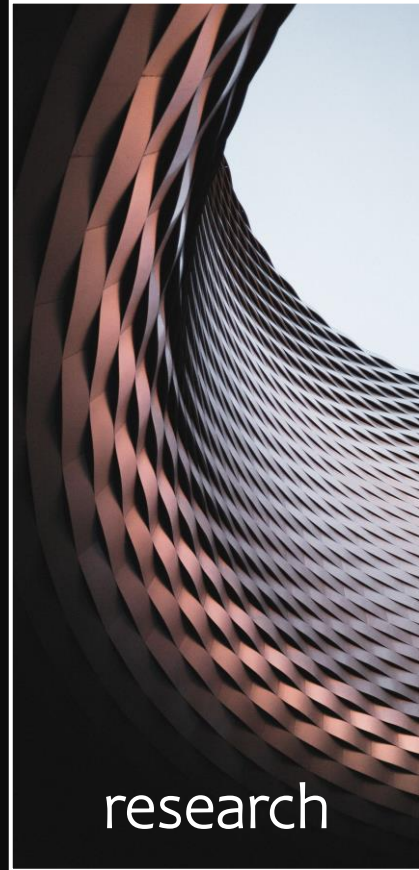






01 - scope

LEXUS

2050, In a life of autonomy, Lexus aims to break away from the new tradition, revitalising the art of driving

LEXUS

Senses



TOUCH



SMELL



VISION



HEARING



$\frac{1}{4}$ Lost



TOUCH



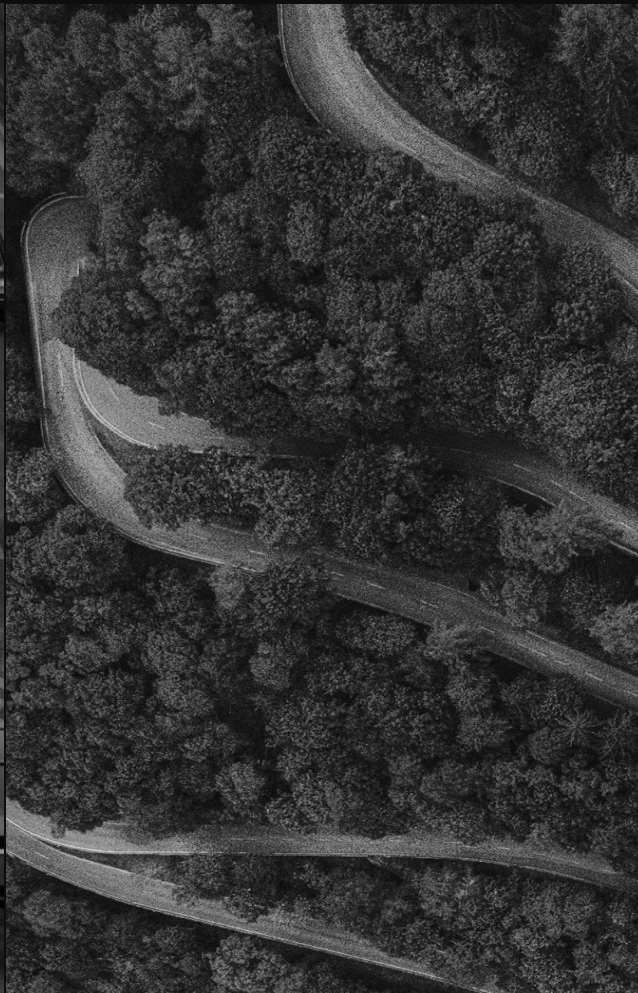
SMELL



VISION

LEXUS

Story



LEXUS

Client Profile

Family size: 

Income: 

Age: 41

Passion: 

LEXUS



What Is Lexus



“Brave. Different. Directional. Our design is instantly recognisable, never failing to stir emotions and inspire boundary-pushing new ideas”

LEXUS

Lineup



ES



RZ



RC

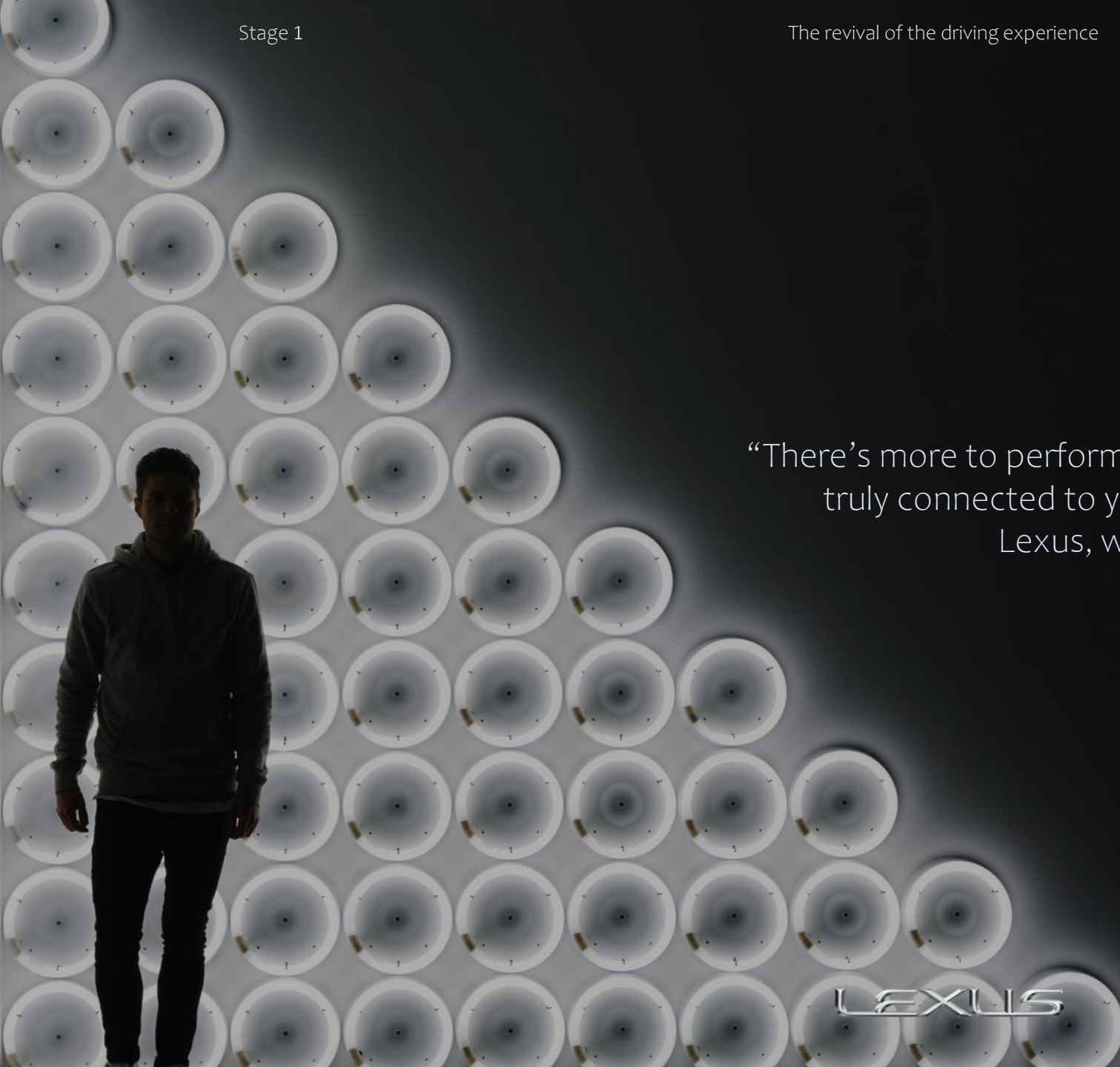


LC



?

Superseding expectations



“There’s more to performance than speed alone. It’s about feeling truly connected to your vehicle, the road, and your senses. At Lexus, we make it our mission to take you there.”

LEXUS

02 - reasearch

LEXUS

Current Problems



Waste



Longevity



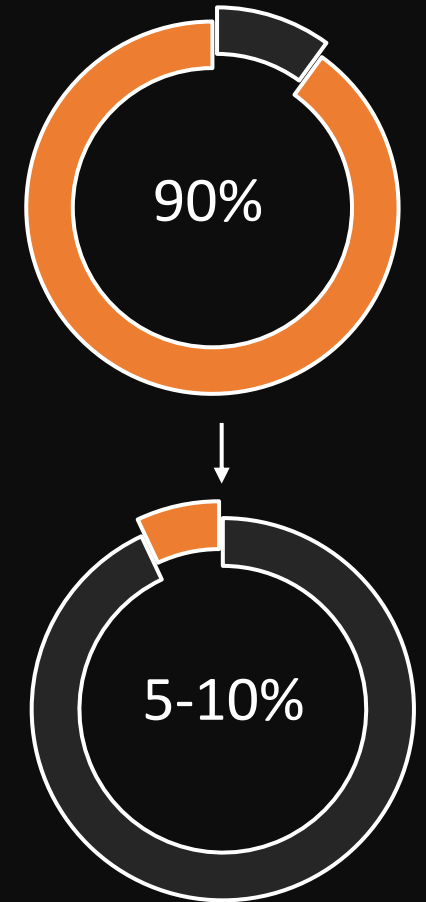
Pollution

LEXUS

Waste Reduction



Reduction In
waste material of
milled parts



Longevity



Self-healing carbon fibre

Vein like tubes run through fibres and can pump repair fluid to damaged areas



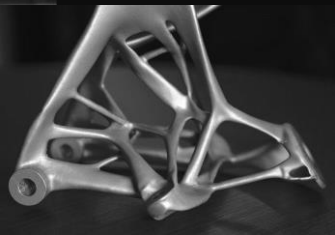
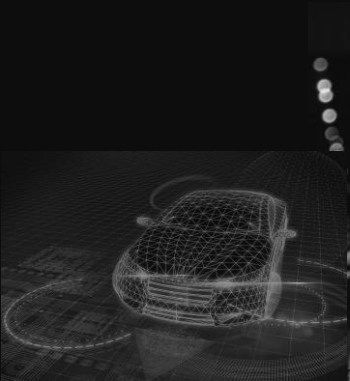
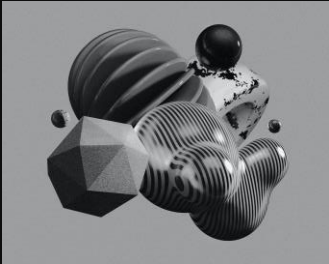
Self-healing synthetic fabrics

Life expectancy of vehicle increased

Fibres can tense up like muscle fibres and contract, closing tears and holes



MATERIALS



PERFORMANCE

LEXUS

In the new age of technology, autonomous and electric vehicles will be the main priority to the masses. The desire to drive is dying



2020 → 2050
0.7% → 31%



2020 → 2050
0 → 6 million

Reducing Emissions



Saving the Internal Combustion Engine to preserve the raw thrill of driving

LEXUS

Lexus Brand Identity

LEXUS

Lexus Brand Identity

Strong bonnet crease

Sharp frontward lines



Simplistic vented light capture

LEXUS

Lexus Brand Identity

Flat roof line

Sharp crease above smooth
surfacing



Iconic lights

Signature spindle grill

LEXUS

Lexus Brand Identity



Simplistic same direction creases

Strong arch-rear line

Consistent spacing

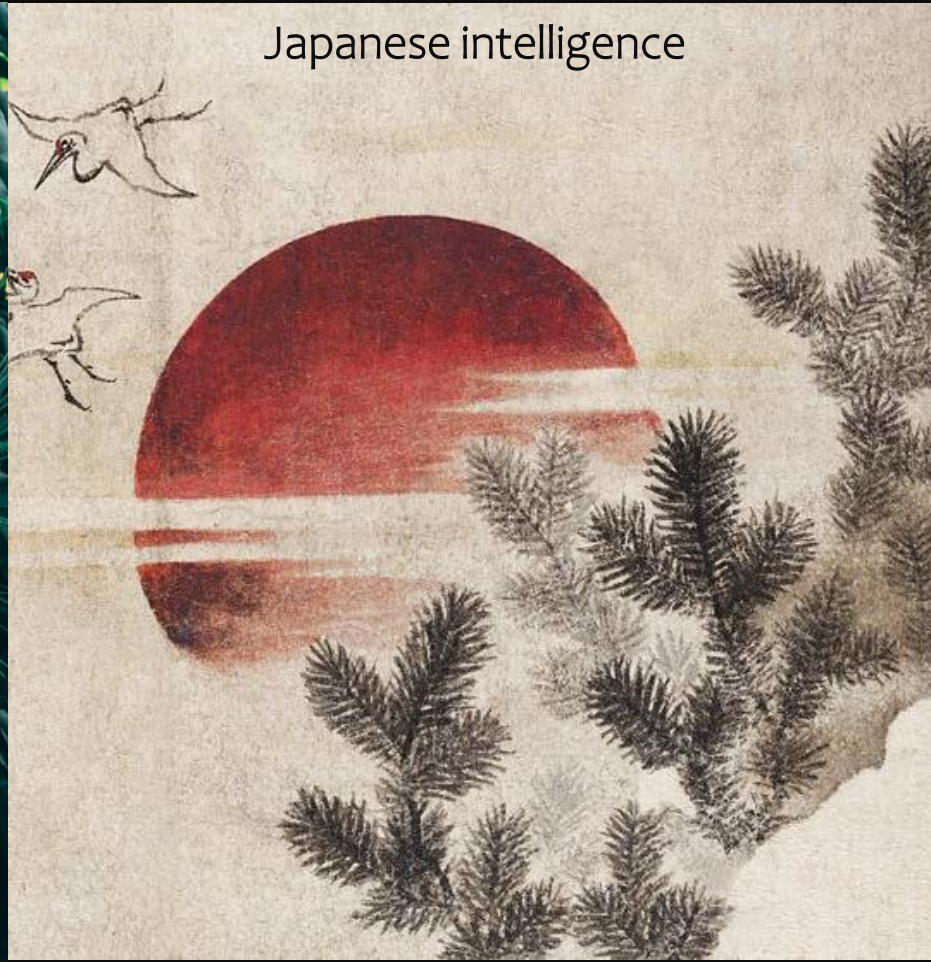
LEXUS

Branding

nature



Japanese intelligence



human experience

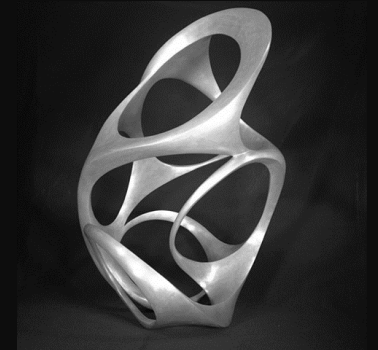
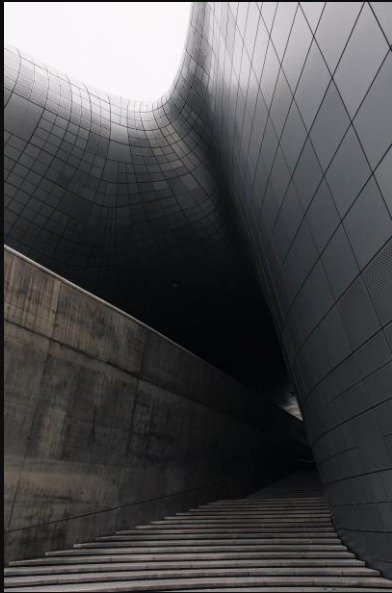


LEXUS

03 - initial design phase

LEXUS

Inspiration



LEXUS

Initial sketch Ideas

v10

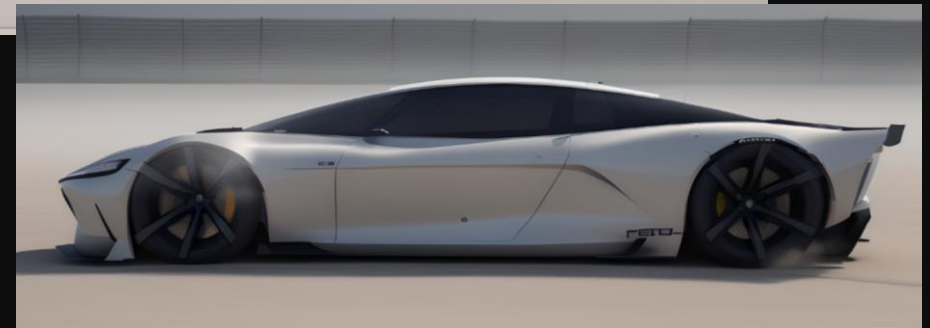
3 seats

Mid-rear engine

Tri exhaust

Fighter jet cockpit

LEXUS



LEXUS

Design proposal 1

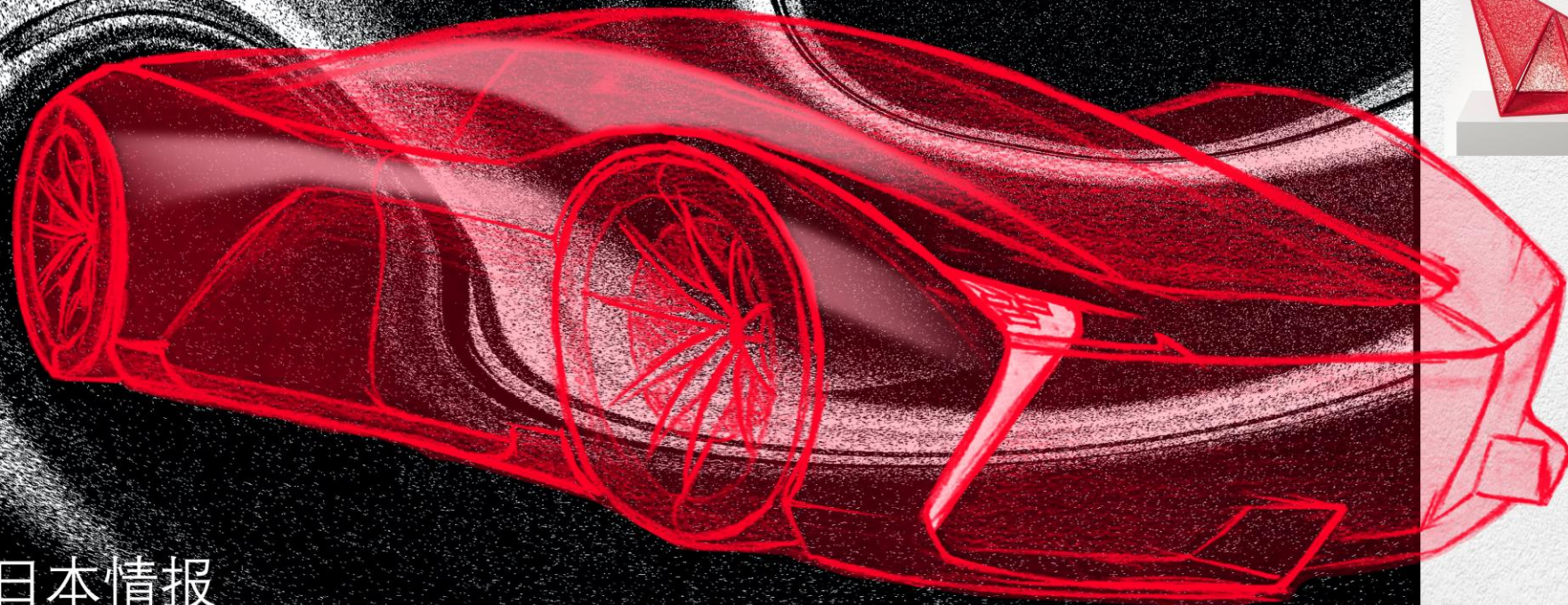
LEXUS

Chiharu Shiota

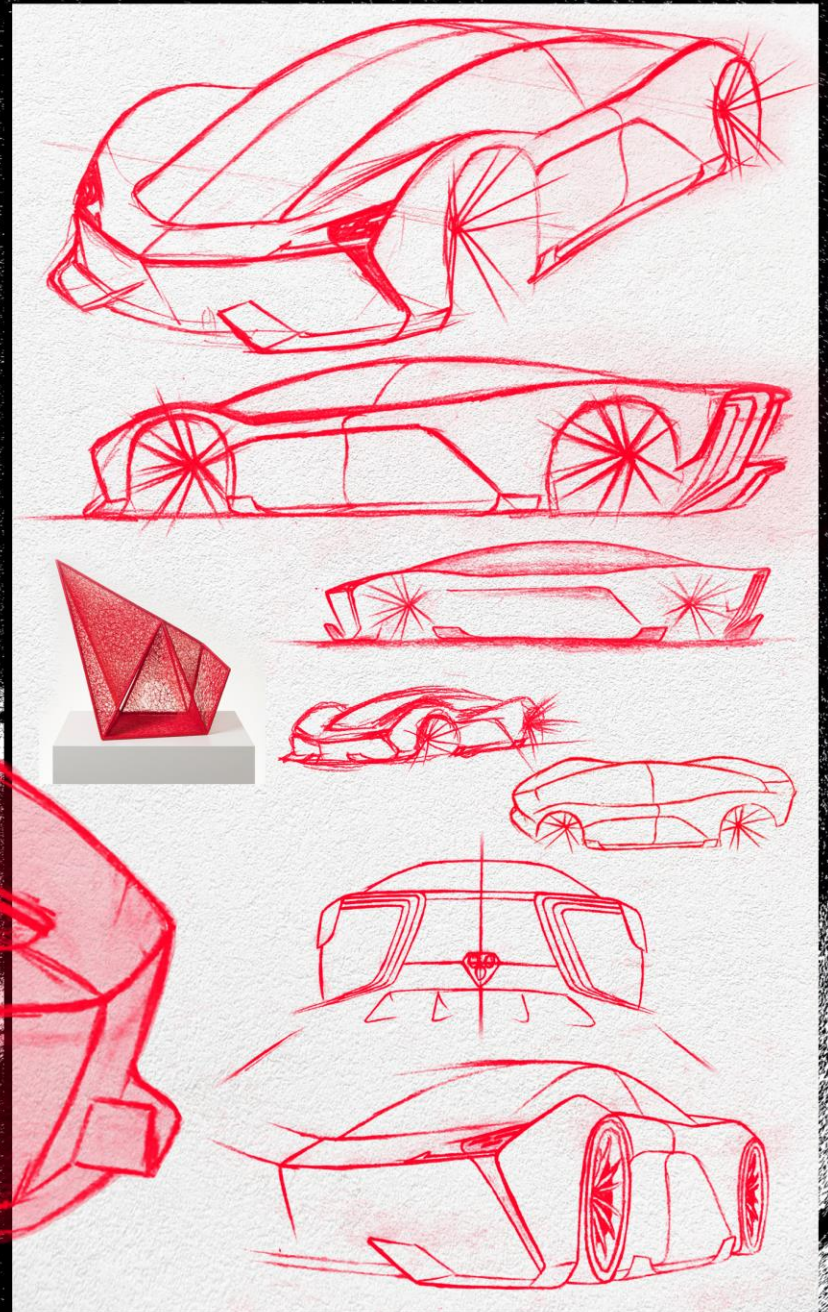


LEXUS

PROPOSAL 1



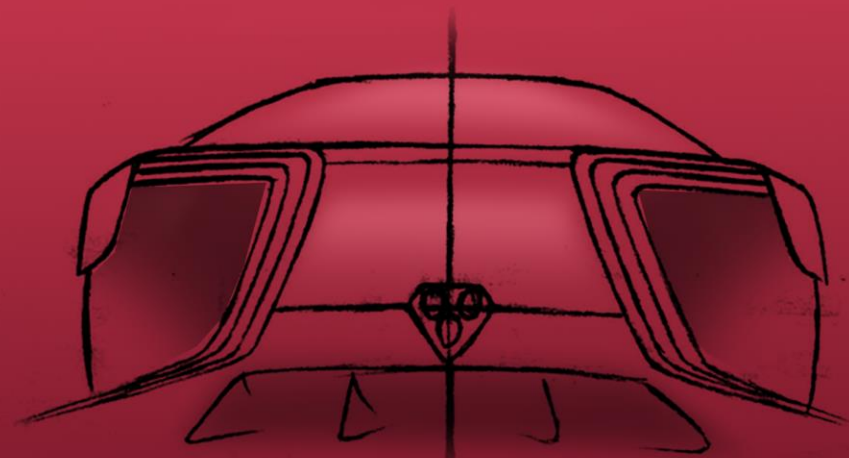
日本情报



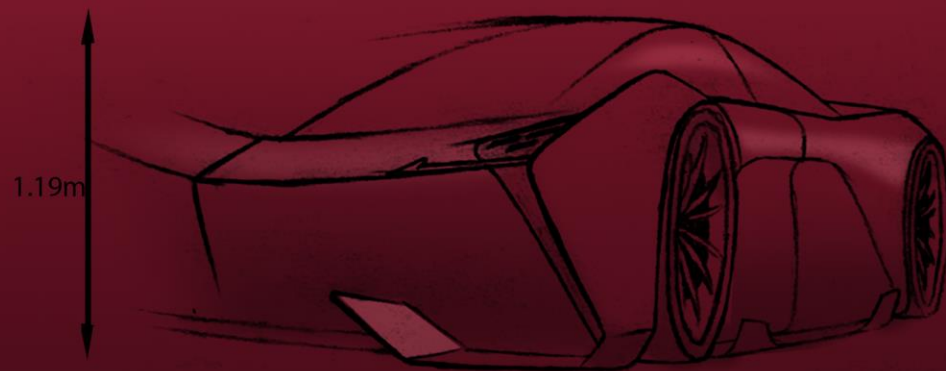
PROPOSAL 1



4.55m



2.25m



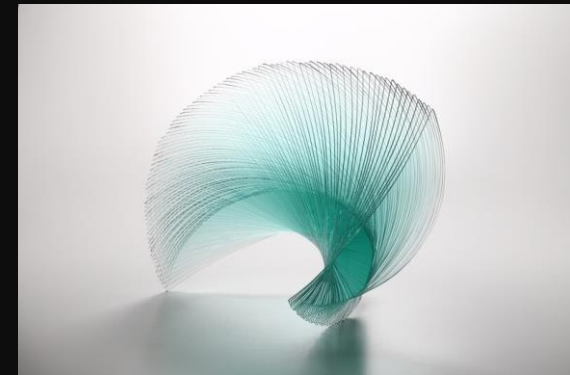
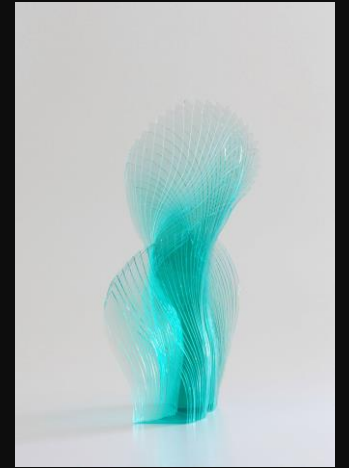
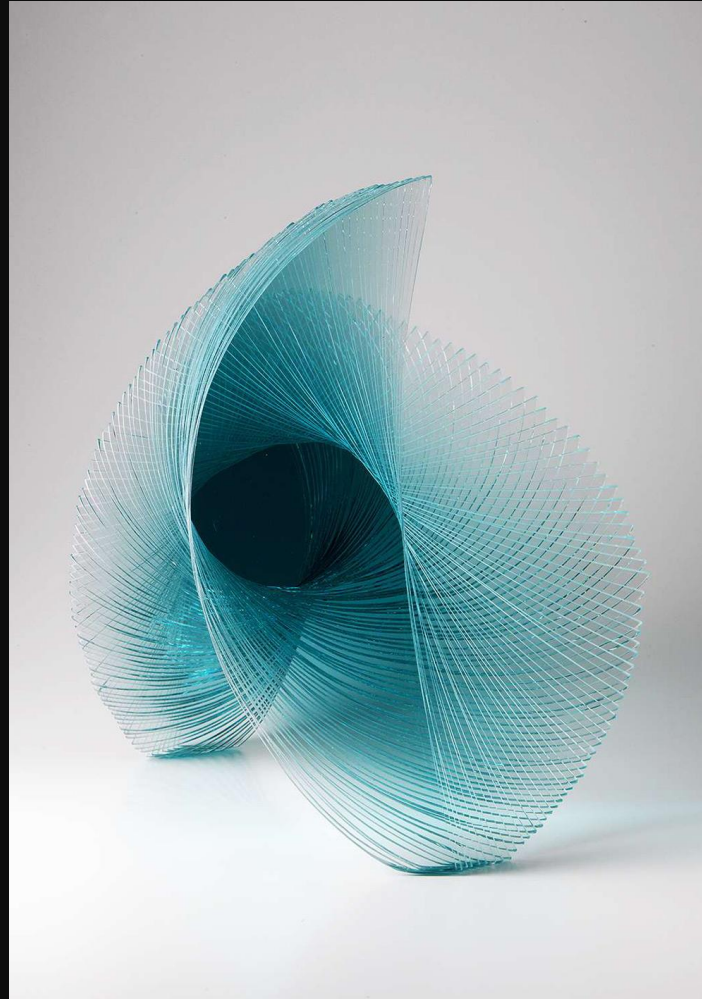
1.19m

日本情報

Design proposal 2

LEXUS

Niyoko Ikuta

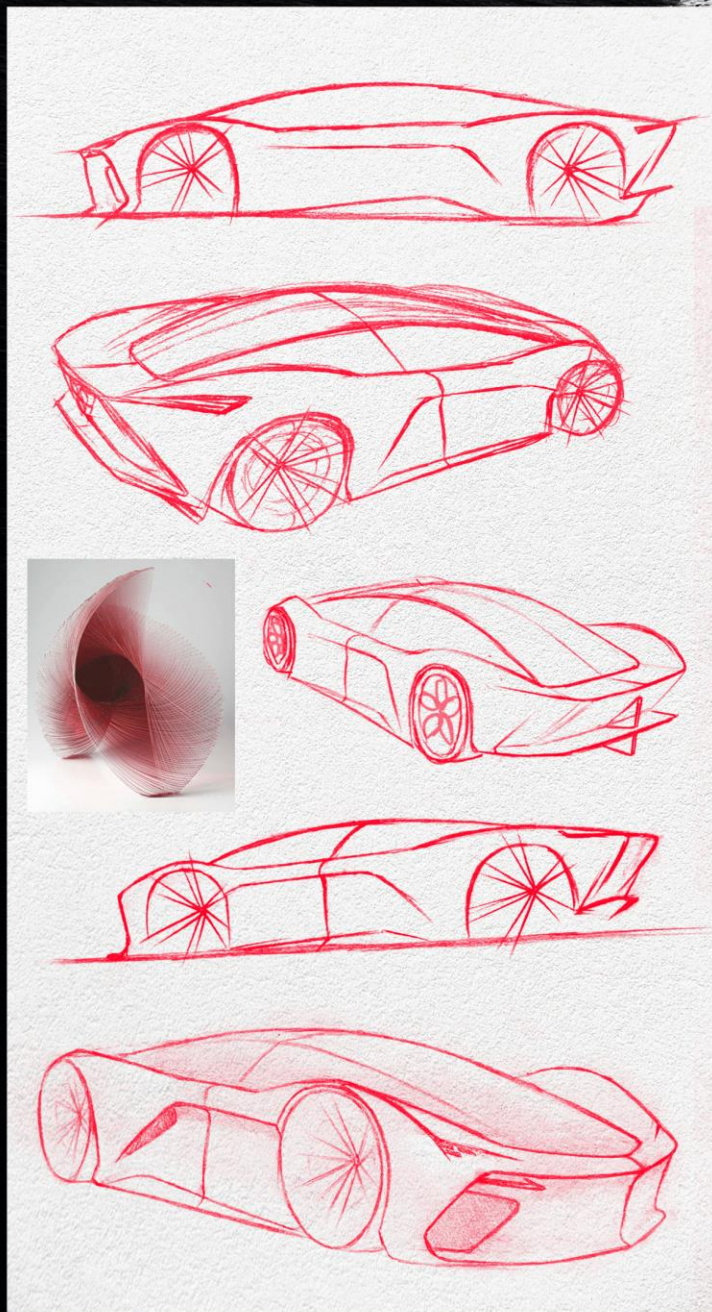


LEXUS

PROPOSAL 2



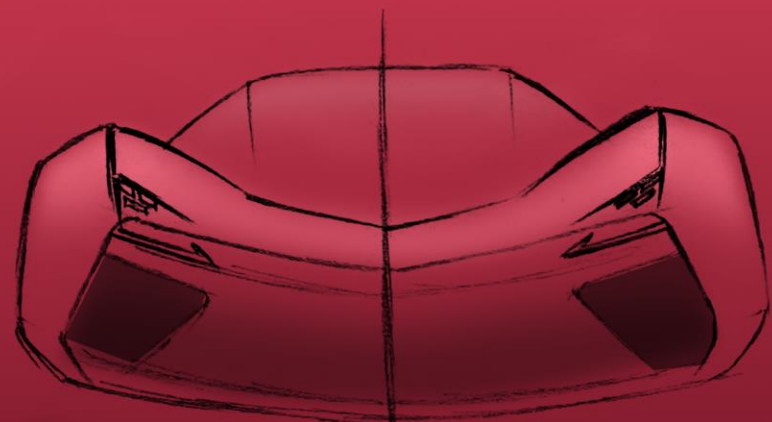
日本情報



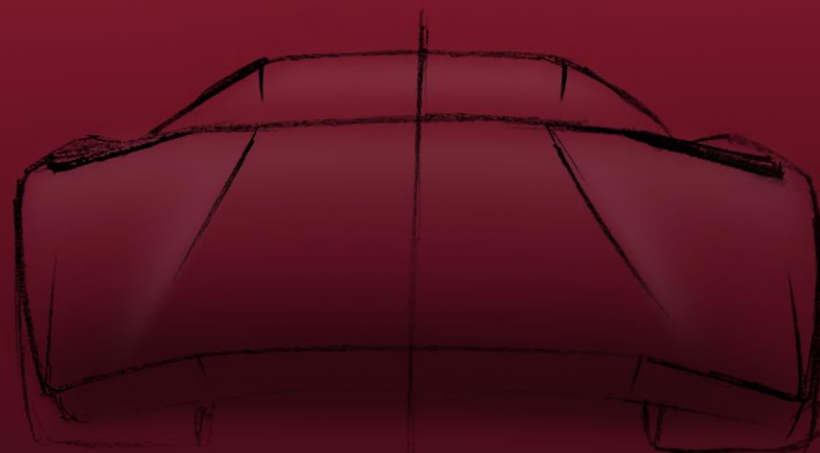
PROPOSAL 2



4.53



2.31m



1.2m

日本情報

Design proposal 3

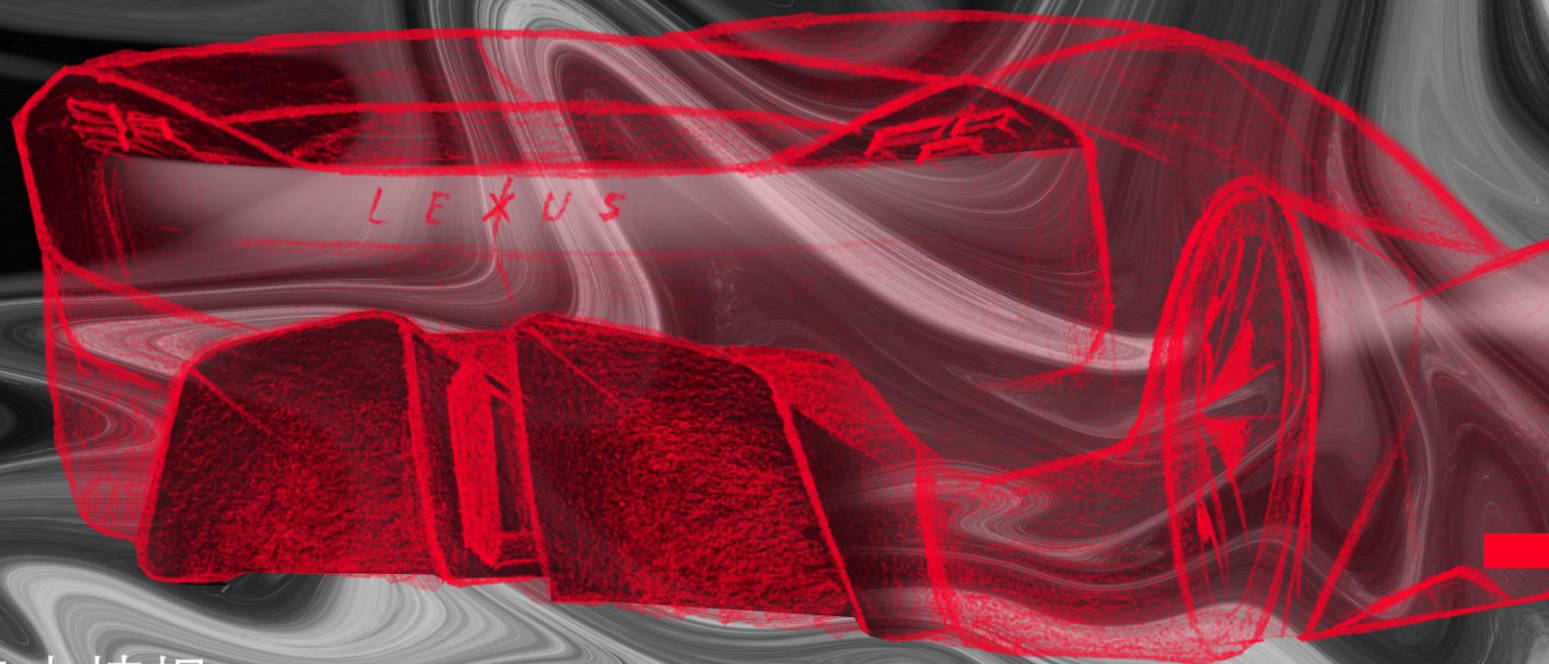
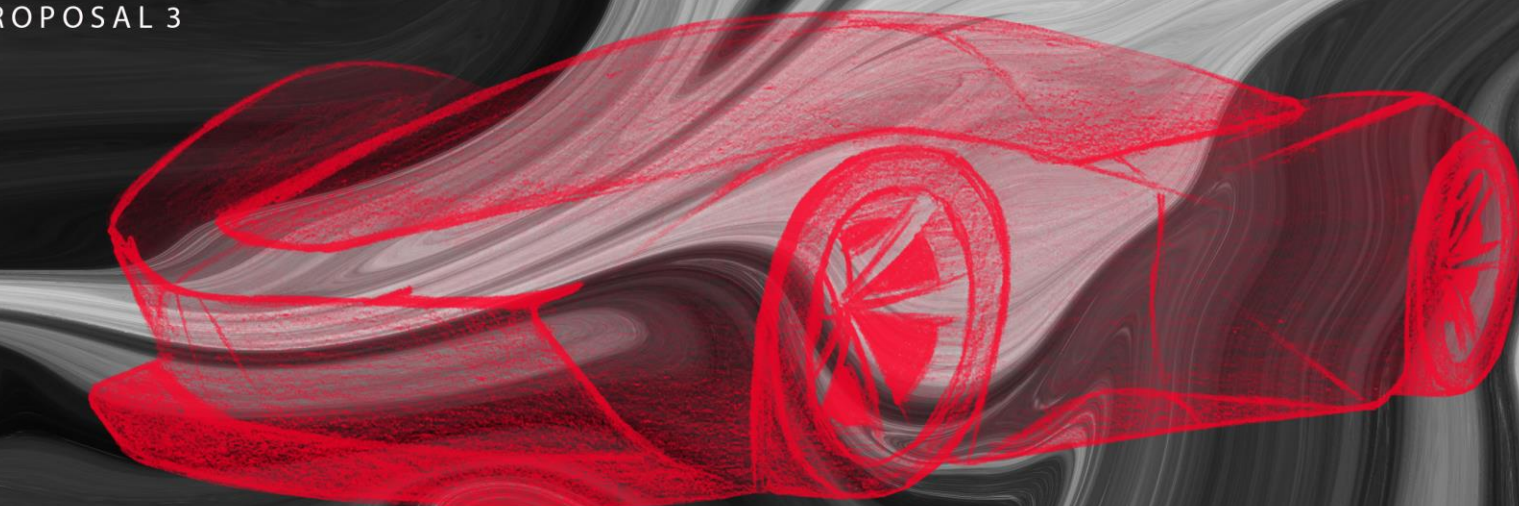
LEXUS

Joam B Mirviss

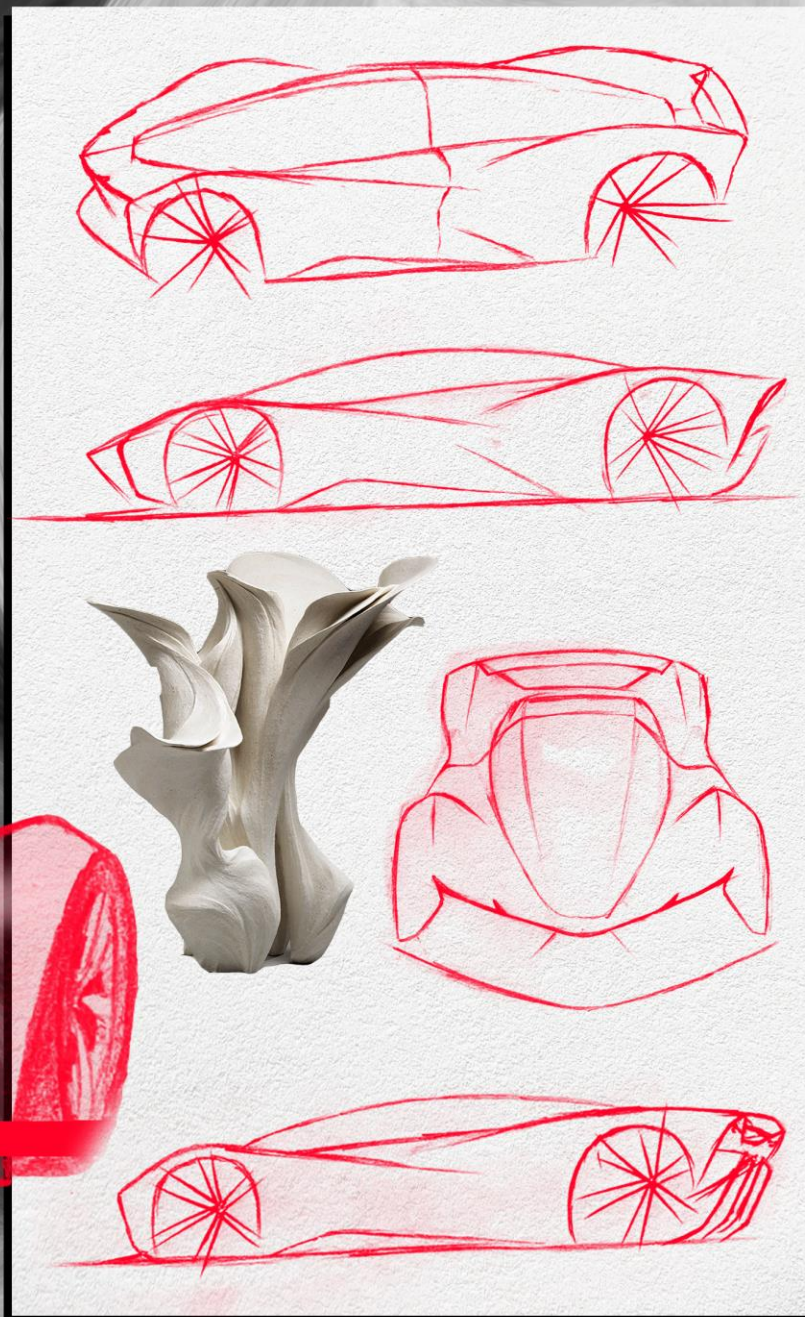


LEXUS

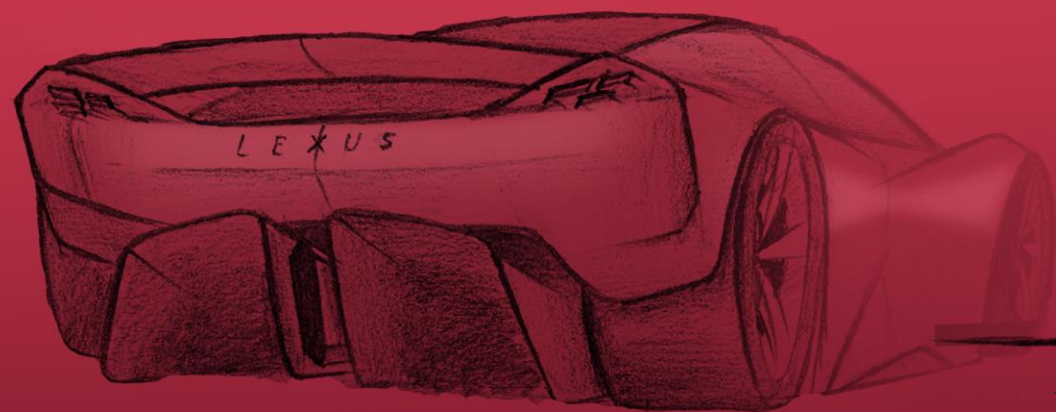
PROPOSAL 3



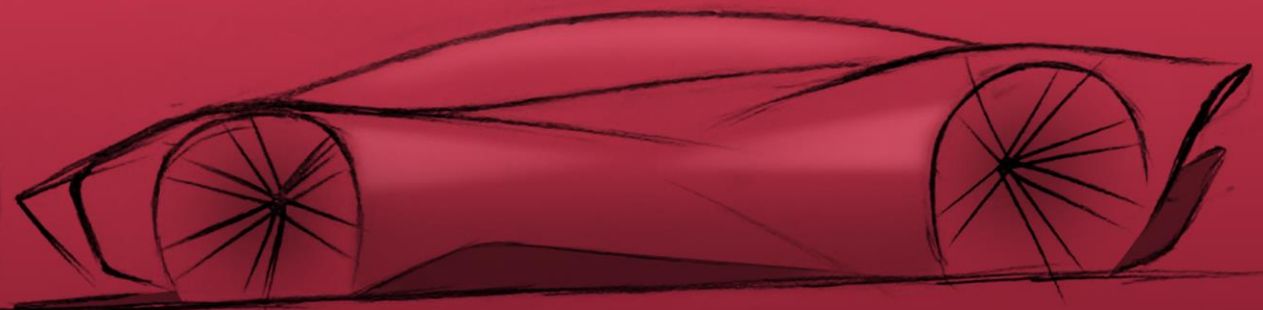
日本情报



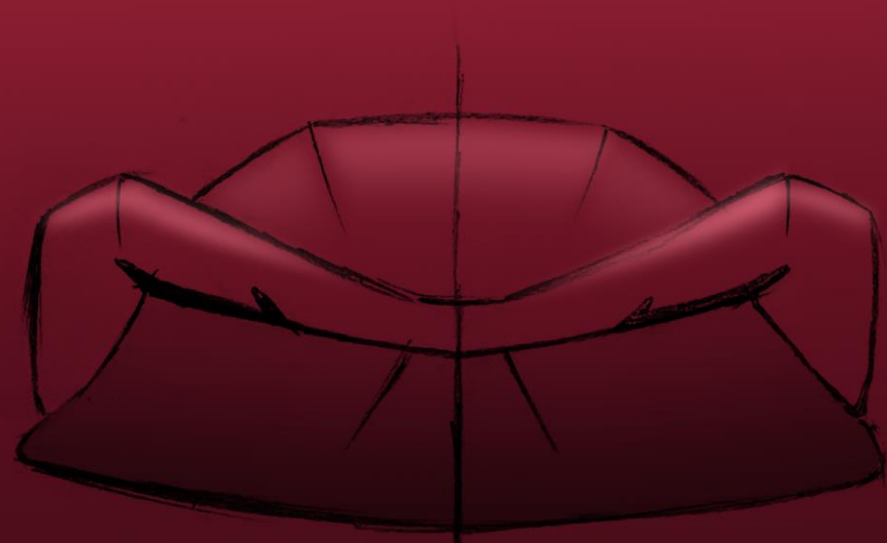
PROPOSAL 3



2.01m



4.6m



1.19m



日本情報

