



LEXUS AND THE CINEMA, WHAT A SHOW!
FOR THE FIFTH YEAR LEXUS IS THE OFFICIAL CAR OF THE
78th VENICE INTERNATIONAL FILM FESTIVAL – LA BIENNALE DI VENEZIA

- *The combination of Lexus and cinema is enriched and strengthened over time. For the fifth consecutive year Lexus is the Official Car of the Venice International Film Festival - La Biennale di Venezia 2021.*
- *The spotlight will be on the new Lexus NX, which will have its national preview in Venice, testifying to more than 15 years of Lexus leadership in the field of electrification. NX represents the evolution of Lexus vision of electrification and joins the Lexus Premium Hybrid Electric range that will come along with celebrities on the red carpet.*
- *Among the many news of Lexus' participation in Venice, there will be Edoardo Leo, actor and Lexus Brand Ambassador to tell through his experiences the values that link Lexus to the "seventh art".*
- *During the Biennale Cinema 2021 there will be space also for Poltrone Rosse, the crowdfounding initiatives promoted together with UNITA (National Union of Theater and Audiovisual Interpreters) as a support to the performers in this period of restart especially as a support to women during pregnancy.*

For the fifth consecutive year, Lexus is **the Official Car of the Venice International Film Festival - La Biennale di Venezia**, that will take place at Lido **from 1 to 11 September 2021**, where will see the Korean director Bong Joon-ho as President of the International Jury of the Competition and the actress, singer and television presenter **Serena Rossi** as Godmother.

It is still going on the **Lexus' bond with the magic of cinema**, united by the same spirit of offering a unique and unforgettable experience, through imperceptible elements, which constitute the peculiar and distinctive feature of the finished product: attention to detail, attention to detail, craftsmanship, innovative and visionary solutions.

The coolest "red carpet" of international cinema will also be the setting for the national **preview of the New NX**, which expands Lexus' vision of electrification represented by the continuous evolution of the brand by proposing the best technology, performance at the highest levels and guaranteeing quality and excellence of details starting from Lexus' constant philosophy of human centred. The **New NX opens a new chapter for Lexus** also in terms of **design**, with for example the distinctive *Tazuna cockpit* that allows you to drive in complete harmony with the vehicle as if the steering wheel were an innovative version of the **reins of a horse**, for a driving pleasure never imagined before. New NX marks a new direction del brand also for powertrains, among which stands out the **first plug-in hybrid of Lexus**, new benchmark in the segment for its combination of power, efficiency and driving ability in electric.

Among different news that Lexus will bring to the festival this year there will be the actor, director, and screen writer **Edoardo Leo, Lexus Brand Ambassador**, who will tell through his experiences and his personal and professional experience, the values that bind Lexus to the world of cinema and the path of collaboration undertaken to support the entertainment sector.

*"We are excited and proud to come back to Venice and we are even more aware of the important news that we will bring to this edition of the Biennale Cinema 2021", said **Maurizio Perinetti, Director of Lexus Italia**. "Venice is in fact the ideal stage also to present a preview of our latest masterpiece, Lexus NX, which marks a new era for how the electrified vehicles of the future will be designed and manufactured, always placing the person at the center. Finally, we can count on the talent of Edoardo Leo to emphasize in the best way the bond that unites us to the world of entertainment and the values we promote, on which we immediately agree with Leo: the centrality of the person and his needs, the desire to arouse always new emotions, ignite passions. "*

It is from these common values and from the deep love for the world of cinema that **"Poltrone Rosse"** was born, a **crowdfounding initiatives promoted by Lexus and UNITA, the National Union of Theater and Audiovisual Interpreters**, to support performers in a sector particularly affected by the consequences of the pandemic and specifically to support women in their absence during pregnancy. An **itinerant event that will see recreated in the squares of 5 Italian cities a row of red armchairs**, just like at the cinema, where actors, VIP's but also simple film lovers can sit down to tell their passion for the big screen, anecdotes and curiosities that symbolize the role and importance of the cinema in the life and growth of each person. As in all cinemas, to sit on the "Red Armchairs" you need to **buy a ticket, the proceeds of which will be donated to the project** together with **UNITA**. Among the stages also Venice, right in the days of the Biennale Cinema 2021.

As **the Official Car** of the event, throughout the Exhibition, Lexus will also have the privilege of **accompanying actors, directors and well-known faces of cinema on the red carpet** of the **78th Venice International Film Festival – La Biennale di Venezia**. Lexus will do it **with 35 cars: from the complete electrified SUV range, with the new NX, UX and RX, the ES sedan, the LC coupe**. These models are joined by the refined LC Convertible and the new UX 300e, Lexus' first full electric car.

Official Hashtags: #ExperienceAmazing, #LexusCinema, #LexusVenezia78