

THE HISTORY OF LEXUS 2011



1988

Dealer Count: 80

JANUARY

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

FEBRUARY

Artist renderings of the cars first shown in Chicago

APRIL

Lexus, 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

1989

Annual Sales: 16,302
Dealer Count: 81

JANUARY

LS 400 and ES 250 introduced in Detroit and Los Angeles



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

LS 400 - Popular Science Best of What's New

1990

Annual Sales: 63,534
Dealer Count: 121



DECEMBER

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

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

1991

Annual Sales: 71,206
Dealer Count: 141

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

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

1992

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



SEPTEMBER

Freshened LS 400 with more than 50 changes goes on sale

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

1993

Annual U.S. Sales: 94,677
Dealer Count: 168

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

1994

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

NOVEMBER

Completely redesigned second-generation LS 400 goes on sale



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

1995

Annual U.S. Sales: 79,334
Dealer Count: 172

APRIL

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



MAY

100% tariffs on select Japanese luxury vehicles proposed by U.S. government in effort to settle long-standing U.S.-Japan trade dispute

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

1996

Annual U.S. Sales: 81,529
Dealer Count: 176

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

1997

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

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

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

1998

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

JANUARY

RX 300 presented at the North American International Auto Show



MARCH

LX 470 and RX 300 go on sale



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

1999

Annual U.S. Sales: 185,890
Dealer Count: 185



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

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.

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

2000

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

OCTOBER

All-new redesigned LS 430 goes on sale

DECEMBER

Best-selling luxury make in America

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

2001

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

JANUARY
IS 300 Sport Cross, IS300 manual transmission sport sedan and SC 430 presented in Detroit

MARCH
All-new SC 430 hardtop convertible goes on sale



AUGUST
All-new IS 300 Sport Cross and IS300 5-speed manual transmission models go on sale

SEPTEMBER
The fourth-generation ES 300 goes on sale

DECEMBER
Best-selling luxury make in America for second consecutive year

- 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

2002

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

2003

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

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



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

- 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

2004

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



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

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

- 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

2005

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

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



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

- 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

2006

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

JANUARY
All-new flagship sedan, the LS 460, revealed in Detroit

FEBRUARY
ES 350 premieres in Chicago accompanied by a giant mechanical flower to kick off the "Can You Engineer Desire" campaign



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

2007

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



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



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

- 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

2008

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



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

- 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

2009

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



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

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

- LS 460** - *Automotive Lease Guide* 2010 Residual Value Award for Luxury Car
- AutoPacific Vehicle Satisfaction Award and Ideal Vehicle Award
- AutoPacific Vehicle Satisfaction Award and Ideal Vehicle Award
- *Kelley Blue Book* Best Ski Trip for Top 10 Road Trip Cars
- *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

2010

Annual U.S. Sales: 229,329
Dealer Count: 229

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

2011

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.