

AUTOMOTIVE

Lexus celebrates 10-year milestone with special features

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Lexus celebrates F brand milestone with limited edition. Image credit: Lexus.

By STAFF REPORTS

Toyota Corp.'s Lexus is celebrating its "F" nomenclature, which distinguishes its higher performance vehicles, with special limited-editions.

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Ten years ago, the luxury auto brand introduced the "F" to its cars to celebrate the unparalleled performance of its more power-focused vehicles. Coming to Lexus dealers in summer 2018, two limited edition vehicles will be on sale with unique features to celebrate the anniversary.

Celebration

Revealed at the 2018 Chicago Auto Show, Lexus' 2018 Lexus GS F and 2018 RC F 10th anniversary special editions will feature matte finish Nebula Gray paint. This is the first time a matte color has been used on a Lexus vehicle since its LFA supercar, but with more durability this time for everyday use.

The cars' wheels are polished black and multispoke wrapped in Michelin Pilot Sport PS2 and blue brake calipers that can be seen in a subtle manner.

Blue carbon fiber trim on the window switch panel inside the wall compliment the brake calipers, along with blue leather accents.

Lexus' RC Fs will be only be available in 240 units, a number that represents the number of dealers in the United States.

The RC F coupe also features two leather blue seats with white accents in the front paired with a blue-accented shift knob steering wheel and instrument panel hood. The vehicle heightens personalization with an embossed headliner option.

A 467-horsepower, 5.0-liter V8 is fitted in the anniversary model with an eight-speed automatic transmission, allowing it to go from zero to 60 miles per hour in 4.4 seconds.

Lexus' GS F is only available in 100 units and shares many similarities to the RC F but has no embossed headliner.



Lexus' GS F limited edition model. Image credit: Lexus

Side bolsters are featured in a blue leather to match the front seats as well as an additional blue carbon trim on the center console, blue suede dash trim and blue seatbelt straps.

The GS F is also equipped with the same transmission-type, but with rear-wheel drive and torque vectoring rear differential that comes standard. The torque is an optional feature in the RC F.

Automakers regularly tout anniversaries of many kinds as a way to unite loyalists and generate interest in certain models.

Anniversary celebrations give brands a huge capacity for potential campaigns. They can also act as a vehicle for presenting fans with extensive historical information that would otherwise be scrolled right past ([see story](#)).

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