

AUTOMOTIVE

Lexus presents futuristic look at EV experience

October 23, 2019



Lexus' LF-30 Electrified Concept. Image courtesy of Lexus

By STAFF REPORTS

Toyota Corp.'s Lexus is imagining what driving will look like in 2030 with an electric concept car that takes inspiration from both horseback riding and first-class airplane travel.

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The LF-30 Electrified concept, debuted at the Tokyo Motor Show, puts a focus on driver and passenger enjoyment through technology and comfort innovations. This futuristic model heralds Lexus' expanding electric development, as the automaker plans to make electric options for all of its models by 2025.

EV experience

Lexus has announced it will be revealing its first battery electric vehicle in November. Lexus Electrified is a hint at the brand's BEV move, with an exterior shape meant to evoke the energy generated by the electrically powered wheels.

The car's futuristic shape also eliminates a hood, thanks to the battery-powered engine.

Catering to the passengers, the opacity of the side windows can be controlled to enable increased visibility or privacy.

Also focusing on comfort, the seating was inspired by the experience of flying first class. For instance, the front passenger can control a large screen with gestures.

Those riding in the back seats can take advantage of various seat settings, including reclining and relaxation options. Above the rear seats is a glass roof with a display screen, which passengers can set to show lifelike stars or play videos.

The car's sound system includes speakers built into the headrests, enabling riders to have a noise cancelling listening experience.

For the model, Lexus incorporated its new "Tazuna" cockpit concept, which takes inspiration from the commands that a rider gives a horse through the reins. Controls on the steering wheel and head-up displays mean that the driver

does not have to move his or her hands or eyes to change settings.

A new steering technology uses a wire rather than a mechanical connection, allowing for what Lexus says is more intuitive handling.

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The autonomous driving technology in the LF-30 Electrified concept provides both comfort and peace of mind with advanced posture control, a self-parking function and a front-door pickup function which autonomously moves the LF-30 Electrified from driveway to doorstep. Click the link in our bio to learn more. #Lexus #LF30Electrified #LexusElectrified #ExperienceAmazing

A post shared by Lexus (@lexususa) on Oct 22, 2019 at 7:50pm PDT

Instagram post from Lexus

The concept also weaves technology into the driving experience, including autonomous features and drone support. When switching between autonomous and human-controlled driving, the car's exterior changes color.

Lexus' advanced posture control adjusts the vehicle's posture automatically to make the riding experience as pleasant as possible. This technology is slated to be deployed in all of Lexus' EVs.

In addition to development of BEVs, Lexus is also working on hybrids, plug-in hybrids and fuel cell EVs, catering to the varying needs of its customers around the globe. In the coming years, Lexus is aiming to have EV sales surpass purely gasoline-powered models.

As regulations across the world strengthen and consumer demand changes, luxury automakers have the difficult

task of building SUVs with little emissions while maintaining exclusivity.

Outside of the United States, emissions regulations are becoming increasingly stricter as the world looks for an answer to the global climate crisis. These new parameters are forcing luxury automakers to get creative with their designs to keep the power and exclusivity that they are known for, at the same time as the SUV becomes ubiquitous, according to panelists on *Luxury Daily's* automotive webinar on June 12 ([see story](#)).

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