



## WHETHER ON THE ROAD OR AT SEA, A STEADY CRUISE TOWARDS ZERO EMISSIONS: LEXUS IS THE OFFICIAL CAR OF THE BARCOLANA SAILING REGATTA

- Lexus is the Official Car for the 54th edition of Barcolana, a historic international sailing regatta which will be held in Trieste, Italy, from October 1<sup>st</sup> to October 9<sup>th</sup>.
- This is a new winning combination for Lexus, a pioneer in sustainable mobility due to its leadership in the development of electrified engines in the premium segment.
- Lexus already offers a fully electrified range, with the goal of becoming a 100% full-electric, zero-emission brand by 2035. By 2025 it will present 20 electrified models, half of which will be plug-in hybrids and electric. A path formed with the release of Lexus RZ, the brand's first electric model.
- A vision of mobility that fits perfectly with Barcolana's values: zero emissions, careful consideration of the environment and human-centric factors.

29 June 2022 - **Lexus is the official car for the 54<sup>th</sup> edition of Barcolana**, a historic international sailing regatta that each year brings together owners, crews and enthusiasts from all over the world in Trieste. An event that values **sustainability, respect for the environment and the passion** of its participants -- distinctive traits also in common with **Lexus, premium Toyota Group brand and pioneer in the development of electrified engines with low environmental impact**.

Barcolana becomes the perfect stage to best express Lexus' *human-centered* vision, a **new way of conceiving mobility and, more generally, man's relationship with the environment and society**. In fact, according to Lexus, a vehicle is not a simple means of travel but a place to enjoy unique experiences, where one can be in touch with their surroundings and spend time in the best way. **A harmonious - yet exhilarating - union between man, vehicle and nature** that also draws inspiration from what sailing represents in the nautical world.

In this vision, electrification represents for Lexus an unprecedented and winning combination of performance, driving experience and sustainability. The highest expression of this is the new **Lexus RZ, the brand's first Full-Electric SUV** that will be on display at the Barcolana Village throughout the event. Lexus RZ represents a new chapter for Lexus and anticipates the brand's future vision on electrification, with plans to become 100% full-electric by 2035 thanks also to the launch of 20 new electrified models including hybrids, plug-in hybrids and electrics.

*"We are delighted to welcome Lexus as Barcolana's Official Car; it is the beginning of a wonderful journey together that speaks of sustainability and newfound energy for our event," affirmed Mitja Gialuz, President of the Società Velica di Barcola e Grignano. "With Lexus we share values, a pioneering spirit and the desire to create a great event dedicated to an ever-widening public".*

*"We are enthusiastic and proud to be at the side of an Institution such as the Barcolana, with which we share many values that represent the future of our brand: sustainability, passion and a relationship with both nature and the environment," declared Maurizio Perinetti, Director of Lexus Italia. "In Trieste we will also showcase Lexus RZ, a revolutionary car in certain respects that outlines what we consider to be the future of mobility, where technology is at the service of each individual to allow them to express their full potential and satisfy their needs."*

**Lexus RZ** is the ultimate embodiment of Lexus' core values, from a human-centred philosophy to zero-emission sustainability, from continuous technological innovation to the utmost attention to detail. **The cabin's interior design** is tailored to the specific qualities of EV driving and **embraces the human-centred philosophy**, starting with the steering wheel inspired by the '**Tazuna**' concept: a Japanese word that describes the relationship between horse and rider, where commands are communicated and executed through the reins. The cloche steering wheel combined with a by-wire steering system establishes an instinctive communication between driver and car, enhancing the driving dynamics as well as ensuring genuine pleasure and entertainment.

It will be a thrill to cruise on the road with Lexus RZ, in the silence and comfort of electrified propulsion, appreciating the sounds of the surrounding nature. A new way of interpreting travel, symbol of a new *premiumness* that allows one to express oneself to the fullest and enjoy the ride – exactly as it happens to those aboard a fantastic Barcolana sailing boat.



Launched in 1989 worldwide, and in 1993 in Italy, Lexus, Toyota Group's premium brand, is currently present in 90 countries. Pioneer and undisputed leader in the development of electrified engines, the brand's vision is encapsulated in "Lexus Electrified", offering the finest performance and driving entertainment despite a radical transformation of mobility dictated by autonomous driving and electrification. Globally it is among the top 5 premium brands for sales of electrified vehicles, with more than 2.2 million units. It has attracted the world's attention thanks to the distinctive design of its cars, the innovation guaranteed by Premium Hybrid Electric and now also Full Electric technology, the safety offered as standard with the Lexus Safety System +, and the superior quality ensured by the craftsmanship of the Takumi masters. These elements are combined with Omotenashi: the Japanese concept of hospitality, which also describes the ability to anticipate customer needs, even before they arise. The brand positioning is expressed through the concept "Experience Amazing": creating experiences that transform function into emotion, performance into passion, and technology into imagination. Lexus presents a 100% Premium Hybrid Electric range, which includes a complete SUV offering with the new UX, NX and RX, the ES sedan, the LC coupe, up to the prestigious LS flagship. These models are joined by the RC F, a product with a sporty soul, the refined LC Convertible, the new NX 450+, Lexus' first Plug in Hybrid car, and the Lexus RZ, the first Full Electric car designed on the eTNGA electric car-dedicated platform.