

AUTOMOTIVE

Lexus makes drastic changes in latest crossover reveal

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Lexus' UX Concept

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Toyota Corp.'s Lexus has debuted its most innovative design yet at Paris Motor Show, inviting at-home fans to see with an online live stream.

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The luxury automotive brand crafted its new crossover vehicle with its iconic look in mind, but with a focus on digital innovation to appeal to the modern urban driver. Lexus revealed its new UX Concept model at Paris, along with a quality live stream that heightened anticipation for the new vehicle.

"This is what we call a design statement," said Dr. Johan Van Zyl, president and chief executive officer of European Operations at the Paris Auto Show. "It is clearly a Lexus, you can see all of our signature elements, the spindle grill, the L-shaped lights, the striking lines, but an entirely new execution.

"One that will turn heads," he said.

New design

Lexus' new UX Concept adopts a bold new design that while drastically different, still embodies the brand. The vehicle was created with an inside-out type of design.

The seating leverages kinetic technology to innovate the driving experience itself. Lexus has emphasized that the new seating technology incorporates the entire body into the driving experience that supports function.



Lexus's new kinetic seats

UX Crossover Concept adopts a coupe-like seating style, close to the ground and supports seating for four individuals, including the driver. Its exterior embodies an X-shape for an aerodynamic design.

A big leap of faith was the decision to remove physical mirrors, but instead install digital e-mirrors equipped with cameras and feature a video feed on the dashboard. The interior skeleton is visible on the outside, with an exposed roof bar.

Lexus revealed the new UX Concept at the Paris Motor Show on Sept. 29 and invited fans who were not in attendance in on the action with a live stream on its Web site. Advertised on Twitter and Facebook, the live stream experience manifested high quality, compared to the common less professional streams created by brands on common applications such as Periscope and Meerkat.



Lexus' Paris Auto Show reveal via live stream

The live stream shared an introductory video, shown in person at the Motor Show, featuring various Lexus designs and innovation. President and chief executive officer of European Operations Dr. Johan Van Zyl took the stage and introduced a series of Lexus vehicles coming next year, but saved the new UX Concept for last with an exciting presentation with a narrator and intense instrumentals.

A screen onstage hid the new vehicle, and was revealed following the president's speech. The UX Concept appeared on a turntable amongst a video that detailed all its features.

Lexus innovations

Lexus values innovation with its design and within marketing.

Recently, the brand made the most out of its sponsorship for New York Fashion Week with a customized fleet of vehicles by designers to transport guests to and from events.

Designers from NYFW and the alternative MADE show, known for helping up-and-coming creators, lent their creativity in the development of wrapped vehicles. The campaign not only allowed attendees to arrive in style, but also showcases prints that will appear on fashion during the designers' shows ([see more](#)).

Also, Lexus interweaved itself further into the fabric of high-fashion by dressing its specialists in couture for the upcoming 2016-17 automotive show season. And announced a partnership with Malaysian fashion designer Zang

Toi.

The designer will create an all-new wardrobe for the brand's auto show product specialists. The high-fashion worn by Lexus' specialists will draw attention to detail and craftsmanship, qualities found in both the apparel and automotive sectors ([see more](#)).

"Our brief was to create a new genre of compact crossover; a vehicle that could create something unique from a customer's point of view an innovative, three-dimensional, fully immersive user experience," said Stephan Rasmussen, designer at European Design Centre, ED2."

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