



ABOUT LEXUS

Launched in 1989, Lexus is a global luxury lifestyle brand offering a full range of premium vehicles, including the ES sedans, the LBX, UX, NX, RZ and RX crossovers, and the LM MPV.

Lexus aims to provide amazing experiences through imaginative technology, meticulous craft, refined elegance, and 'omotenashi' - the Japanese sense of heartfelt hospitality.

Lexus' multi-pathway strategy of giving customers a range of electrified powertrain options, such as Self-Charging Hybrid, Plug-In Hybrid and All-Electric vehicles, has helped deliver record-breaking sales both in Europe and globally, benefit of the brand's strongest model line-up yet. In 2024, its European performance reached a new high, rising by up to 20% on the previous year's total to more than 88,000 units, making it one of the fastest-growing automotive brands in the region.

As from June 2023 Lexus has become the official automotive partner and platinum partner of the ATP Tour and the Nitto ATP Finals. Lexus' support for the ATP Tour is founded on their shared values of perfection and excellence and desire to give people amazing experiences. Lexus' presence at the Nitto ATP Finals will also include a fleet of

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L'obiettivo di Lexus è far vivere ai suoi clienti un'esperienza di lusso il più possibile personalizzata attraverso una tecnologia futuristica, la lavorazione artigianale meticolosa, l'eleganza raffinata e l'"Omotenashi", la sincera ospitalità giapponese.

A partire dal 2023 Lexus è diventato Official Automotive Partner e Platinum Partner dell'ATP Tour e Nitto ATP Finals. La collaborazione tra Lexus e l'ATP Tour si fonda sui valori condivisi di perfezione ed eccellenza e sul desiderio di offrire alle persone esperienze straordinarie. La presenza di Lexus alle Nitto ATP Finals includerà una flotta di oltre 45 auto elettrificate che verranno utilizzate per il trasporto di giocatori e funzionari.



more than 45 electrified cars serving as
transport for players and officials.