



LEXUS OFFICIAL CAR OF THE 81ST VENICE INTERNATIONAL FILM FESTIVAL – LA BIENNALE DI VENEZIA:

LF-ZC AND THE ELECTRIFIED RANGE DIRECTING THE BRAND'S VISION AT THE BIENNALE CINEMA 2024

- *Lexus will be, for the eighth consecutive year, the official car of the Biennale Cinema in Venice, further strengthening its connection with the seventh art.*
- *From August 28 to September 7, the brand will be at the Venice Lido to show its vision of the mobility of the future, accompanying actors and VIPs on the red carpet with its electrified range.*
- *The protagonist will be the display of the LF-ZC concept car, which introduces the brand's new idea of mobility to the public.*

The spotlight will be in Venice for the **81st Venice International Film Festival – La Biennale di Venezia**, a world-class event that represents an extraordinary fusion of the charm of the past, the innovation of the present and the visionary spirit of the future. **Confirming itself for the eighth consecutive year as the Official Car of the Venice Film Festival, Lexus will once again be present in the marvelous setting of the Lido** to reinforce its bond with cinema, an art that, like the automobile, knows how to combine passion, technique, and creativity in an expression of pure style.

From August 28 to September 7, the Venice Lido will become the crossroads between the tradition of the seventh art and automotive innovation. Lexus will once again have the honor of accompanying **actors, celebrities, and VIPs on the red carpet with a fleet of 35 electrified vehicles, the ultimate expression of the brand's values**. An important presence further strengthened by an installation dedicated to the LF-ZC (Lexus Future Zero-emission Catalyst) concept car: testimony to the brand's desire to maximize the potential offered by electrification to shape its new idea of mobility.

"It is wonderful to return, for the eighth consecutive year, to this setting that represents for many the ultimate expression of cinematic innovation. As every year, the entire Lexus Electrified range will take center stage, but this year we wanted to think big: for the first time on the Lido, the LF-ZC will take the stage." said **Paolo Moroni, Director of Lexus Italy**. *"This concept car is not just a vehicle, but a statement of how we see the future: elegant, sustainable and innovative. The Biennale Cinema is the ideal place to share this vision."*

But Lexus will not stop at LF-ZC. During the Venice Film Festival, the red carpet will feature the entire multi-technology electrified range, including also the new **LBX Hybrid, the NX Plug-in Hybrid, the RX Hybrid Turbo and the RZ Full Electric, all models that represent the excellence and innovation of the brand**. Not just means of transportation, but works of art in motion, capable of conveying unique emotions, just like the films that will be presented in Venice. **For the first time at the Lido as a Lexus Ambassador, there will be Miriam Leone**, to bring an additional touch of elegance and reflect the visionary spirit and attention to excellence that characterize both the actress and the brand. **Also joining her in Venice will be Stefano de Martino, former Lexus Ambassador since '22, a return that consolidates the synergy of the partnership** rooted in the sharing of common values such as talent, authenticity and elegance that lead to success. The two Ambassadors will help make this edition even more special, exploring the extraordinary and celebrating the magic of cinema in such a prestigious setting.

Lexus' presence at the 81st Venice International Film Festival, with its electrified range and LF-ZC concept car, is again aimed at celebrating both the seventh art and innovation and design. It is an encounter between technical perfection and creativity, between the rigor of engineering and the magic of cinematic storytelling. And just like a great film, Lexus wants to leave an indelible mark on the hearts of those who will experience the Biennale Cinema 2024.