



LEXUS MAIN SPONSOR OF THE 74TH INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA

- Lexus in the cinema world as main sponsor of the 74th International Film Festival of La Biennale di Venezia
- LC hybrid and LS hybrid on the red carpet from August the 30th to September 9th 2017
- Annette Bening, the President of the Jury festival of Biennale Cinema 2017, will arrive at the red carpet on board of the new Lexus LS Hybrid
- Cinema celebrities will arrive on board of 40 Lexus hybrids

Lexus arrives for the first time at the Venice Lido as the main sponsor of the **74th International Film Festival of La Biennale di Venezia**, the most important Italian film festival and one of the most prestigious around the world that takes place from August the 30th to September the 9th 2017.

The magic of cinema teams up with the capacity of Lexus to excite and amaze thanks to its innovative and excellent solutions.

The President of the Jury, the actress **Annette Bening**, will arrive at the festival on board of the new LS Hybrid, whilst 40 Lexus hybrids will take around VIPs and other guests during the festival.

"We are proud to take part in an event able to capture the attention of the world during 11 days" - says Luigi Lucà, Lexus Italy Director.
"We are especially proud because our young brand shares the same values and philosophy of movie making. The link between Lexus and cinematography is deep and goes back to 2013 with the Lexus Short Films, the project through which, together with The Weinstein Company, we support and nurture new generations of emerging directors. Here in Venice we start a new journey that, just like the actors must improve themselves every day, takes us to always keep going to allow style, elegance and care of every single detail, to be the elements at the base of every vehicle we produce, able to convey incredible and unexpected emotions."

"Experience Amazing" is the new positioning of the brand, which embodies the ability to take Lexus customers into a new dimension, made of state of the art design, advanced technologies and the utmost elegance.

Representatives of the new values will be the new **LC Hybrid** and **LS Hybrid** on show on the red carpet at the Lexus Lounge, set up at the Biennale Terrace where actors, directors and cinema personalities will have the opportunity to admire the top ranking Lexus products.



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