

AUTOMOTIVE

## Lexus adds advanced safety features across vehicle lineup

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*The Lexus Safety System+ will be standard for future models. Image courtesy of Lexus*

By SARAH RAMIREZ

Toyota Corp.'s Lexus is hoping to reduce crashes by incorporating its advanced safety system on all new vehicles starting with the 2020 model year.

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While affluents are often drawn to luxury vehicles because of design and performance, safety features are an important consideration. The Lexus Safety System+ covers four safety areas using automated pre-collision warning and braking.

"Safety, craftsmanship and performance are all key pillars of the Lexus brand and are the core of every vehicle that we make," said Alissa Mocerri, Lexus Public Relations. "We continue to innovate future advanced technology capabilities through research and development, led by our group company Toyota Research Institute, with the goal of bringing future enhanced features to our lineup."

### Safer roads

In 2017, the most recent year with data available, there were nearly 6.5 million reported crashes, according to the National Highway Traffic Safety Administration. Many of these were preventable, or caused by drivers' delayed reactions.

The Lexus Safety System+ is intended to protect both drivers and pedestrians.

#### LEXUS SAFETY SYSTEM+ ADDRESSES THE THREE MOST COMMON ACCIDENT TYPES



*Lexus is hoping to address specific types of accidents. Image courtesy of Lexus*

Under specific conditions, the Pre-Collision System detects preceding vehicles or pedestrians in front of a Lexus.

Audible and visual alerts prompt drivers to brake, and the system is designed to step in to initiate braking before impact.

With the help of a high-resolution camera, Lane Departure Alert uses alerts and steering wheel vibrations to notify drivers if they are swaying or exiting a lane inadvertently at speeds above 32mph.

Based on road visibility and traffic flow, the Intelligent High Beams system will switch from high-beams to low-beams for the proper level of illumination.

Dynamic Radar Cruise Control uses radar and camera technology to maintain a safe distance from cars ahead while staying at a preset speed.

The automaker uses an Advanced Driving Simulator the size of a football field to observe how everyday drivers navigate in Lexus vehicles without potentially dangerous consequences. Lexus also uses virtual crash dummy software to collect more data points than traditional test dummies.

By making its Lexus Safety System+ standard across even its entry-level models, the automaker is making a commitment to safety and accessibility.

#### Luxury considerations

Lexus recently touted its updated safety features in a tongue-in-cheek video sharing a humorous look at a mock safety system inspired by its UX sport utility vehicle.

The short film mimics many campaigns from automakers, with an engineer explaining the creation of a groundbreaking safety system. However, this faux Quarterback Safety System+ is meant to protect "the nation's greatest resource," football quarterbacks ([see story](#)).

Drivers have shown continued interest in vehicle technology that improves safety performance.

According to a YouGov report on affluent auto purchasers, part of the YouGov Affluent Perspective 2019, U.S. drivers are interested in technology that enhances vehicles' safety, security and convenience. Vehicle technology is quickly becoming a key factor in purchasing decisions, along with design, safety, comfort and price.

Override features are the most desired technology that improves safety, with 68 percent of affluents showing interest in driver override systems. This often includes the ability for cars to self-brake or correct steering ([see story](#)).

"We are proud to offer Lexus Safety System+ across our entire vehicle lineup," Ms. Mocerri said. "Most manufacturers offer active safety as optional equipment, but Lexus remains committed to building quality vehicles with leading advanced safety systems."