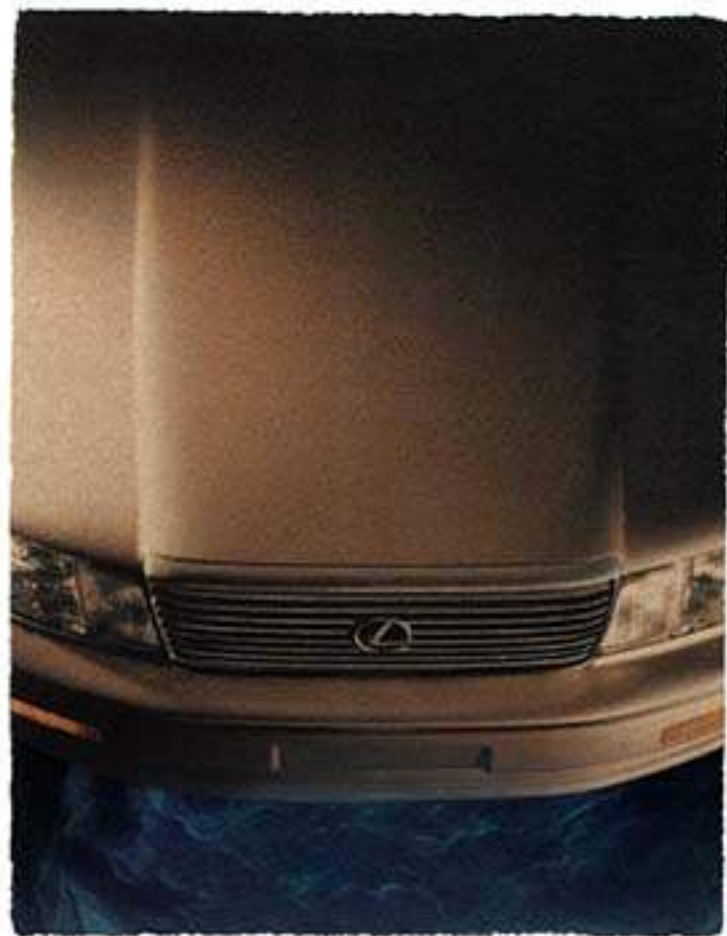




A Sequel That Actually Improves Upon The Original.



**Estimated performance figure based on manufacturer's test. **18/23 mpg City/Highway. Preliminary 1993 mileage figures determined by Lexus. 1993 EPA estimates not available at time of printing. See your Lexus dealer for details.*

Introducing The 1993 LS 400.



One of the most flattering things that can be said in introducing this year's LS 400 is that we've kept much of last year's LS 400. You'll find the same thrust of the 40-liter, 32-valve, 250-horsepower V8. The same power of acceleration to propel this luxury sedan from rest to 60 mph in just 7.9 seconds.* The same impressive fuel economy, so efficient it avoids the federal gas guzzler tax.** And, of course, the same library-quiet Lexus cabin.

There are, however, some striking differences. To the exterior of the car we've added larger tires, to more aggressively hug the road, and restyled 16-inch aluminum-alloy wheels. Thicker body-side cladding and color-keyed rocker-panel moldings better protect the LS 400 against parking lot "dings" and stone chips.

These were the changes we made to the exterior of the 1993 LS 400. Now for the inside story.



Redesigned outside mirrors help prevent buildup of rain and snow.



You'll find a subtly redesigned grille on the LS 400.



Wider, lower-profile 16" tires enable the car to grab the road more aggressively, and the driver to be ready for what's around every corner.





Hold Your Applause Until The End.

The improvements inside the cabin begin with the addition of a passenger's-side airbag. In a severe frontal collision, the Supplemental Restraint System (SRS) now deploys both driver and front passenger airbags in milliseconds. And the same sensors that deploy the airbags activate front seat-belt pre-tensioners, simultaneously cinching the front belts.

Our sound systems, already the envy of audiophiles, have been refined too. We've increased the maximum power of the standard Pioneer system to 180 watts. And the maximum power of the optional Lexus/Nakamichi Premium Sound System to 280 watts.

We've also added an optional state-of-the-art Portable Plus cellular phone. In the car it offers voice activation. Away from the car it's a versatile pocket-sized telephone. Though most who experience the cabin of an LS400 are reluctant to leave,



An outside temperature display lets you know what you're in for.



A new, multi-adjustable power front seat ensures the passenger is as spoiled as the driver.



An air filtration system helps reduce pollen, dust and airborne particles before they reach the cabin.

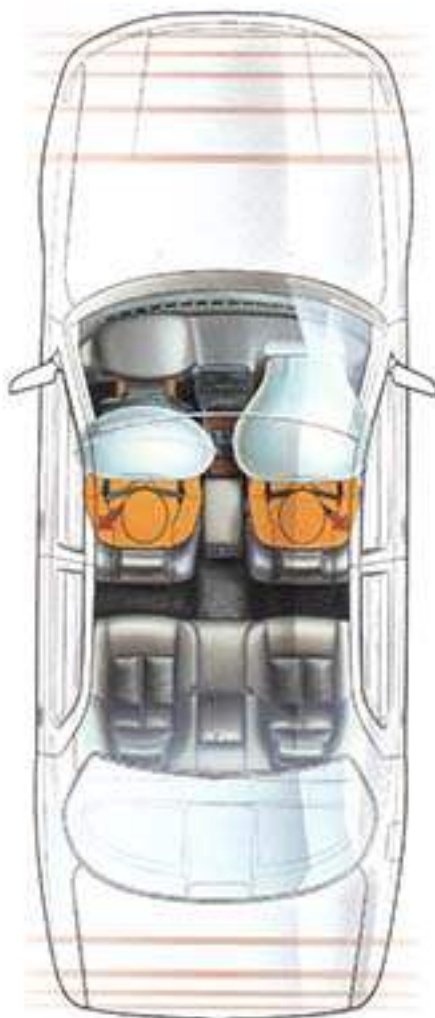




A light sensor remembers
to turn your headlights on or
off, even when you forget.



The same sensors that deploy
the airbags activate front seat-belt
pre-tensioners. So that with the
airbags, the pre-tensioners operate
simultaneously, cinching front belts.



The dual airbag Supplemental
Restraint System is designed to
inflate in the event of a
severe frontal or offset-frontal
collision. And to do so in
literally the blink of an eye.



New Black and Taupe
leather trim benefits from the
same relentless anti-aging
research that goes into all
Lexus interiors.



An optional, pocket-sized
phone so ingenious, it's voice
activated. It's also portable.



Higher output, tape scan, and
Dolby® C have all been added to our
sound systems.*



Tire noise has been
altered to a pitch less noticeable
to the human ear.





We Saved The Best Scene For Last.

Along with our standard Anti-lock Braking System (ABS), we've added even larger ventilated disc brakes to provide surefooted, confident stopping.

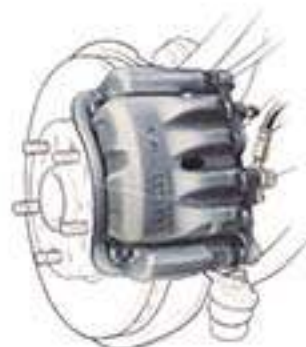
New automatic on/off headlamps provide additional safety and convenience. Now a dashboard-mounted sensor can, for example, automatically switch the headlamps on at dusk, or turn them on and off when going through a tunnel.

And with the enhanced Remote Entry System, the LS 400 owner has an audible tone to confirm whether the car is locked or unlocked. The volume of the tone can be set by the driver.

You'll find refinements in the entire LS 400 drivetrain. Hydraulic differential mounts help dampen noise and vibration, and special strut-rod bushings add further insulation to the cabin of the LS 400 luxury sedan – an environment already legendary for its peace and quiet.



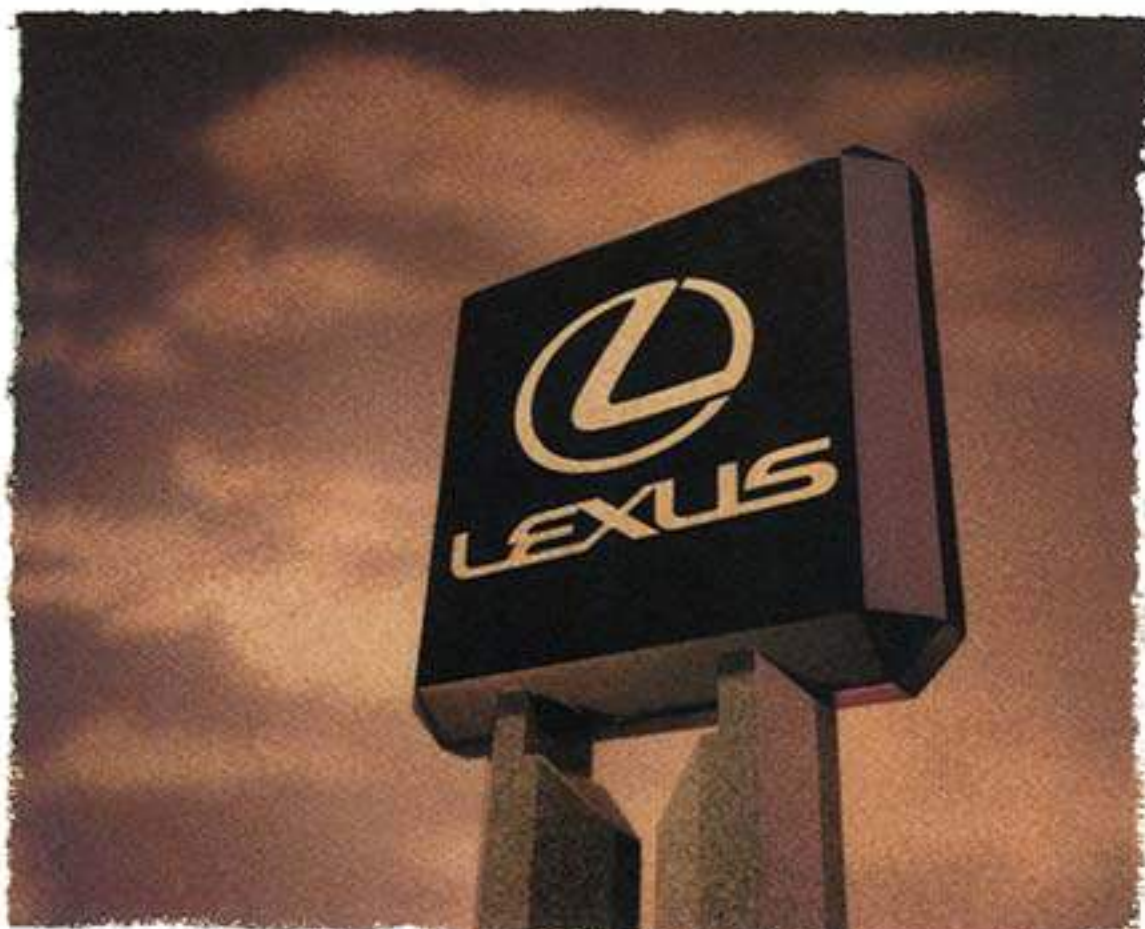
If power fails during a collision, the dual airbag SRS is deployed by a backup power system.



Larger, ventilated disc brakes provide added security even in adverse conditions.



The 1993 LS 400 features an enhancement to the remote entry system – an audible tone with adjustable volume.



The Pursuit Continues.

Of course the quest for perfection doesn't stop with the LS 400 itself. We're constantly improving the customer support offered to each and every Lexus owner.

Lexus offers one of the best limited warranties in the industry.* And with the assurance of Lexus Roadside Assistance, help is just a toll-free call away, 24 hours a day, for the first four years of ownership.

Come in and visit a Lexus showroom. You'll find dealers who are helpful and knowledgeable in discussing and answering questions on all 50 of the LS 400 refinements.

Even the ones we haven't included here.

Then take a test drive. And witness the relentless pursuit of perfection firsthand.



*4-year/50,000-mile basic warranty, 6-year/70,000-mile powertrain warranty, 6-year/unlimited-mileage corrosion perforation warranty. All warranties with zero deductible. See the LS 400 Owner's Guide at a Lexus dealer for details. ©1992 Lexus, A Division Of Toyota Motor Sales, U.S.A., Inc. Lexus reminds you to wear seat belts and obey all speed laws. For more information, call 800-872-5798 (800-USA-LEXUS). For the hearing impaired, call 800-443-4999.