LEXUS

Press Information

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Lexus becomes Official Supplier to H.S.H. the Sovereign Prince of Monaco

Lexus Europe is pleased to announce that His Serene Highness Prince Albert II of Monaco has awarded a royal warrant to the company as Official Supplier to H.S.H. the Sovereign Prince of Monaco.

Confirming his commitment for more environmentally friendly solutions, His Serene Highness has decided to use a Lexus hybrid car at the occasion of his marriage to Miss Charlene Wittstock on Saturday 2nd July 2011.

His Serene Highness takes a keen interest in encouraging innovative solutions for environmental protection and sustainable development around the world, founding the Prince Albert II of Monaco Foundation in 2006. His Foundation supports more than 150 projects monitoring environmental evolution and protecting species endangered by climate change. It also provides assistance in water management in developing regions.

More recently, His Serene Highness has defined the Principality's strategic direction in terms of sustainable mobility and asked his government to develop a plan putting a clear focus on mobility means with lower environmental impact. This plan will be deployed over the next decade.

With its pioneering state-of-the-art full hybrid technology delivering class-leading CO_2 efficiency and environmental performances, Lexus is pleased to contribute to the objectives defined by His Serene Highness and to help the Principality of Monaco to become an international reference in terms of sustainable mobility.

About Lexus

Launched in 1989, Lexus has become renowned throughout the world for its pursuit of perfection, the outstanding quality and sophisticated high-technology content of its products, and for its unique concept of complete customer service.
Further reinforcing the traditional Lexus values of unparalleled build quality, interior luxury and state-of-the-art technology, the L-finesse design philosophy represents a highly significant factor in positioning Lexus as a uniquely desirable global brand.
Today, Lexus remains the first - and only - premium automotive manufacturer to offer a comprehensive full-hybrid model range comprising the RX 450h, the GS 450h, the LS 600h and the new CT 200h. In Europe, models featuring Lexus Hybrid Drive account for over 60% of all Lexus sales.