**Lexus to be sold in Mexico**

**Mexico City (December 13, 2021) -** On December 9, the Soumaya Museum was the scene of a great celebration for the arrival of Lexus in Mexico in an unforgettable event that brought together not only the directors of Lexus, but also great personalities of the Mexican art scene, who became voices of the most iconic luxury car brand.

The Soumaya Museum, designed by Mexican architect Fernando Romero, converges with Lexus in that both are built on the possibilities of technology and creativity, but are based on emotions, passions and experience.

Bob Carter, Executive Vice President of Toyota Motor in North America explained: "Mexico is the only country where Lexus is launching a car like this despite the challenges brought on by the global pandemic. We know there are challenges to overcome, but Mexico is a territory rich in culture and innovation, and we are confident that we can capture its automotive market through our values and innovative contributions in terms of handling, design, safety and luxury. We are very excited that the brand has a presence in a place that matches our vision so well."

Inside the halls of the Soumaya, actress Macarena Achaga and Osiel Pinal, Head of Marketing and PR for Lexus Mexico, were in charge of driving the entire Lexus experience, where they talked about the history of the brand, the global and national strategies they plan to follow, how Lexus will differentiate itself from others in terms of innovation and luxury, and what we can expect in the future.

The event also featured the presence of Tessa Ía, renowned singer and actress, who delighted guests with a repertoire of her Mexican indie pop and lyrics full of poetry.

Tom Sullivan, CEO of Toyota and Lexus Mexico added: "Seeing our first Lexus cars rolling in Mexico is going to be very satisfying for all of us. And we hope our guests will continue to look for all the luxury and efficiency the brand has to offer. We felt that an event like this summed up our message: that Lexus will always deliver the best experiences."

Among the voices of Lexus was sculptor Javier Marín, who with a thirty-year career has broken the boundaries in terms of representing the human body with bold textures, monumentality and a remarkable creative process. Also joining the event was producer and director Manolo Caro, who has created many memorable works for movies, theater and television such as La casa de las flores and Alguien tiene que morir.

These creators were joined by Greta Elizondo, Ana Elisa Mena and Scarlett Güemez, three professional dancers who have conquered the dance world through an impeccable trajectory, whose presence in the National Dance Company of Mexico has turned around the way ballet is conceived in our territory.

All these creators are the voices of Lexus Mexico that welcomed the brand. Their imagination, perseverance and tenacity make them exponents of different artistic expressions, courageous and refined. Like Lexus, each of their creations has something unique to offer, which has taken them to the top of their disciplines. This synergistic collaboration stems from a constant quest to innovate and surprise.

Hector Hirata, Head of Lexus Mexico, commented that "Lexus came to Mexico to establish meaningful connections with those who are behind the wheel, and that these experiences transcend into their daily lives, even when they are not driving. Lexus is also a lifestyle and a trigger to awaken the senses, and we want to demonstrate that through unique experiences of its kind".

This is how Lexus began its journey in Mexico to position itself as a luxurious, innovative and exciting brand; ready to give Mexicans a new perspective in automotive experience through seven models whose design is in resonance with traditional Japanese aesthetics, craftsmanship and sophistication.

**Osiel Pinal**

Head of Marketing and PR

Lexus Mexico

***About Lexus:***

*Lexus launched in 1989 with a flagship sedan and a guest experience that helped define the premium automotive industry. In 1998, Lexus introduced the luxury crossover category with the launch of the Lexus RX. The luxury hybrid sales leader, Lexus delivered the world’s first luxury hybrid and has since sold over 1.5 million hybrid vehicles.*

*A global luxury automotive brand with an unwavering commitment to bold, uncompromising design, exceptional craftsmanship, and engaging performance, Lexus has developed its lineup to meet the needs of the next generation of global luxury guests and is currently available in over 90 countries worldwide.*

*Lexus associates/team members across the world are dedicated to crafting amazing experiences that are uniquely Lexus, and that excite and change the world. For more information, visit* [*www.lexus.mx*](http://www.lexus.mx)

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