

OUT OF HOME

Lexus ditches wheels for new type vehicle

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Lexus' Hoverboard

By NANCY BUCKLEY

Toyota Corp.'s Lexus is continuing its "Amazing in Motion" campaign by bringing science fiction alive with a new type of vehicle – a hoverboard.

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Hoverboards have been part of pop culture since the release of the "Back to the Future" films, and their existence in the real world has been attempted several times, but rarely successfully. Experts in super-conductive technology have teamed with Lexus to craft this space-like vehicle for technology-crazed consumers.

"At Lexus we constantly challenge ourselves and our partners to push the boundaries of what is possible," said Mark Templin, executive vice president of [Lexus International](#). "That determination, combined with our passion and expertise for design and innovation, is what led us to take on the Hoverboard project."

Sci-fi in the real world

The Lexus project team is using magnetic levitation with liquid nitrogen-cooled superconductors and permanent magnets to allow the Hoverboard to move.

The Hoverboard is part of Lexus' Amazing in Motion campaign. Other initiatives with this

have been ongoing for a while.



Lexus Hoverboard

For instance, Lexus showcased the works of three designers Apr. 8-13, 2014 at Milan Design Week.

The designers were tasked with conceiving a new and unexpected way of expressing the Amazing in Motion idea. Italian architect and designer Fabio Novembre, Japanese designer Nao Tamura and the Tangible Media Group led by Professor Hiroshi Ishii of the MIT Media Lab had their work highlighted at the exhibition ([see story](#)).

Also, Lexus continued its Amazing in Motion campaign with the STROBE project in Kuala Lumpur, Malaysia.

In the video, the LED-dressed acrobats tumbled through the city to showcase the intricacy and beauty of motion. The campaign celebrated art, technology, innovation and movement in film while simultaneously highlighting the same elements in a Lexus ([see story](#)).

The Hoverboard embodies Lexus features such as the signature spindle grille and materials used in the vehicles.

Embedded Video: <https://player.vimeo.com/video/131552145>

Amazing in Motion - Slide from ToyotaGB on Vimeo

The Hoverboard is a prototype and not for sale, but the project is being chronicled on Twitter with the hashtag #LexusHover and #AmazingInMotion.

Lexus' prototype is being tested in Barcelona this summer.

A look into the future

The Hoverboard is a real project that Lexus is dedicating time towards, but almost seems similar to Audi's April Fools joke that highlighted the automaker's technology.

Audi of America tricked consumers this April Fools' with a screen takeover video on The Onion to pretend to advertise an autonomous office chair.

The chair does everything from avoid user's supervisors to deploy an airbag in case of a collision. The humorous intentions of this fake advertisement offers an amusing take on the autonomous vehicles and drives attention to Audi's advances in technology for its self-driving car ([see story](#)).

Futuristic design, both in automobiles and other products from automakers, has been a recent trend.

For instance, German automaker Mercedes-Benz opened the doors on self-driving automobiles with its F 015 "Luxury in Motion" research vehicle released at the Consumer Electronics Show in Las Vegas.

The new vehicle demonstrates the future of driving with its inward facing seats and self-propelled and self-reliant technology that will be able to fully operate a car without human assistance. The release of Mercedes-Benz's research vehicle sparked interest and gained attention among those who were previously skeptical about self-piloted vehicles and placed Mercedes as a leader in autonomous driving technology ([see story](#)).

Automakers are often thinking ahead of the curve in terms of new technologies to enhance the driving experiences of consumers.

"It's the perfect example of the amazing things that can be achieved when you combine technology, design and imagination," Mr. Templin said.

Final Take

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