



LUMENCY

LEXUS DESIGN SCHOOL CHALLENGE

AGENDA

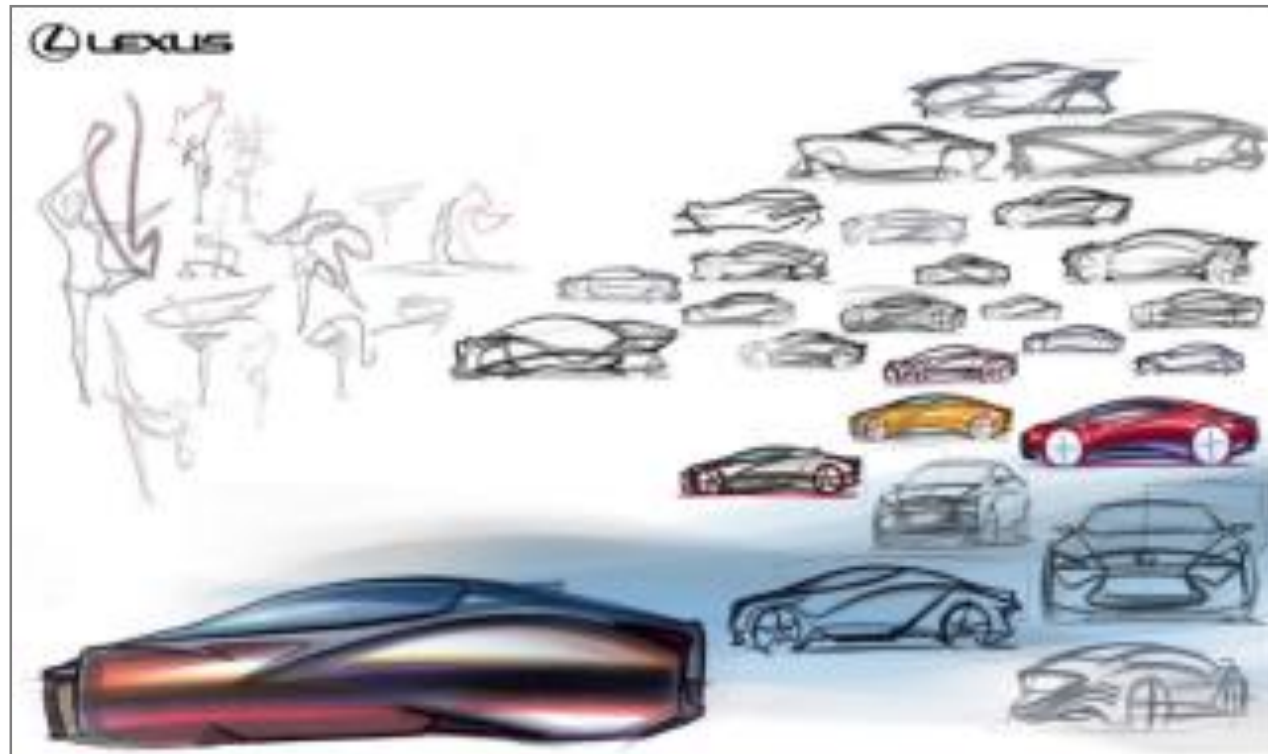
- I. Program Overview & Objectives
- II. Lexus Brand Overview
- III. Lexus UX Vehicle Overview
- IV. Lexus Customer Profile
- V. Display Specifications
- VI. Judgement & Creative Criteria
- VII. Program Deadlines
- VIII. Submission Process
- IX. Important Links



PROGRAM OVERVIEW

- Lexus Canada, as a committed supporter of the art and design communities, is launching the **2018 Canadian Design School Challenge**
- Lexus is inviting students from schools across Canada to create an installation concept that reflects the brand, elevates **the 2019 Lexus UX**, and showcases individual style
- Overall winning team's concept will be brought to life in a display at one select 2019 Canadian Auto Show
- Top three submissions awarded \$1,000.00 prize, and overall winner awarded **\$5,000.00**





OBJECTIVES

- Create a design concept for an installation that will be brought to life at the 2019 Auto Show circuit that is Lexus brand aligned, creative, innovative, and has “stopping power”
- The design should be inspired by the new 2019 Lexus UX
- Provide exposure to up and coming Canadian designers via event exposure, digital support, and PR media
- Reward students for their contribution to design community
- Provide student an opportunity to apply their design expertise to a real top tier brand

TARGET AUDIENCE

THE CONSUMER IS:

- Interested in expressing their unique personality, taking more risks to make bolder statements
- Contrarian & Provocative
- Affluent folks who put a priority on style vs. aesthetic
- Align to design in all elements of life (work, home, car, clothing)
- At minimum, have a loose connection with arts and culture community

THE CONSUMER WANTS:

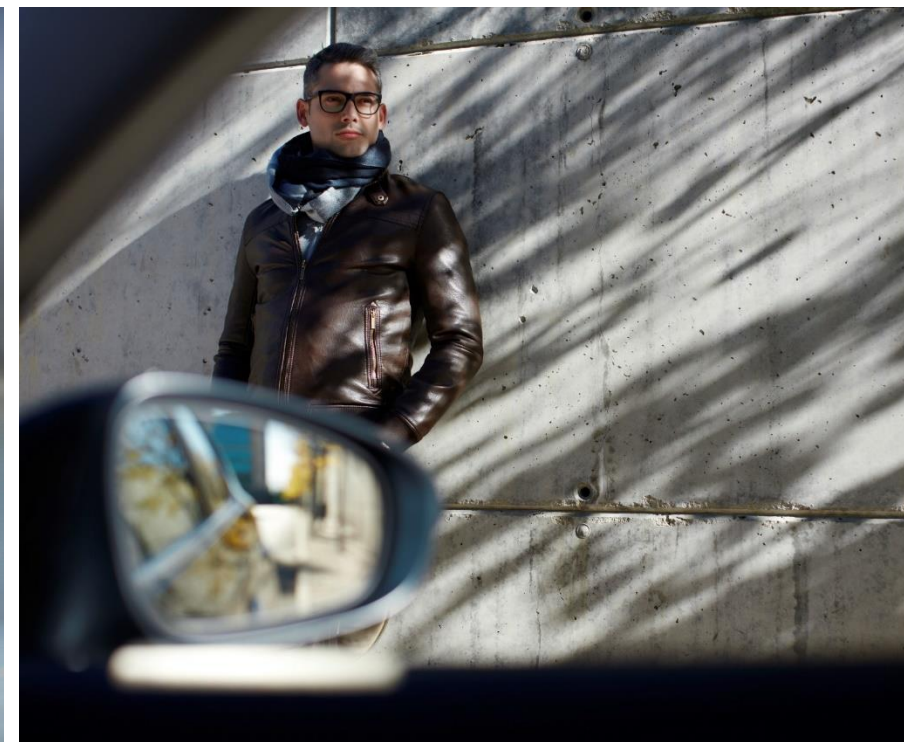
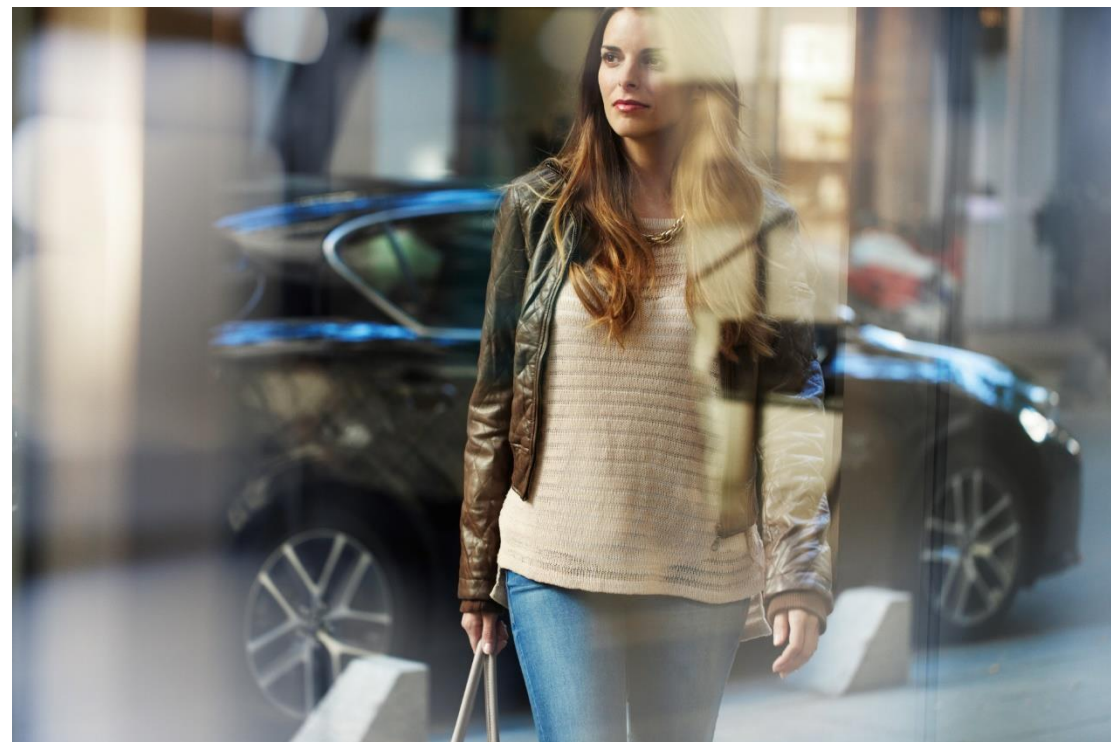
- An unforgettable, one-of-a-kind experience
- Their vehicle is a luxury they can justify for themselves
- Prestige, Status & Reward
- Unprecedented STYLE

PRIMARY TARGET:

- 35 - 49
- HHI \$125K+

SECONDARY TARGET:

- 50+ (50% fall in this category)



LEXUS – “EXPERIENCE AMAZING”

Brand Position: To create amazing experiences by transforming function into emotion, performance into passion and technology into imagination

- Stimulate the senses and ensure that Guests are not passive recipients, but active participants, co-creating their own luxury experiences
- Give Guests a one-of-a-kind, luxury experience that engages the emotions
- Provide Guests with exceptional service at every interaction or, *omotenashi*
- Create an experience that leaves Guests feeling as though they have experienced amazing



LEXUS BRAND OVERVIEW

It started as a dream. A dream that our company could redefine what the world expects from a luxury automotive experience. Today, that dream is a reality. Our leadership when it comes to quality, our commitment to innovation, and our delivery of the highest standard of customer care mean that Lexus is among the most prestigious luxury brands in the world. But now is not the time to rest. It is the time to raise the bar again and to present the world with our vision. Lexus is more than great quality, more than sculpted metal and fine interiors - more than just a vehicle. Lexus is an amazing and passionate experience. When our engineers create functional innovations so brilliant, so intuitive and human that they become emotional, that is the Lexus experience. When performance touches your soul, that is the Lexus experience. When technology doesn't just work, but truly *amazes*, that is the Lexus experience. And when customer care anticipates beyond immediate need, and even beyond desire, that is the Lexus experience. If we focus on this goal, thinking beyond the product and toward delivering truly amazing experiences, then our future will continue to be bright and our potential unlimited. Together, let's make this vision real.



BRAND VISION

TO CREATE AMAZING EXPERIENCES

BY TRANSFORMING
FUNCTION INTO EMOTION,
PERFORMANCE INTO PASSION AND
TECHNOLOGY INTO IMAGINATION.

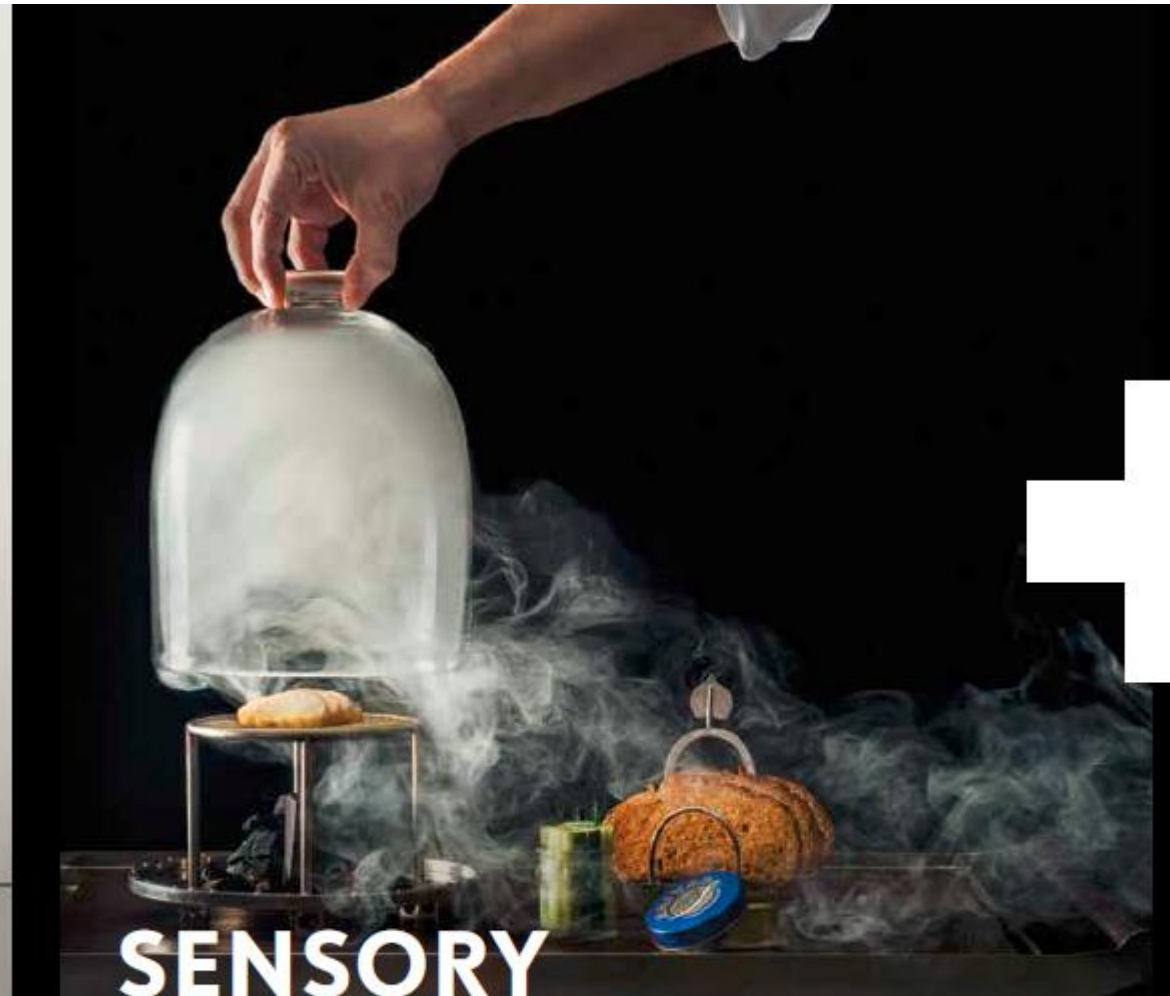
LET'S MAKE THIS VISION REAL

LEXUS BRAND OVERVIEW



INDIVIDUALISTIC & CONFIDENT

Today, it is not about joining the elite. It is about expressing your unique personality. Experiential Masters have the confidence to take more risks and to make bolder statements.



SENSORY STIMULATION

True luxury is when all your senses are engaged. It is at this point that an experience becomes truly transformative.

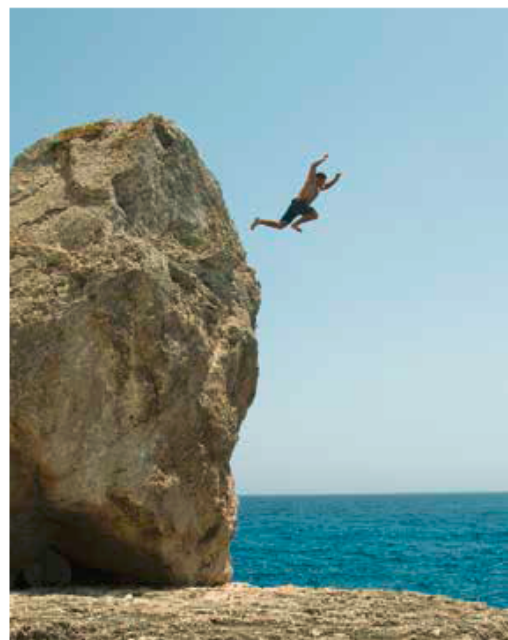


CONTRARIAN & PROVOCATIVE

They are not afraid to raise an eyebrow or challenge expectations because they seek originality and don't need anyone's approval.

BRAND VALUES

THE **DNA** OF OUR BRAND



1

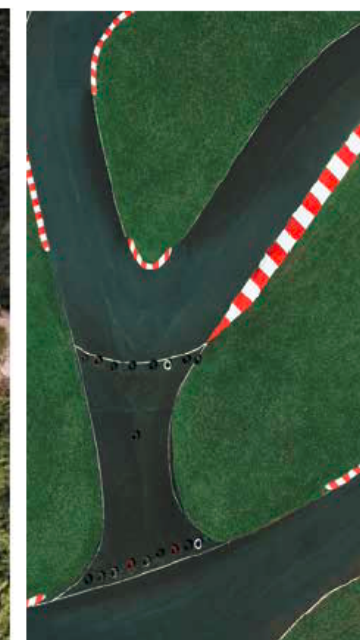
MINDSET

Our mindset starts with our **"Yet Philosophy,"** which is our intellectual and passionate approach to solving complex problems. Where others see irreconcilable ideas, we see the possibility of **pioneering** breakthroughs. This approach is what led us to create the first Lexus, the LS 400, and the first-ever luxury hybrid vehicle. We also take a **human-centered** approach to everything we make, anticipating the needs of people and society, today and in the future.

2

CORE STRENGTHS

Our core strengths are the values on which we've built our brand. They are unchanging and must always be reinforced in everything we do. We continue to be committed to delivering **superior quality** and to our unique culture of **omotenashi**, which is an attitude that delivers exceptional service at every interaction.



3

THE DIFFERENTIATORS

Values that set us apart are how we generate excitement and uniqueness. They add competitive edge to our foundation. **Brave design** will be as likely to provoke as it is to thrill. The **exhilarating performance** of our vehicles will do more than transport people quickly and safely, it will transport all the senses. **Imaginative technology** will not only provide genuine, functional value, it will also be visionary and ingenious. Finally, the human touch and meticulous skill of our **Takumi craftsmanship** will be the artistic signature of our brand.

2019 LEXUS UX – VEHICLE PROFILE

CRAFTED FOR
THE URBAN
EXPLORER

Introducing the first-ever Lexus UX luxury crossover with city-smart technology and design. Built on an all-new chassis with an exceptionally low centre of gravity, UX is designed to enrich and enable active and energetic lifestyles. It boasts a dynamic and distinctive design inside and out, SUV-versatility fused with the agility of a hatchback, and a roster of leading-edge technology.

Available with an efficient new 2.0-litre gas engine, or as a Self-Charging Hybrid with electronic All Wheel Drive, and dressed-to-thrill with available *F SPORT* packages. Arriving late 2018.



DESIGN

CUTTING EDGE DESIGN

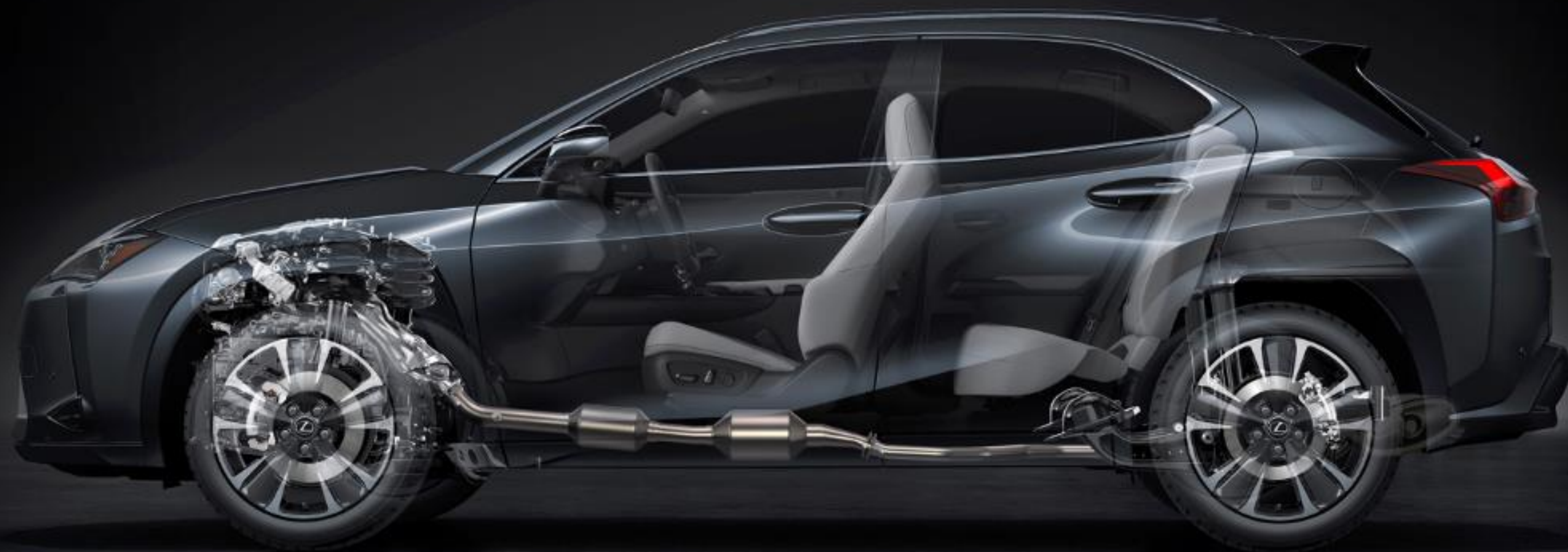
UX shatters convention. The bold spindle grille and dramatically flared fenders emphasize UX's strong crossover qualities. Its nimble performance and excellent manoeuvrability shine through in details like aero stabilizing blade lights and aluminum wheels with a world-first aerodynamic design. Rear combination lamps connected by a continuous single line of 120 LED lights round out UX's innovative character and cutting-edge appeal.





LUXURIOUSLY CRAFTED INTERIOR

UX's interior is everything you would expect from Lexus, from its harmonious design to contemporary finishes - including a new available trim inspired by the grain of handmade Japanese paper known as "Washi". A driver-centric cockpit offers a commanding view of the road, with controls harmoniously at hand, and technologies designed to elevate the experience, including Apple CarPlay™, wireless phone charging, head up display, backup camera and more. Plus a roomy interior that enables everyone to relax in comfort and style.

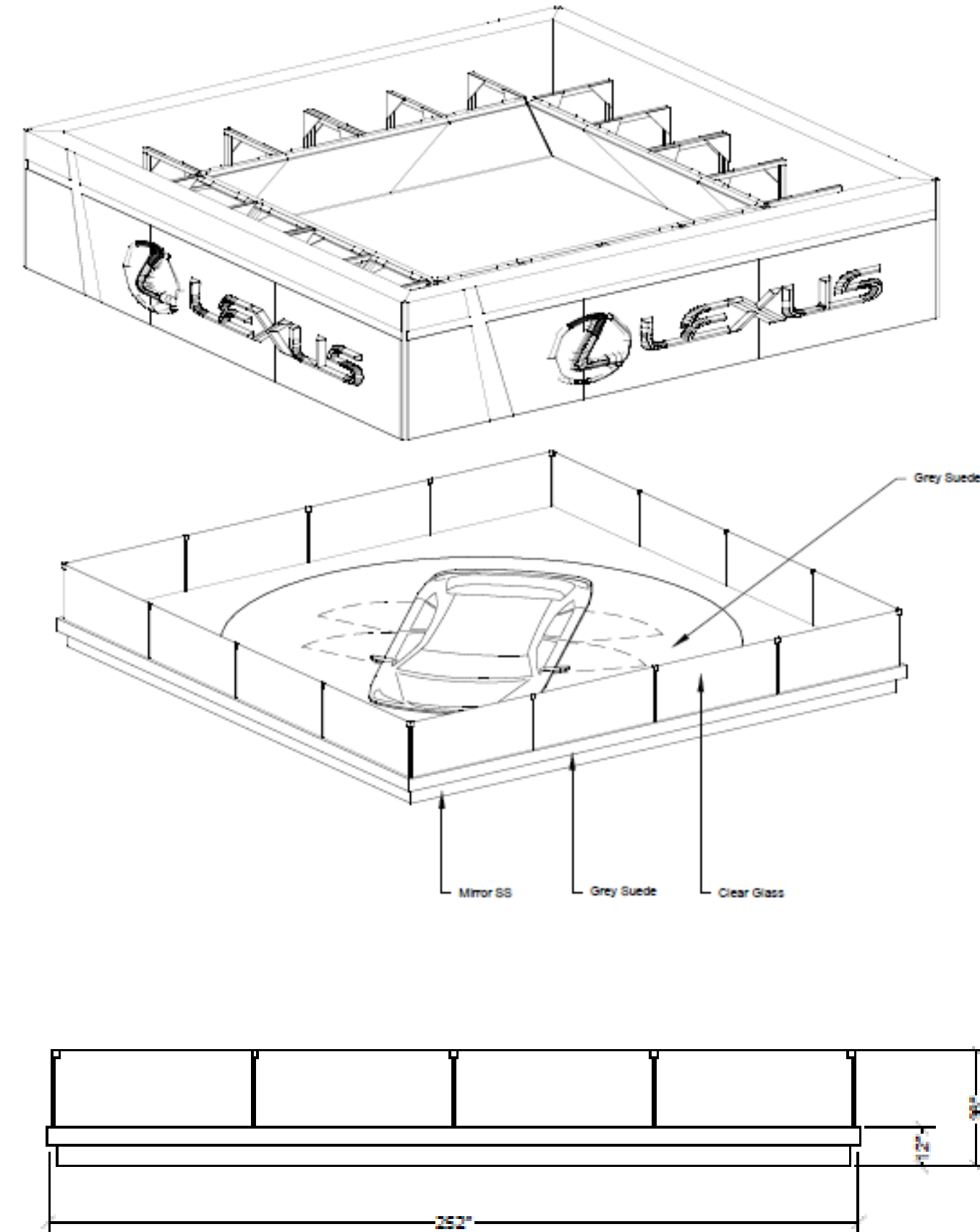


UX 200

A new 2.0-litre inline 4-cylinder delivers both high performance -- up to 168 HP - and high fuel efficiency. The front wheel drive UX also introduces a new Direct-Shift continuously variable transmission (CVT), which combines the creamy-smooth performance of a conventional continuously variable transmission with the more direct feel of a traditional gear-driven automatic.

DISPLAY DETAILS

- 2019 Lexus UX will be showcased on a turntable, approximately 18 feet in diameter
- Finished in a light grey suede material on the top and sides
- Vehicle will be on turntable, rotating slowly throughout the show
- Design should focus on the stationary area around the vehicle and turntable area, allowing for vehicle to rotate without obstruction
- Nothing should touch the vehicle, and turntable must be fully able to turn 360 degrees
- Nothing should obstruct the vehicle, and height should be under 2 feet to not block the vehicle



JUDGING CRITERIA

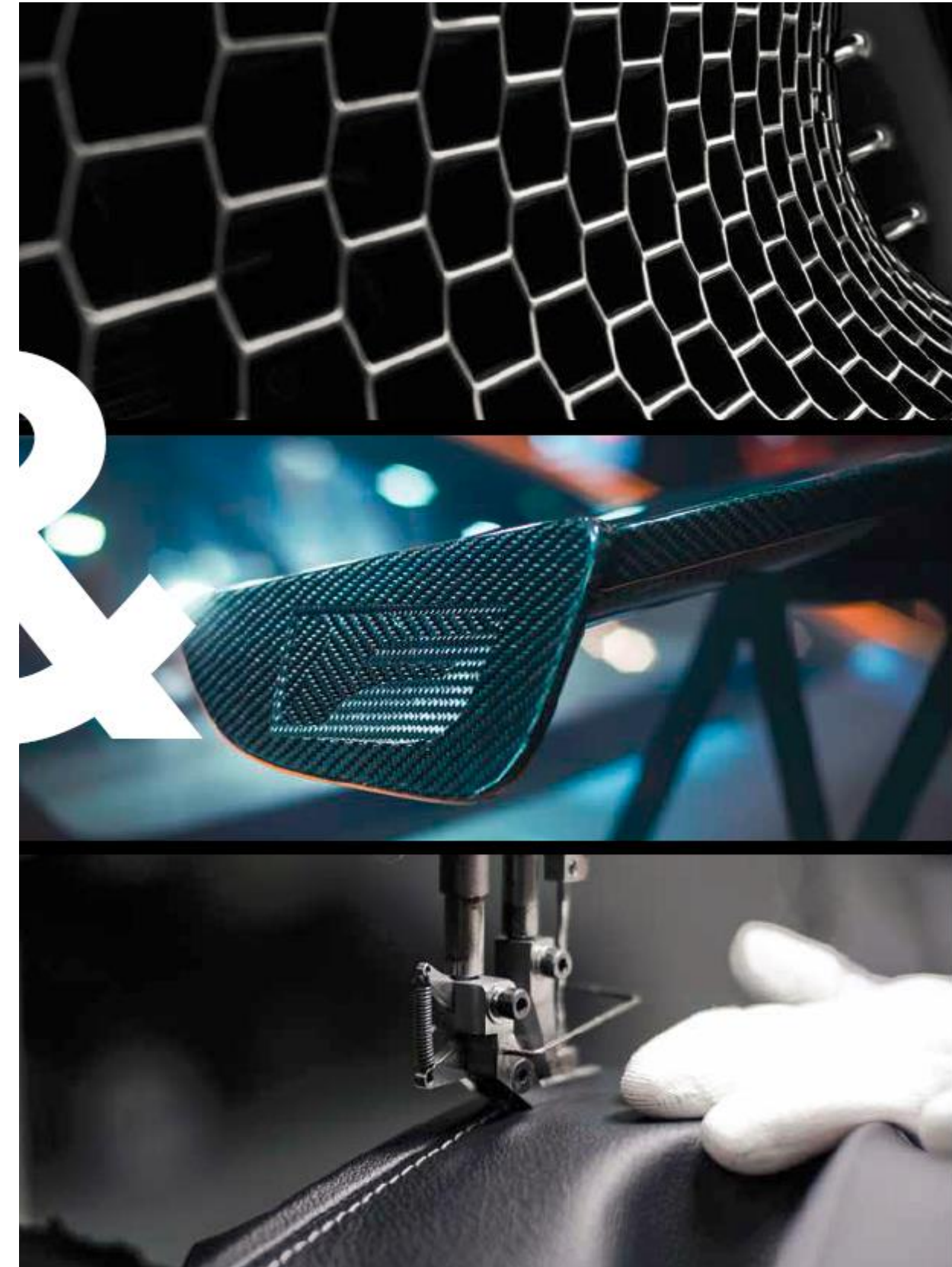
- All submissions will be judged by a standard set of criteria in order to ensure fairness
- Each of the criteria will be equally weighted and are outlined below:
 - Lexus Brand Representation (Performance, Style, & Design Focus) – **25%**
 - Creativity of Concept – **25%**
 - Feasibility of Development and Implementation – **25%**
 - Target Audience Relevance – **25%**
- Special consideration to be given to social media interaction



JUDGING CRITERIA

- Three (3) finalists will be chosen to participate in a live panel presentation session on December 5, 2018 in Toronto
- One (1) representative from each group will be flown to Toronto on December 5* and will stay the night at Le Germain Hotel
- Finalists will arrive in the morning, present their design in the late afternoon, then join the group for food and beverages in the lounge
- Finalists will fly home the following day
- The winning design will be announced by December 12, 2018

**Date subject to change*



SUBMISSION INFORMATION

- For more details visit: Lexus.ca/
- Submit all entries to submissions@Lumency.co
- Any questions or concerns, contact:

Adi Underwood
416-481-3920 x231
adi.underwood@Lumency.co



KEY DATES

- Brief Delivered to Schools – October 5th
- Portal Open for Submission – October 15
- Ideas Submitted to Lexus – November 30
- Live panel judging – December 5
- Concept Chosen by Lexus – December 12
- Installation – Design premieres at one select 2019 Auto Show



WHAT WILL YOU MAKE TODAY?

MAKE EYEBROWS RAISE.

MAKE A BETTER WORLD.

MAKE DOUBTERS BELIEVE.

MAKE CUSTOMERS DISCIPLES.

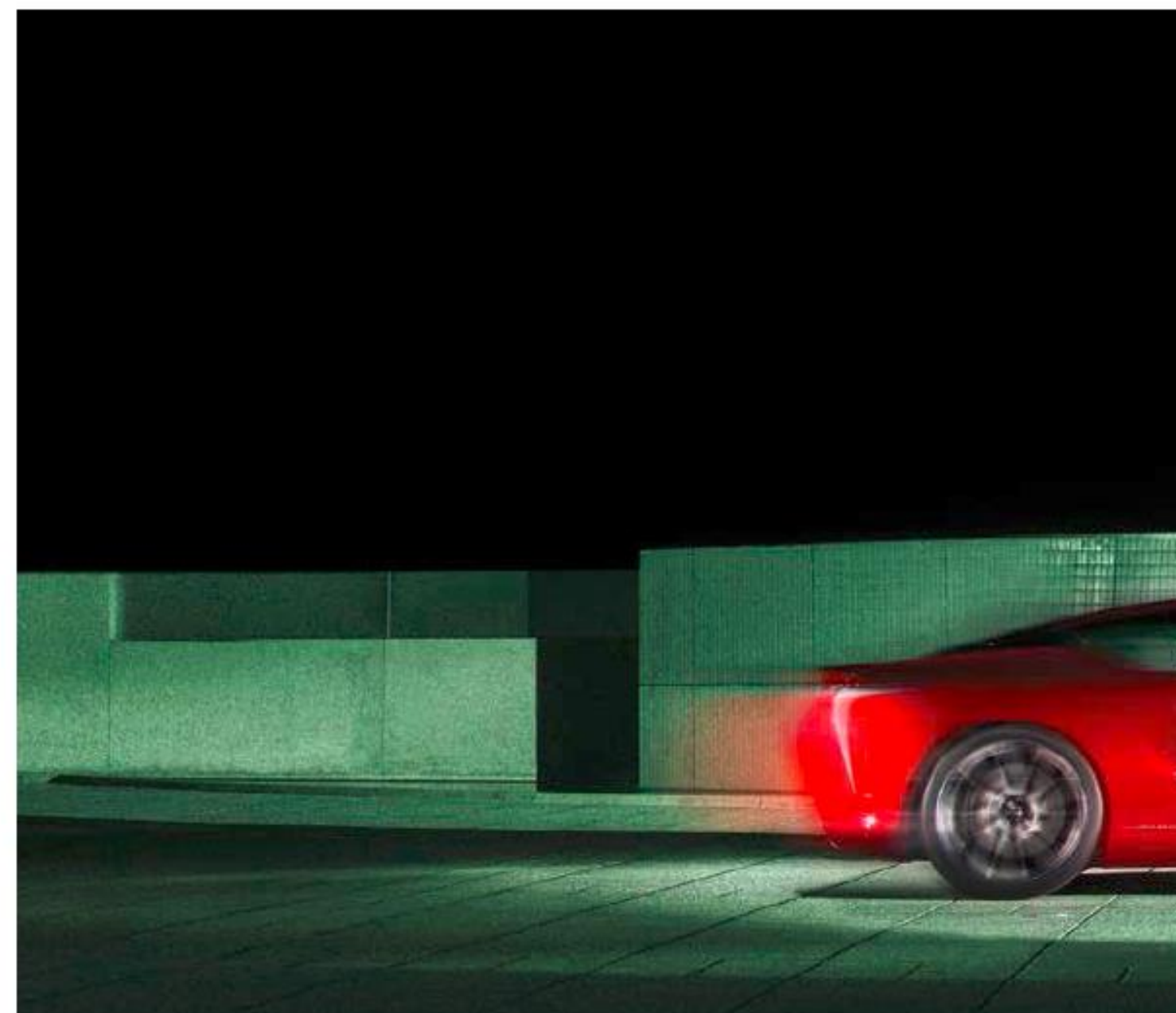
MAKE HISTORY.

MAKE PULSES RACE.

MAKE WHAT IS YET TO BE IMAGINED.

MAKE. MORE. AMAZING.

LET'S MAKE OUR VISION REAL.



THANK YOU



LEXUS DESIGN SCHOOL CHALLENGE