



## **LEXUS PARADES AGAIN ON THE RED CARPET OF THE 82nd VENICE INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA. OFFICIAL CAR FOR THE NINTH CONSECUTIVE YEAR**

- **For the ninth consecutive year, Lexus will be Sponsor and Official Car of the Venice International Film Festival, reconfirming its link with the world of cinema.**
- **At the Lido of Venice, from August 27 to September 6, the Toyota group's luxury brand will once again be on the red carpet with its range of 35 electrified vehicles that will accompany actors, directors and celebrities who will be guests of the Festival.**
- **The absolute protagonist, in national preview, is the all-electric version of the Lexus ES which joins the Full Hybrid model.**

Lexus and the great cinema: the journey continues. For the ninth consecutive year, the Toyota group's luxury brand will be sponsor and the official car of the 82nd Venice International Film Festival – La Biennale di Venezia, consolidating its link with the world of cinema in one of the most evocative settings in the world.

Just like cinema, Lexus has always combined passion, innovation and creativity to design a car that is an ever-new and sustainable vision of mobility. Fascinating and unique just like cinema.

Lexus' presence at the Biennale Cinema 2025 represents, therefore, the desire to embrace the future right now, with cutting-edge and sustainable technological solutions. From 27 August to 6 September, the Lido of Venice will become the crossroads between cinema and automotive innovation through a fleet of electrified vehicles of various types, demonstrating a well-established multi-technological approach (LBX and UX Full Hybrid, NX Plug-in Hybrid and Full Hybrid, RX, RZ Full Electric and the flagship ES Full Hybrid) that will accompany actors, directors and celebrities on the red carpet.

In this edition, the spotlight will be on the new Lexus ES Full Electric which – like a real movie star – will be presented in national preview on the red carpet. A sedan that combines elegance and technology, a car that interprets the concept of *Making Luxury Personal*: a tailor-made luxury, capable of adapting to the demands of a constantly evolving market and offering innovative, engaging and memorable experiences, just like a well-written and made film.

*"Innovation is an integral part of the brand's DNA for Lexus: it goes beyond technology, it is the combination of creativity, sustainability and the centrality of customers. Elements that unite us with the world of cinema. This is why we are proud to be alongside La Biennale di Venezia on the occasion of the 82nd Venice International Film Festival, with which we share values such as attention to detail, the pursuit of excellence and continuous innovation,"* says Paolo Moroni, Director of Lexus Italia. *It is a privilege to accompany actors and directors on the red carpet again this year aboard our electrified fleet, in the splendid Venetian setting. Our presence at the Biennale Cinema 2025 is the expression of a concrete commitment to the future, thanks to cutting-edge electrified solutions that elevate the driver experience and redefine the standards of mobility and respect for the environment.*

*In this edition, we present a national preview of our flagship, the new Lexus ES: an icon that embodies an evolved concept of mobility, where advanced and intuitive digitalization, first-class*



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*comfort and the unmistakable signature of Lexus driving come together in an extraordinary experience, beyond all expectations."*

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