

LEXUS BOLOGNA IS THE OFFICIAL CAR OF ARTE FIERA 2023

Once again, the full hybrid electric world
embraces that of Art

Lexus Bologna is the **Official Car** of **Arte Fiera** 2023, showing how cars and Arte can embrace in a refined harmony, conveying an idea of beauty and excellence, which are the manifesto of the exhibition.

Thanks to the partnership with the fair, Lexus Bologna will ensure the mobility of guests of honor and support a project of great cultural impact for the city, both nationally and internationally.

What do **Lexus Bologna** and **Arte Fiera** have in common? The construction philosophy, the attention to detail and art in all of its fades: Lexus looks for inspiration everywhere in order to generate innovative thinking and creativity. That is exactly what makes its cars so unique and close to the world of Arte Fiera.

The Lexus design was born from a daring conceptual thinking. This is confirmed by the projects that launch the Brand into the future, each with its unpredictable energy that made possible all that seemed impossible.

Since it was born, Lexus entrusts its creations to expert artisans called "Takumi". They are professionals who are trained to give utmost attention to details so that each car is a piece of art. Each of them concentrates on a specific element of the process of car production, such as an artis focuses on small detail of its work.

Lexus Bologna is part of **Gruppo Morini**, leader of the Automotive industry for over 40 years, with some of the most prestigious brands, high-tech cars and all novelties of the market, with a wide network of showrooms in all Emilia - Romagna.

Since the 90s, the Group has been expanding its focus to low impact cars by acquiring the Brand Lexus, the excellence of hybrid technology and first to have a 100% full hybrid range. From sedan to coupés and SUVs, with a special mention to **Full Hybrid Plug In RX**, which will be on display at Artefiera.

The **all new Lexus RX** has a technology that puts the man at the center and improves intuition through innovation. The fifth generation of RX is exciting: the iconic luxury SUV created to attract attention and always be cutting-edge. The new RX is the main protagonist of the road: three emotional engines to choose from: the **Plug In**, which boasts more than 65 km electric range, the fourth generation **Premium Hybrid**, up to the new **Turbo Hybrid** engine, for guaranteed excitement!

In our stand at **Arte Fiera** you can see up close this exciting car and get to know everything about the world of **Lexus Full Hybrid Electric**.

Sergio Morini, President of **Gruppo Morini** to which **Lexus Bologna Modena** is part, strongly wanted to create a new partnership with **Arte Fiera** by providing a fleet of eight **full hybrid electric** cars and a **courtesy car** service with eight drivers. Moreover, 2023 edition will have a special prize "**Lexus - Gruppo Morini**" which aims at buying from **Arte Fiera** the work of an emerging artist, in line with the themes of innovation and environmental respect.

It will be a further opportunity to share with **Arte Fiera** and its visitors all that these two worlds have in common, but most of all the passion for all that 'leaves a mark'.

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