LEXUS NEWS ---

BY MELBOURNE CITY LEXUS

IT'S TIME

— TO DRIVE

We are open for business with Covid safe Sales & Vehicle delivery services in place. Some amazing experiences are scheduled in Melbourne later this year. View a wide range of pre-owned, demonstrator and new vehicles in stock, ready for delivery to your doorstep. Contact us now and Experience Amazing with Melbourne City Lexus. Explore our range, current offers and lifestyle updates. Click below for more.







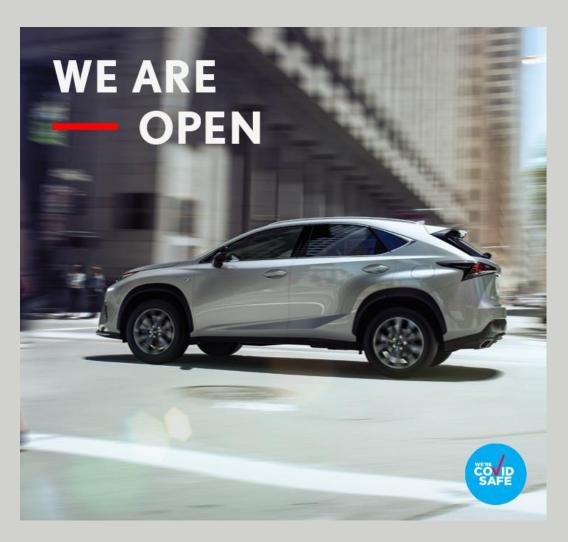








WINTER SALES EVENT NOW ON



We are excited to open our showroom doors again and offer exceptional value on a wide range of pre-owned, demonstrator and new vehicles in stock with Covid safe customer sales & vehicle delivery experiences in place.

VEHICLE SALES Mon-Fri 8:30am – 6pm

BROWSE VEHICLES

VEHICLE SERVICE

Sat: 9am - 5pm

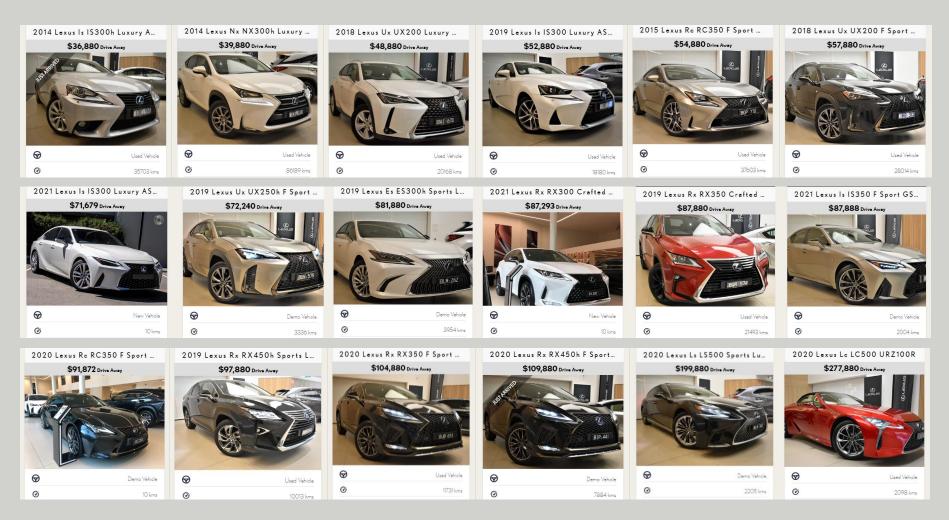
Mon-Fri 7:30am – 5pm

BOOK SERVICE

Complimentary contactless vehicle delivery



NEW DAILY LEXUS ARRIVALS IN STOCK



DAILY NEW ARRIVALS OF OTHER VEHICLE BRANDS - Audi, BMW, Mercedes-Benz, Honda, Nissan, VW, Toyota, Mazda & more

BROWSE ALL VEHICLES

THE NEW 2021 NX SUV LINE UP



A three-tier line-up of the all-new NX SUV will arrive in Australia in November, 2021.

NX 350h

The NX hybrid electric vehicle (HEV) uses a highlyefficient 2.5-litre petrol engine, combined with a highoutput electric motor and Lithium-ion battery pack, with control logic that achieves an optimised balance of high performance and low fuel usage.

NX 350

In addition to a high-speed combustion system, the newly-developed 2.4-litre turbocharged four-cylinder petrol engine features Lexus' first centre-injection direct-injection system and a close placement of the turbocharger and catalyst – meeting increasingly stringent exhaust and fuel economy regulations around the world.

NX 250

A highly efficient 2.5-litre petrol engine and Direct Shift eight-speed automatic are delivered in the lightest NX with instant response.

THE NEXT-GENERATION OF LEXUS' HUMAN-CENTERED PHILOSOPHY

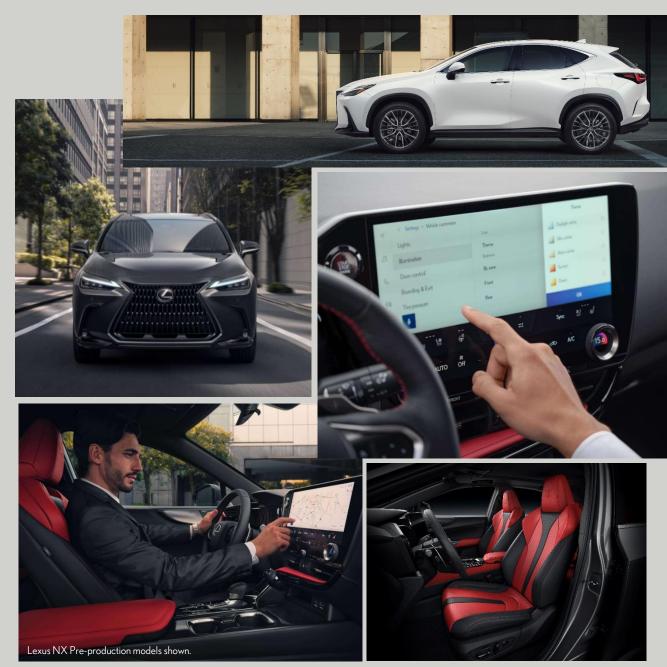
The interior concept was first introduced in the LF-30 Electrified Concept in 2019. The Japanese word 'tazuna' is derived from the 'reins' used to control horses, as it aims to enhance the joy of controlling a car at will by enabling better communication between the driver and their vehicle.

ALL NEW MULTI-MEDIA SYSTEM

The all-new multimedia system's high-resolution, 14.0-inch touch-display provides clear images, thanks to an antireflective coating applied to the windshield and the use of glare-reducing bonding technology4.

VOICE RECOGNITION

The latest voice-recognition system can be activated by saying a pre-defined activation word (e.g. "Hey Lexus!") without having to operate switches or stop playing music.





With an all-new, stronger platform boasting larger dimensions including a longer wheelbase, the all-new NX defines next-generation Lexus design language by pursuing simplicity rooted in strong proportions and expressing captivating forms.

REGISTER YOUR INTEREST

LEXUS RX SUV COMMUNICATES WITH TRAMS & TRAFFIC LIGHTS IN **MELBOURNE**

Lexus Australia will become the first automotive partner to join the ground-breaking Australian Integrated Multimodal EcoSystem (AIMES), a real-world testing environment for vehicle-to-vehicle and vehicle-to-infrastructure communications technology. AIMES is a collaboration of 50 government, transport and technology partners led by the **University of Melbourne**, and this real-world trial of advanced Cooperative Intelligent Transport Systems (C-ITS) technology will deliver crucial research to provide next-generation road safety solutions.

Two specially prepared Lexus RX 450h SUVs, fitted with Dedicated Short Range Communication (DSRC) and cellular network technologies, will be found travelling around a special precinct in **Carlton, Melbourne**, from mid 2021. The SUVs can communicate with traffic lights, trams and emergency service vehicles to proactively deliver warnings and alerts of potential danger to the driver of the vehicle before they come into a driver's line of sight. Lexus aims to use the trial to develop applications such as warning the driver when **turning in front of a tram**, or warning the driver when a cyclist or pedestrian has pushed the **button on traffic lights** to cross the road - including at challenging 'hook-turn' intersections.

Lexus will develop and trial further applications including alerts when a driver attempts to **enter a one-way street** or freeway entry/exit the wrong way, when an emergency vehicle is approaching - or when it might not be safe to enter an intersection.

Trialing this technology targets a reduced risk of vehicles driving through red lights, turning into trams, or being unable to see pedestrians obstructed by traffic lights and other infrastructure before they step onto the road. "Imaginative technology and leveraging innovation are core to the Lexus DNA, and we are committed to delivering next-generation road safety outcomes," Mr Thompson said.







In Victoria, Lexus Australia participated in the Advanced Connected Vehicles for Victoria project.

Software for the new Melbourne trial has been developed locally by Lexus Australia engineers specifically to address the city's unique traffic environment and regulations. The AIMES trial is centred in the AIMES testbed incorporating a six-square-kilometre area spanning Carlton, Fitzroy and Collingwood, bordered by Victoria Parade, Hoddle Street, Alexandra Parade and Lygon Street. In addition to the connected vehicles, the AIMES trial area incorporates a network of smart sensors connecting public transport, pedestrians and cyclists, intersections, and streets into a fully integrated ecosystem. "Lexus would like to thank the Victorian and Queensland Government, and the University of Melbourne, for their partnership in developing important road safety research."



READ FULL ARTICLE

LEXUS DESIGN AWARD 2022

LEXUS DESIGN AWARD

CALL FOR ENTRIES NOW OPEN



10TH EDITION OF PRESTIGIOUS AWARD SEEKS INNOVATIVE DESIGN IDEAS FOR A BETTER TOMORROW

Lexus announced the opening of the call for entries to the Lexus Design Award 2022 competition. Entries are accepted from now until October 10, 2021 via the online platform Lexus Design Award.com.

The Lexus Design Award is an international design competition launched in 2013 to nurture and support the next generation of creators. Now in its 10th year, the Lexus Design Award continues to evolve as a platform for design innovation that leads to a better tomorrow.

Entrants will need to demonstrate how their creative ideas express three key principles of the Lexus brand: Anticipate, Innovate, and Captivate.

Their design should anticipate global challenges facing future society and imagine engaging and innovative ways to contribute to a sustainable future, while seamlessly enhancing the happiness of all. Lexus is looking for captivating designs that intersect with thoughtful solutions, designs that can truly make a brighter future for people and societies in diverse circumstances.

An elite judging committee will review the entries from around the globe, choosing six finalists to be announced in early 2022. These finalists will have the opportunity to enter in dialogue with four of the world's foremost creators, who will provide them a priceless, once-in-a-lifetime learning and mentoring experience. Personal guidance from these mentors of varied backgrounds and specializations will help the finalists to build prototypes that bring out the potential of their ideas.

The finalists' prototype development will be funded by Lexus with a budget of up to JPY 3 million (about EUR 23,000) per finalist. In the spring of 2022, the six finalists will present their final proposals to the judges, who will then select one Grand Prix winner.

THE LUME VAN GOGH PRESENTED BY LEXUS



We are excited to announce that Lexus Australia will be the Official Presenting Partner for Van Gogh at THE LUME Melbourne, opening Sept 1.

Always at the forefront of cutting-edge innovation, the Lexus brand is a natural partnership for THE LUME Melbourne, Australia's newest cultural icon.

Ready, set, GOGH. Ticket sales to the inaugural Van Gogh experience at THE LUME Melbourne are now open.

See vivid colours and intricate details of world-renowned artworks spring to life all around you, while a symphony of sounds, aromas and tastes create a multi-sensory experience like no other.

Keep an eye out for Special offers exclusive for Lexus Encore Members.



<u>NEXT</u>





NEXT



Image source: FB @TheLumeMelbourne

LEXUS TOPS U.S. AUTOMOTIVE BRAND LOYALTY STUDY





Lexus ranks highest among premium brands for a third consecutive year with a 51.6% loyalty rate in the J.D. Power 2021 U.S. Automotive Brand

VIEW STUDY

Vehicle owners remain vastly loyal to their specific brands, in part due to the effects of pandemic lockdowns, according to the J.D. Power 2021 U.S. Automotive Brand Loyalty Study. With many vehicle shoppers hesitant to venture out to showrooms, they often relied on their relationship with their current dealer.

"The time period for this study traversed nationwide lockdowns, a recovery from the worst of the pandemic and the effect chip shortages had on vehicle inventory," said Tyson, vice president of data & analytics at J.D. Power. "During the height of the lockdown, shoppers who were unable to visit showrooms in-person weren't shopping around as much but could still call a dealer and have a vehicle delivered to their homes. "The bottom line is finding a vehicle required working closely with a dealer and, when presented with obstacles, shoppers turned to the dealer they already knew. As a result, the level of increased loyalty this year is remarkable."

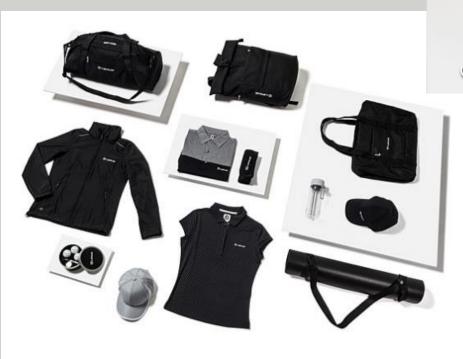
Using data from the Power Information Network, the study, now in its third year, calculates whether an owner purchased the same brand after trading in an existing vehicle on a new vehicle. Customer loyalty is based on the percentage of vehicle owners who choose the same brand when trading in or purchasing their next vehicle.

The study finds, in general, brand loyalty improved across the board and is also stronger for the highest-ranked brands compared with 2020.

SHOP ONLINE

VEHICLE ACCESSORIES

Wide range of accessories & attachments available to protect & customise your Lexus vehicle.







GIFTS & HOME ACCESSORIES

Wide range of luxury lifestyle items available. Order online, delivered to your doorstep.

NEXT

EXPRESS DELIVERY AVAILABLE*. PLEASE CONTACT US TODAY. WE DELIVER AUSTRALIA-WIDE

SHOP ONLINE

SEE YOU SOON

MELBOURNE CITY LEXUS 501 SWANSTON ST MELBOURNE VIC 3000 TEL: (03) 9373 7400





SALES

MON-FRI 8:30AM -6PM & SAT 9AM - 5PM

BROWSE OUR STOCK

BOOK A TEST DRIVE

REQUEST A BROCHURE

SERVICE & PARTS

MON-FRI 7:30AM -5:30PM

BOOK A VEHICLE SERVICE

BROWSE ONLINE SHOP

FINANCE

MON-FRI 8:30AM -6PM SAT 9AM - 5PM

DISCOVER OWNER BENEFITS

CURRENT CAMPAIGN

CONTACT LEXUS FINANCE

SAFETY REQUIREMENTS ARE NOW IN PLACE



Face masks must be worn indoors



Check in using the Victorian Government QR code



Please aim to stay 1.5 metres apart



Keep up to date at CORONAVIRUS.vic.gov.au

Authorised by the Victorian Government, 1 Treasury Place, Melbourn



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