

AUTOMOTIVE

Lexus unveils guest experience center in Hyderabad

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Lexus LC 500h is on display at the new GEC. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp's Lexus India is launching a new guest experience center (GEC) in Hyderabad, making this the fourth Lexus landmark in India.

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Focusing on nature and serenity, the new GEC encourages guests to relax and fully indulge themselves in the Lexus experience. After a successful launch in New Delhi, Mumbai and Bengaluru, the Japanese automaker is set to further strengthen its impression on the southern market.

"We are constantly trying to bring the Lexus experience closer to our guests across the nation and are committed to building lifetime relationships," said P.B. Venugopal, president of Lexus India, in a statement. "The overwhelming response we received from Hyderabad to our self-charging hybrid electric portfolio is what prompted us to bring the Lexus Guest Experience Centre here.

"To mark this special occasion, the Lexus flagship luxury coupe LC 500h is also on display at the GEC," he said. "We look forward to welcoming more guests to the Lexus carbon-neutral family and embarking on a journey of amazing experiences together."

A responsible luxury experience

Situated in Jubilee Hills, Hyderabad and spanning over 7,000 square feet, the GEC is a space where design and technology unites with sustainability and luxury. Lexus Hyderabad combines the Japanese philosophy of Omotenashi with the Indian spirit of 'Athithi Devo Bhava' which takes guests on a journey of the senses.

The exterior of the GEC is inspired by the flowing lines of Lexus' signature spindle grill and the 'L' finesse design language is subtly incorporated into different aspects of the architecture.



Lexus Hyderabad exterior. Image credit: Lexus

The interior is an expression of modern, conscious luxury with sophisticated wooden interiors and hints of lush greenery setting the tone of the space. As guests enter, they can hear the sounds of nature complemented with the scent of local flowers.

Lexus is committed to the Indian market, as announced during the launch of the 'Made in India ES 300h' and LC 500h and will continue its strategic network expansion to new Guest Experience Centers in Kochi, Chandigarh and Chennai.

In October, Lexus celebrated its millionth vehicle sold in Europe, thirty years after launching in the market ([see story](#)).

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