Century Coupé Concept

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With the Century Coupé, presented at the 2025 Japan Mobility Show, Toyota turns Century into a standalone brand above Lexus, focused on Japan at first. It is a high-riding grand tourer with a long nose and fastback roof, in a metallic orange paint that Toyota says builds up **60 layers**.

The doors are its most singular feature: the front slides forward and the rear slides backward, like a minivan with opposing doors, leaving a **pillar-free** opening. The front carries the phoenix logo in the grille and distinctive twin headlamps; the rear is wrapped in metal and replaces the rear window to make the cabin cosier.

Inside, handcrafted materials, a minimal cockpit with a yoke-style wheel and mood lighting, and an asymmetric layout: behind the (right-hand) driver sits a single reclining first-class rear seat that swivels towards the door, while the front passenger seat on the left is removed. The "One of One" programme promises full bespoke personalisation.

Sources: New Atlas · Wallpaper*