

# MEDIA BRIEFING



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## “DISCOVER”: A NEW BRAND DIRECTION FOR LEXUS

- Lexus reveals new brand direction, “Discover”, at the Japan Mobility Show
- Realignment of Toyota Group brands gives Lexus the freedom to be a pioneer and “imitate no one”
- World-first reveal of the Lexus LS Concept, a six-wheel chauffeur driven vehicle conceived as a place of personal sanctuary – LS today stands for Luxury Space
- Unveiling of further LS-inspired concepts covering a spectrum of styles, from coupe to autonomous one-person vehicle
- Lexus explores how it could help people curate their own lives, exploring new possibilities for mobility and for independent and luxurious off-grid living

### Discover: the guiding principle of the new Lexus brand shift

Lexus today reveals a new direction for the global luxury brand. Announced at the opening of the 2025 Japan Mobility Show (JMS), this brand shift will lead Lexus beyond the automotive world to embrace new products, services, experiences and lifestyles with the core principle of ‘Discover’.

With a commitment to “imitate no one,” Lexus is challenging itself to be a pioneer and invite customers worldwide to discover new values.

This freedom to change comes with a realignment of the Toyota Group brands which introduces Century as a new brand positioned to offer the pinnacle of luxury.

In a keynote speech at JMS, Simon Humphries, Chief Branding Officer, Toyota Motor Corporation, said: *“With Century in the exclusive, ultra-luxury space, Lexus now has the freedom to strengthen its promise to the mainstream luxury space. And that promise is to discover: to think independently, confidently; to be adventurous and innovative and question the very definition of luxury at the heart of the marketplace.”*

Lexus customers want to define things on their own terms and to have space and freedom to curate their time with maximum efficiency. Moreover, they are prepared to challenge the status quo in pursuit of that idea.

Since the Lexus brand was founded in 1989, it has sought to fuse its products with lifestyle experiences, showing that it can apply itself to anything while remaining uniquely “Lexus”. It recognises that the rules of the luxury market have changed dramatically, with many people aspiring to different types of vehicles that offer new experiences and more closely reflect and enhance their personal lifestyle.

## Discover Sanctuary: the new Lexus LS Concept

This radical change is reflected in the unveiling today of the new Lexus LS Concept. Breaking with the tradition of the Lexus LS being a flagship sedan, the concept is a revolutionary vision for a six-wheeled, chauffeur-driven vehicle that provides an exclusive personal sanctuary. The S in the new LS stands not for "Sedan" but for "Space", offering people optimum space for the priceless and sought-after qualities of freedom and privacy.,

Simon Humphries explained: *"This is not just a car, it is a vehicle that invites you to discover your own space. It is a portal to a larger luxury lifestyle, giving you permission to break the rules of automotive luxury and choose what works for you."*

The six-wheel format has been adopted to maximise interior space, with no wheelhouse intrusion, and to accommodate wide doors that allow simultaneous, elegant entry and exit for second and third row passengers.

Lexus recognises that globally, people do not aspire to single type of car. Instead of the single flagship tradition, the brand should have a series of models forming an arrowhead. With the LS Concept the inspiration at the leading edge, this is illustrated by a series of further new LS-inspired concepts.

- **The LS Coupe Concept – Discover Duality:** The LS Coupe Concept has been conceived for customers who wish for the best of everything in a model. It provides a high-level harmony between LS comfort and the rewards of a genuine driver's car, blending refined formality with dynamic emotion. The sleek, sporty exterior contrasts with a spacious interior in which each occupant can enjoy an individual, unique experience.
- **The LS Micro Concept – Discover Essence:** This autonomous single-person vehicle foresees a time when city spaces will become more restricted. It can provide last-mile mobility in areas inaccessible to other vehicles, giving the occupant uninterrupted personal time and complete privacy.
- **The Lexus Sport Concept – Discover Immersion:** The Lexus LS Sport Concept, previewed earlier this year at Pebble Beach in California, is a progressively styled, authentic, next generation sports car that offers an immersive cockpit and engages all the senses.

## Discover freedom, independence and more

Going further, Lexus also explores how it might enable people to enjoy freedom of mobility beyond the car. Its Japan Mobility Show presentation includes details of a **Lexus Catamaran**, an ocean-going vessel that harnesses sustainable energy sources and is navigated by an AI-powered autopilot. The Lexus luxury eco-system also includes the **Joby aircraft**, a prototype autonomous eVTOL (electric vertical take-off and landing) aircraft, under development by Joby Aviation with Toyota Motor Corporation.

The potential for people to discover independent and luxurious off-grid living is showcased in a **Lexus Home** architectural concept. The building's design focuses on the occupant's electric vehicle and its role storing solar-generated energy in its battery to power the household. Serving the wider community, the **Lexus Hub** is a vision for a future-looking, socially focused shared space. It would bring together services, social opportunities and civic

amenities in one place, including shops, entertainment and dining, connecting with multiple transport modes, on land, sea and air.

These concepts reflect Lexus' customers' growing expectation of being able to live on their own terms, securing their own, personal space, not just in their car of choice, but in the world around them, curating their own lifestyles. This inspires Lexus to create a seamless connection between business and pleasure, providing 360 degrees of mobility.

Simon Humphries concluded: *"Our customers are their own brand. We pride ourselves on being eye to eye with them. And we want to help them see the world through new eyes, to discover limitless new horizons, but still feel at home."*

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