

AUTOMOTIVE

Lexus previews new LX model in reveal show

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Koji Sato, president of Lexus International and chief branding officer discusses the new Lexus LX. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus revealed its all-new LX model during a special show earlier today, garnering consumer excitement.

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The show opened with Koji Sato, president of Lexus International and chief branding officer, reviewing a year of progress, while previewing the exciting developments to come. Mr. Sato introduced the new LX, excitedly sharing the thought and innovation that built the new vehicle.

"The LX balances the DNA of reliability, durability and off-road performance, along with the elegance and on-road refinement typical of a Lexus, making this a truly unique vehicle," Mr. Sato said during the reveal show.

The new LX

According to Mr. Sato, the automaker maintained traditional Lexus ethos and structure with the new model, from maintaining the traditional ladder frame chassis to putting forth a sophisticated driving experience.

With its new offering hitting the market at the beginning of next year, Lexus aimed to improve the fundamentals of the vehicle, implementing a 440-pound weight reduction, incorporating the latest technology and repeatedly testing the vehicle in harsh and challenging terrain conditions.

Viewers learn what's new with the new Lexus LX during a special reveal show

As part of the show, Lexus shared a short film highlighting the new vehicle, which shows the new LX traversing, ending with the fitting axiom, "luxury that knows no limits."

Hiroo Togashi, general manager of global Lexus brand management, elaborated on the inner-workings and goals of the new LX, including how the vehicle can live in harmony with the environment, reflecting the automaker's sustainability efforts.

Lexus plans to continue embracing challenge and innovation in creating more offerings.

Earlier this year, Lexus promoted the 2021 LS 500 by spotlighting the interconnectedness of humanity.

The "Modern Leaders" campaign starred two successful public figures, each examining the relevance of empathy in their professional lives and in the world at large in their respective films. The efforts highlight Lexus's human-centric ethos, as the automaker consistently aims to create an emotional connection between consumers and their vehicles ([see story](#)).

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