

THE HISTORY OF LEXUS 2011



JANUARY
Lexus and the "L" logo introduced at the Los Angeles Auto Show

FEBRUARY
Artist renderings of the cars first shown in Chicago

APRIL
Lexis, an information network, files suit challenging the use of the name Lexus



MAY
After a demanding selection process, the initial 80 Lexus dealerships are named

Dealer Count: 80

JANUARY
LS 400 and ES 250 introduced in Detroit and Los Angeles



LS 400 - *Popular Science* Best of What's New

MARCH
Lawsuit with Lexis resolved in favor of the auto manufacturer

SEPTEMBER
LS 400 and ES 250 go on sale

DECEMBER
A single consumer complaint launches a special service campaign, earning brand recognition as new standard in personalized service

Annual Sales: 16,302
Dealer Count: 81



LS 400 - *Car and Driver* 10 Best
- *Automobile Magazine* Top Ten All-Stars
- *Consumer Digest* Best Buy

DECEMBER
Out of thousands of parties interested in a Lexus franchise, only 121 top-notch dealers are selected for Lexus' first year of business

JUNE
SC 400 luxury sport coupe goes on sale

SEPTEMBER
SC 300 luxury sport coupe goes on sale and ES 300 replaces ES 250

DECEMBER
Lexus is named best-selling luxury import, outselling both Mercedes-Benz and BMW



Annual Sales: 71,206
Dealer Count: 141

LS 400 - *Automobile Magazine* Top Ten All-Stars
- *Consumer Digest* Best Buy
ES 300 - *Automobile Magazine* Top Ten All-Stars
SC 400 - *Playboy Magazine* Car of the Year
- *Popular Science* Best of What's New



SEPTEMBER
Freshened LS 400 with more than 50 changes goes on sale

Annual U.S. Sales: 92,890
Dealer Count: 165

LS 400 - *Personal Finance Magazine* Best Buy in the \$30,000+ category
SC 400 - *Motor Trend* Import Car of the Year
- *Motor Trend* Best Buy
- *Automobile Magazine* Top Ten All-Stars
- *Car and Driver* 10 Best
ES 300 - *Personal Finance Magazine* Best Buy in the \$20,000 to \$30,000 category
- *Motor Trend* Best Buy

JANUARY
GS 300 luxury performance sedan revealed in Los Angeles and Detroit

MARCH
GS 300 goes on sale

NOVEMBER
Industry-leading Certified Pre-Owned program introduced



SC 300 - *Automobile Magazine* Top Ten All-Stars
- *Car and Driver* 10 Best

NOVEMBER
Completely redesigned second-generation LS 400 goes on sale



Annual U.S. Sales: 87,419
Dealer Count: 171

LS 400 - *Popular Science* Best of What's New
SC 300 - *Automobile Magazine* Top Ten All-Stars
- *Car and Driver* 10 Best

APRIL
LX 450 revealed in New York with plans announced to enter sport utility market in early 1996



JUNE
Agreement reached between U.S. and Japan; trade war averted

LS 400 - *Popular Mechanics* Design & Engineering Award
SC 300 - *Automobile Magazine* Top Ten All-Stars
- *Car and Driver* 10 Best

JANUARY
LX 450 goes on sale

SEPTEMBER
All-new ES 300 goes on sale



ES 300 - American Automobile Association (AAA) Top Car in the \$25,000 to \$30,000 category
SC 300 - *Automobile Magazine* Top Ten All-Stars

SEPTEMBER
Redesigned LS 400 featuring VVT-i introduced

OCTOBER
Next-generation GS 400 and GS 300 luxury performance sedans go on sale

NOVEMBER
SC 400 and SC 300 receive engines with VVT-i technology



Annual U.S. Sales: 97,593
Dealer Count: 177

DECEMBER
All-new redesigned LX 470 and one-of-a-kind Street Rod introduced in Los Angeles

SC 300 - *Automobile Magazine* Top Ten All-Stars

JANUARY
RX 300 presented at the North American International Auto Show



MARCH
LX 470 and RX 300 go on sale



Annual U.S. Sales: 156,260
Dealer Count: 182

JULY
Monthly sales surpass all luxury competitors—a first for any international automaker

DECEMBER
12th consecutive monthly sales record set

GS 400/300 - *Car and Driver* 10 Best
- *Consumer Digest* Best Buy
- *Motor Trend* Import Car of the Year
- American Automobile Association (AAA) Top Car in \$40,000 to \$50,000 category
GS 400 - *Popular Science* Best of What's New
ES 300 - *Consumer Digest* Best Buy
RX 300 - *Motor Trend* Sport Utility of the Year



JANUARY
IS compact performance sedan unveiled in Detroit

MARCH
Entrance into world of motorsports as GS 400 races in Grand American Motorola Cup Sports class, achieving first win in sixth race

GS 400/300 - *Car and Driver* 10 Best
LX 470 - *Automobile Magazine* All Star in Large SUV category

SEPTEMBER
10th anniversary of selling first vehicle in the U.S.

OCTOBER
Sports Coupe concept vehicle presented in Tokyo

NOVEMBER
One-millionth vehicle sold in the U.S.

Annual U.S. Sales: 206,037
Dealer Count: 190



JANUARY
Redesigned LS 430 flagship sedan revealed in Detroit
IS 300 unveiled in Los Angeles

APRIL
Plans for SC 430 hardtop convertible announced in New York

JUNE
IS 300 goes on sale

AUGUST
First import luxury brand to sell 20,000+ vehicles in one month

SEPTEMBER
GS 430 replaces GS 400

LS 430 - *Popular Mechanics* Design and Engineering Award
IS 300 - *Popular Science* Best of What's New
GS 400/300 - *Car and Driver* 10 Best

Annual U.S. Sales: 223,983
Dealer Count: 196

JANUARY

IS 300 Sport Cross, IS 300 manual transmission sport sedan and SC 430 presented in Detroit

MARCH

All-new SC 430 hardtop convertible goes on sale



- LS 430** - *Automobile Magazine* All-Star in Best Luxury Sedan category
- *Consumer Guide* Best Buy
RX 300 - *Consumer Guide* Best Buy
ES 300 - *Consumer Guide* Best Buy
GS 300 - *Consumer Guide* Best Buy

AUGUST

All-new IS 300 Sport Cross and IS 300 5-speed manual transmission models go on sale

SEPTEMBER

The fourth-generation ES 300 goes on sale

Neiman Marcus Limited Edition Lexus SC 430 "Silver Belle" sells out in 14 hours

DECEMBER

Best-selling luxury make in America for second consecutive year

JANUARY

Redesigned, second-generation RX, the RX 330, and industry's first luxury electric/gas hybrid vehicle, the RX Hybrid, introduced in Detroit

MARCH

All-new second-generation RX 330 goes on sale



- LS 430** - *Consumer Guide* Best Buy
RX 300 - *Consumer Guide* Best Buy
GX 470 - *Consumer Guide* Best Buy
- *Four Wheeler's* Four Wheeler of the Year for an unprecedented second consecutive year

APRIL

LF-X concept vehicle unveiled in New York

SEPTEMBER

First Lexus vehicle produced outside of Japan at Toyota Motor Manufacturing, Canada

DECEMBER

Best-selling luxury make in America for fourth consecutive year

Annual U.S. Sales: 259,755
Dealer Count: 206

JANUARY

LF-A super-premium two-seat GT sports car concept revealed in Detroit

FEBRUARY

Third-generation GS 300 and GS 430 go on sale

MARCH

World premiere of all-new IS 350 sport sedan and GS 450h, the industry's first luxury hybrid sport sedan, in New York



- GS 300** - American Automobile Association (AAA) Top Car in its price category
RX 330 - *Consumer Guide* Best Buy
- *Kelley Blue Book* Best Resale Value Award: Top 10
GX 470 - *Kelley Blue Book* Best Resale Value Award: Top 10

APRIL

RX 400h goes on sale

AUGUST

Lexus-badged vehicles sold in Japan for the first time

OCTOBER

LF-Sh concept vehicle revealed in Tokyo

All-new IS 250 and IS 350 sport sedans go on sale

DECEMBER

RX 400h adds front-wheel drive model

Best-selling luxury make in America for sixth consecutive year

Annual U.S. Sales: 302,895
Dealer Count: 215



JANUARY

2008 IS F and reinvented LFA concept vehicles revealed in Detroit, spotlighting new high-performance focus

Lexus Pursuit of Potential philanthropic program launches

APRIL

All-new LX 570 unveiled in New York

- LS 460** - 2007 World Car of the Year
- *Motor Week* Driver's Choice Best Luxury Sedan
RX 350 - *Consumer Guide* Best Buy
IS 350/250 - *Kelley Blue Book* Best Resale Value Award: Top 10

Annual U.S. Sales: 329,177
Dealer Count: 223



JULY

LS 600h L goes on sale

OCTOBER

F Sport performance parts line launches at SEMA

DECEMBER

Best-selling luxury make in America for eighth consecutive year

Annual U.S. Sales: 260,087
Dealer Count: 226

JANUARY

All-new LX 570 goes on sale

IS F high-performance sedan goes on sale

FEBRUARY

RX 350 and ES 350 join Pebble Beach® Collection



- LS 460** - *The Chauffeur Magazine* Top Pick for Chauffeur Car of the Year
ES 350 - *Kiplinger's* Best New Cars, Best in Class \$30,000-\$45,000
GX 470 - *Kiplinger's* Best New Cars, Best Resale Truck-Based SUV



APRIL

Winners of the first Lexus Eco Challenge announced

OCTOBER

Lexus reveals the IS 250C and IS 350C convertibles at Paris Motor Show

DECEMBER

Best-selling luxury make in America for ninth consecutive year



JANUARY

Lexus debuts the HS 250h at NAIAS, the fourth hybrid vehicle in its lineup

Lexus introduces the all-new 2010 RX 350 and RX 450h luxury utility vehicles, reinventing the vehicle that invented it all

FEBRUARY

The third-generation RX 350 goes on sale

MAY

The all-new IS 350C and IS 250C hard-top convertibles go on sale



JUNE

The second-generation RX 450h goes on sale

- LS 460** - *Automotive Lease Guide* 2010 Residual Value Award for Luxury Car
- AutoPacific Vehicle Satisfaction Award and Ideal Vehicle Award
ES 350 - AutoPacific Vehicle Satisfaction Award and Ideal Vehicle Award
LX 570 - *Kelley Blue Book* Best Ski Trip for Top 10 Road Trip Cars
RX 350 - *Automotive Lease Guide* Residual Value for Near Luxury Utility Vehicle
- Polk Automotive Loyalty Award in the Mid/Full-Size SUV category
RX 450h - Texas Truck Rodeo Mid-Size Luxury Segment
IS 350/250 - *Kelley Blue Book* Best Resale Value: Near-Luxury Car

Annual U.S. Sales: 215,975
Dealer Count: 228

JULY

More than 1 million RX vehicles have been sold in the U.S., making it the most successful luxury utility vehicle



AUGUST

HS 250h, the world's first hybrid-only luxury vehicle, goes on sale

Lexus Enform® with Safety Connect®, the all-new telematics system, goes live

OCTOBER

LFA, Lexus' first Supercar, makes its global debut at the Tokyo Motor Show

DECEMBER

All-new second generation GX 460 goes on sale



LF-Ch premium compact hybrid concept makes North American debut in Los Angeles

Best-selling luxury make in America for tenth consecutive year

MARCH

World premiere of the CT 200h, premium compact hybrid, at the Geneva Motor Show

AUGUST

IS 350 adds all-wheel drive model

DECEMBER

Best-selling luxury make in America for 11th consecutive year



- LS 460** - *Consumer Guide* Best Buy
- *Forbes* "Toughest Cars on the Road"
- *Kiplinger's* 10 Best Cars of the Past Decade
RX 350 - *Consumer Guide* Best Buy
- *Forbes* Best Car for the Buck
- *Kiplinger's* 10 Best Cars of the Past Decade

- ES 350** - Cars.com 2010 Best Bet for Luxury Cars
HS 250h - Edmunds.com Top Recommended Hybrid
IS 350C - Edmunds.com Consumers' Top Rated vehicle in the Convertible Over \$35,000 category
IS 350/250 - Cars.com 2010 Best Bet for Luxury Cars

JANUARY

First LFA production vehicle arrives in the United States

MARCH

CT 200h, Lexus' fifth hybrid vehicle, goes on sale

APRIL

World premiere of the LF-Ch concept vehicle in New York



- GX 460** - *Kiplinger's* Best Resale Value in the Truck-Based SUVs category
CT 200h - *Kiplinger's* Most Fuel-Efficient in the \$25,000-\$30,000 category
RX 350 - Polk Automotive Loyalty Award in the Mid/Full-Size SUV category
- *U.S. News & World Report's* Best Luxury Midsize Crossover for the Money
RX 450h - *Kiplinger's* Most Fuel-Efficient in the Large and Midsize Crossovers category

THE LEXUS COVENANT

Lexus will enter the most competitive, prestigious automobile race in the world. Over 50 years of Toyota automotive experience has culminated in the creation of Lexus cars. They will be the finest cars ever built.

Lexus will win the race because: Lexus will do it right from the start. Lexus will have the finest dealer network in the industry. Lexus will treat each customer as we would a guest in our home.

If you think you can't, you won't...

If you think you can, you will!

We can, we will.

Annual U.S. Sales: 234,109
Dealer Count: 199

JANUARY

GX 470 revealed in Detroit

Specially built sports car for Steven Spielberg's *Minority Report* revealed in Los Angeles

MAY

ES 300 and RX 300 are America's best-selling luxury car and SUV

NOVEMBER

Production version of all-new GX 470 luxury utility vehicle unveiled in Florida

LF-S, first *Lexus Future* concept vehicle, unveiled in Tokyo, showcases new design philosophy

IS 300 captures first motorsports championship in Grand American Sport Touring class

DECEMBER

GX 470 goes on sale

Best-selling luxury make in America for third consecutive year



- LS 430** - *Consumer Guide* Best Buy
- Edmunds.com Editor's Most Wanted Vehicle in Large Sedan Under \$55,000
- Edmunds.com Consumer's Most Wanted Vehicles in Large Sedan Under \$55,000
ES 300 - *Consumer Guide* Best Buy
GX 470 - Texas Truck Rodeo Premium SUV of the Year
- *Four Wheeler's* Four Wheeler of the Year
- *4-Wheel and Off Road* 4x4 of the Year
- *Automobile Magazine* All-Star Award

Annual U.S. Sales: 287,927
Dealer Count: 210

APRIL

Two-millionth vehicle sold in the U.S.

Third concept vehicle in LF series in 12 months, the LF-C retractable hardtop, unveiled in New York

AUGUST

Second SC 430 Pebble Beach® Special Edition goes on sale

DECEMBER

Best-selling luxury make in America for fifth consecutive year



JANUARY

Reveal of redesigned, third-generation GS sport sedan and world premiere of world's first luxury hybrid SUV, the RX 400h, in Detroit

V8 racing engines provided to four teams in Grand American Rolex Sports Car series with first series win in fourth race

- LS 430** - *Consumer Guide* Best Buy
ES 330 - *Consumer Guide* Best Buy
RX 330 - *Consumer Guide* Best Buy
GX 470 - *Automobile Magazine* All-Star Mid-Size Sport Utility

Annual U.S. Sales: 322,434
Dealer Count: 220

APRIL

ES 350 and GS 450h go on sale

LS 600h L unveiled in New York, featuring the world's first full-hybrid V8 powertrain



OCTOBER

LS 460 and LS 460 L go on sale, redefining full-size luxury segment

DECEMBER

Best-selling luxury make in America for seventh consecutive year

- LS 460** - *CNET* Editor's Choice Award
ES 330 - *Consumer Guide* Automotive's Most Significant New Introduction
RX 330 - *The Car Book* 2006 Best Buy
IS 350 - *Wards* 10 Best Engine for its 3.5 liter DOHC V6
RX 400h - Polk Automotive Loyalty Award in Mid-Size SUV category