

Press Information

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WORLD PREMIERE OF THE ALL-NEW RX AT THE NEW YORK MOTOR SHOW

LEXUS IS AGAIN CHALLENGING THE LUXURY SPORT UTILITY SEGMENT WITH ITS FOURTH GENERATION RX

Brussels, Belgium - As the best-selling model in the brand's 26-year history—with sales of more than 2.1 million units—the RX represents three out of ten vehicles ever sold by Lexus. The new model looks to build on that trend with a completely redesigned luxurious interior wrapped in a chiselled, attractive new body style. The large dose of Lexus brand DNA that's been artfully incorporated into the details can not only be seen, but also felt. The reimagined RX boasts superior on-road performance and new safety technologies that include the innovative Lexus Safety System+.

Takayuki Katsuda, the Chief Engineer of the RX said, “Our ambition has been to make a bold and completely new statement in this segment while building on and staying true to the pioneering values of previous RX generations. The pioneering spirit of Lexus drives us to create new technology and gives rise to new ideas. It allows us to introduce new vehicles with leading-edge features. And indeed, we are committed to bringing ‘progressive luxury’ to the world. I believe this new RX will not only surprise new customers, but will also delight and satisfy our loyal customers, whose high expectations will be met by many new innovations.”

A Bold Exciting New Look

That the new RX makes a powerful visual statement is obvious at first glance. The front features a completely new fascia that's highlighted by an emboldened spindle grille with a chrome-plated border and triple L-shape-LED headlamps. Together with the redesigned fog lamps, this gives the RX an elegant yet futuristic aura. Muscular front fender flares add to the vehicle's sporty attitude.

When seen from the side, the sharp character line that runs from the front fenders to the rear end, together with a flowing roofline, give the RX a dynamic profile that minimizes drag and decreases front and rear lift. All of this makes the vehicle more stable at high speed with a sharp reduction in wind noise. A truly innovative styling cue is the blacked-out C-pillars, which provide a floating-roof effect never before seen on a Lexus product. Also, newly designed 20-inches aluminum wheels, which replace the current model's 19-inches variants, can now be customized with variable colour inserts to emphasize the driver's individuality.

The appearance of the rear has been sharpened and exudes a sense of rock-solid stability, highlighted by new L-shaped taillights that wrap around the sides of the vehicle, creating a wider, more authoritative presence when illuminated. When lit, a brilliant glow spans laterally from the body to the back door—a Lexus-first.

Inside, the new RX's cabin is one of comfort and luxury, with repositioned trim pieces that exude a high level of class, and specially-finished laser-cut wood ornamentation available for those who desire an extra dose of opulence. A large heads-up display (HUD) takes centre stage, while the information display area, featuring a 12.3-inch monitor, has been separated from the main operations area.

Also, the shift lever has been moved away from the front of the instrument panel to optimize operability and create more space for the driver. But the driver isn't the only one who benefits from the new interior. Rear-seat occupants are treated to more leg and knee space, and the newly-developed seats offer heating and power reclining features that not only enhance convenience, they also provide a luxury feel and a sense of hospitality and sophistication. A panorama sunroof enhances the RX cabin's spaciousness and provides occupants with a refreshing open-air experience.

"We designed the RX to have high amount of an excitement and strength. The lengthened wheelbase and larger tire size results in sporty powerful proportions. Even while ensuring a high level of luxury and space within the cabin, the RX's silhouette remains sleek and dynamic, while the interior has been designed for easy operation with luxurious execution," Gen Ikeda, the chief designer of the RX, said.

Smooth, Powerful and Efficient Engines Under the Hood

The new RX will be available with an upgraded and more powerful 3.5-liter V-6 petrol engine aiming at delivering 300 hp, mated with a new 8-speed automatic transmission, and as full hybrid model.

The hybrid powertrain will feature an improved Atkinson-cycle 3.5-liter V-6 engine. When combined with the electric motor, the total output will be around 300 hp.

All RX engines have been tuned to achieve high fuel economy and low carbon emissions.

Better Handling and Stability

The all-new RX has been engineered to deliver car-like handling. The entire chassis has been fortified to provide better stability and control through turns. The vehicle's body structure has been strengthened with added stiffness, helping to drastically improve its handling response while keeping engine and road noise from entering the cabin. The vehicle also features Vehicle Dynamics Integrated Management (VDIM) designed to recognize potentially dangerous situations and make automatic and often transparent adjustments to ensure the car remains in control when entering and exiting corners. Also, All-Wheel Drive improves the RX's handling performance and stability on dry and slick surfaces alike.

The RX's fully independent suspension system, which consists of MacPherson struts up front and a double wishbone setup at rear, has been tuned and reinforced to improve handling while keeping ride quality remarkably smooth. Available on most RX versions is the Adaptive Variable Suspension (AVS), which electronically monitors and adapts the suspension damping and steering to ensure optimal handling and ride depending on the driving conditions. This means that wherever the RX goes, the AVS will automatically make lightning-quick adjustments to the shock absorber settings, ensuring the smoothest ride quality possible. The system is also designed to produce less body lean through corners, providing a sporty driving experience.

Safety is a Priority with Lexus Safety System+

True to Lexus's ongoing focus on safety, the all-new RX comes with significant improvements in active and passive safety.

Among these new improvements are the upgraded body structure that heightens the overall passive safety of the RX, and Lexus Safety System+, which helps avoid or mitigate collisions across a wide range of vehicle speeds.

Introduced globally, Lexus Safety System+ integrates several of Lexus's existing active safety technologies. These include the Pre-Collision System (PCS) that detects sudden stops initiated by the vehicle in front, warning drivers of potential contact with obstacles and pedestrians ahead; Lane Departure Alert (LDA), which issues an audible signal if the vehicle strays from its intended lane; and Automatic High Beam (AHB) that helps ensure optimal forward visibility during night-time driving.

As part of a multi-faceted approach to active safety, the Lexus Safety System+ package utilises a millimetre-wave radar that works together with a camera to keep the RX in its intended driving lane via the Lane Keeping Assist feature (LKA) and enhances the target detection for the Dynamic Radar Cruise Control.

For even higher safety levels, Adaptive High-beam System (AHS), a Panoramic View Monitor (PVM) and Blind Spot Monitor (BSM) are available as optional equipment.

The RX F SPORT

For those who prefer even more excitement and performance in their luxury sport-utility vehicles, there is the RX F SPORT, which will be available with all of the model's engine offerings. Lexus vehicles designated with the F SPORT badge are equipped with a number of special visual and performance features that set them apart from other versions. In the RX's case, the spindle grille and lower centre piece of the rear bumper possess an "F" mesh design, instantly giving the vehicle a sportier flair. New alloy wheels, exclusive to the F SPORT, also help give the RX a commanding presence. Inside, the driver is treated to a custom F SPORT instrument cluster as well as a sport steering wheel, featuring perforated leather and an attractive F SPORT emblem, complete with paddle shifters. Exclusive colours and trim pieces are also part of the sporty package.

The RX F SPORT's performance on the road has been enhanced by an active stabilizer system whose cutting-edge technology keeps the vehicle's body amazingly flat through corners.

The aforementioned AVS, which also helps keep the vehicle planted to driving surfaces through turns, is standard on RX F SPORT. The driver can select the AVS-enhanced Sport S+ mode, in addition to Eco, Normal and Sports S settings, on the Drive Mode Select control located on the centre console.

2016 Lexus RX Preliminary Specifications

Overall length	4,890mm	192.5 in.
Overall width	1,895mm	74.6 in.
Overall height	1,690mm	66.5 in.
Wheelbase	2,790mm	109.8 in.
Tread, front	1,640mm	64.6 in.
Tread, rear	1,630mm	64.2 in.

About Lexus

Launched in 1989, Lexus has become renowned throughout the world 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. Further reinforcing the traditional Lexus values of unparalleled build quality, comfort and interior luxury, Lexus has completely rejuvenated its line-up over the last years, launching a new wave of emotional and inspirational products featuring bolder product execution, superior driving dynamics and state-of-the-art technologies. Today, Lexus remains the first - and only - premium automotive manufacturer to offer a comprehensive full-hybrid model range comprising the RX 450h, the NX 300h, the GS 450h and GS 300h, the LS 600h, the ES 300h, the IS 300h and the CT 200h. In Europe, models featuring Lexus Hybrid Drive account for more than half of all Lexus sales. Lexus sold 53,230 vehicles in Europe in 2014 and aims to increase sales to 60,000 vehicles in 2015. One of the fastest growing premium brands in the region, Lexus aims to reach 100,000 sales by the early 2020s.

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