the brand. In all, the presentation takes just 10 minutes.

The Lexus booth will be located in Hall 8.0, stand A20. The press conference presentation will be available on-demand at any time during the show’s press days (12 and 13 September).