

AUTOMOTIVE

Lexus values its roots with LS redesign

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2018 lexus LS

By BRIELLE JAEKEL

Luxury automaker Lexus has revealed its fifth-generation LS flagship sedan, which was designed to embody Japanese culture and the new generation of the automotive industry.

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The new longer and lower vehicle design was unveiled at the 2017 North American International Auto Show on Jan. 9. With a coupe-like silhouette, Lexus hopes to convey a rebirth of its flagship as if it is re-launching its entire brand.

"Not only will the LS symbolize the Lexus brand, it will become the definitive new-generation luxury car embodying Japanese tradition and culture," said Toshio Asahi, chief engineer for the new LS at Lexus. "As such, this global pinnacle must go far beyond what the world expects from a luxury car."

"We set previously unheard of targets and resolutely pushed ahead towards these ambitious goals," he said. "The customers who are going to want to own a Lexus flagship are already surrounded by luxury on a daily basis, people who have a sharp eye for authenticity to begin with.

"We wouldn't turn their heads with a conventional premium product."

New design

Lexus' new design features a lower and longer body than its previous model along with a more spacious cabin. It is meant to accentuate the driving experience.

The new vehicle introduces better handling agility and performance for a better driving experience but without surrendering comfort. A system titled Vehicle Dynamics Integrated Management helps accomplish this through cooperative control over all internal systems.



Lexus's new design

Lexus 2018 LS features a 123-inch wheelbase is 1.3-inch longer than the current model. A new 3.5-liter V6 engine is featured in the new design with all new twin-turbos for heightened fuel efficiency and higher power.



Lexus' new design tweet

A first-ever 10-speed automatic transmission was introduced with the 2018 design.

The auto manufacturer is sharing photos on Instagram, Facebook and Twitter of the new design and revealed it via a live stream.

Lexus innovation

Recently, Lexus spiced things up for The Los Angeles Auto Show Nov. 18-27 through a partnership with an unexpected consumer packaged good.

To present itself as "bolder, spicier" than its fellow automakers on view at The Los Angeles Auto Show, Lexus created custom version of its 2017 Lexus IS sports sedan with Huy Fong Foods' beloved chili sauce, Sriracha. To bring the customization concept to life, Lexus commissioned West Coast Customs to make the vehicle's details "even hotter" ([see more](#)).

Lexus also illuminated the design details of its latest IS model by turning one of the cars into a vehicle for expression.

Lexus wrapped a 2017 IS in 41,999 programmable LEDs, which can broadcast graphics and videos or respond to music or gestures via animations. Through a collaboration with music platform Vevo, Lexus' custom LIT IS was cast in a supporting role in the video for recording artist Dua Lipa's track "Be the One," allowing the vehicle to show off its flair for drama ([see more](#)).

"The LS is the flagship of the Lexus brand," said Koichi Suga, chief designer at Lexus. "More than any other model, it embodies the history and image of Lexus and serves as a symbol for everything the brand stands for."

"I suggest that you simply open the door and experience that immediate, intuitive sense that you're looking at an interior that is unlike any luxury car before," he said.

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