



## LEXUS IS MAIN SPONSOR AT THE 75<sup>TH</sup> VENICE INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA

- For the second year Lexus is one of the main sponsor at the Venice Film Festival
- Italian première for Lexus ES Hybrid and the new UX Hybrid
- Lexus Self Charging Hybrid vehicles will accompany actors and guests throughout the Festival

For the second year Lexus is one of the **Main Sponsors of the 75<sup>th</sup> Venice International Film Festival**, that will take place at the Lido from **August the 29<sup>th</sup> until September the 8<sup>th</sup>, 2018**. The president of this year's Jury will be the director **Guillermo del Toro**.

**Lexus ES Hybrid** will debut on the Italian red carpet taking on board actors, directors and public figures of the film industry, whilst the new **Lexus UX Hybrid** will be presented as an exclusive preview outside the Lexus Lounge, set up at the Biennale Terrace. On the red carpet, together with the Lexus ES Hybrid will be presented also **Lexus RX L Hybrid, Lexus LS Hybrid, Lexus LC Hybrid and the Lexus NX Hybrid**. Throughout the Festival there will be about a fleet of 40 Self Charging vehicles accompanying actors and guests.

*"Lexus is once more this year main sponsor of the Venice Film Festival, the most important Italian film festival and one of the most relevant in the world – says Fabio Capano, Director of Lexus Division – confirming our never ending quest for excellence. Lexus defines, as a fact, its Premium market segment going beyond a rational concept of what a luxury car should be; offering a unique customer experience combined with high levels of craftsmanship and quality. This pursuit goes beyond the vehicles. It inspires creativity and innovation also in other fields; research, initiatives and events, such as the Venice Film Festival, that can ensure and transmit to its customers an experience with a strong sense of exclusivity, in line with the Lexus Experience Amazing concept".*

### ABOUT LEXUS

Launched in 1989 (1993 on the Italian market), Lexus has become globally renowned for its pursuit of perfection, the outstanding quality and sophisticated high-technology content of its products, and for its unique concept of complete customer service. A global luxury automotive brand, Lexus has developed a line-up which is currently available in 90 countries. With 668.505 vehicles sold worldwide in 2017, Lexus is the 4<sup>th</sup> Premium brand in the automotive world. Lexus confirms this important positioning on the "Experience Amazing" theme. Lexus intends to make its customers feel a unique and extraordinary reality, aims to turn the ordinary into extraordinary creating experiences able to turn functionality into emotion, performance into passion and technology into imagination. Today, Lexus remains the first - and only - premium automotive manufacturer to offer a comprehensive full-hybrid model range comprising the NX Hybrid, RX Hybrid, CT Hybrid, IS Hybrid, RC Hybrid, LC Hybrid, LS Hybrid, the new ES Hybrid and UX Hybrid (soon available in Italy).

Further information can be found on [www.lexus.it](http://www.lexus.it). News and press releases: <http://newsroom.lexus.it>

Social Lexus Italy Facebook: @LexusItalia Twitter: @Lexus\_Italia Instagram: lexus\_italia



TOYOTA MOTOR ITALIA S.p.A. a socio unico

Via Kiiciro Toyoda, 2 - 00148 Roma (RM) Tel- +39 06602301.1 r.a. - Fax +39 0660230.612

Cap. Soc. €38.958.000 i.v. - Cod. Fisc. Ed Iscr. al Registro Imprese di Roma n° 03926291000

Controllante: TOYOTA MOTOR EUROPE NV/SA (Art. 2497 sexies Cod. Civ.)

