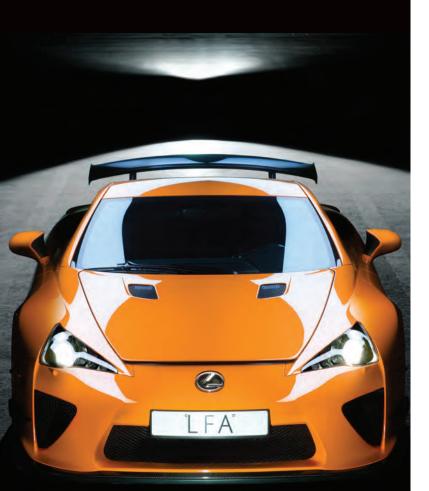
THE HISTORY OF LEXUS



(LEXUS

1988

Dealer Count: 80

Annual Sales: 16,302

Dealer Count: 81

JANUARY

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

FEBRUARY

Artist renderings of the cars first shown in Chicago

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



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

1989

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

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

on sale

SEPTEMBER

Annual Sales: 71,206 Dealer Count: 141



DECEMBER

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

SC 400 luxury sport coupe goes

SC 300 luxury sport coupe goes on

sale and ES 300 replaces ES 250

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

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



SEPTEMBER

Freshened LS 400 with more than 50 changes goes on sale

- Personal Finance Magazine Best Buy in the \$30,000+ category - Motor Trend Import Car of the Year

- Motor Trend Best Buy

- Automobile Magazine Top Ten All-Stars

- Car and Driver 10 Best

- Personal Finance Magazine Best Buy in the \$20,000 to \$30,000 category

- Motor Trend Best Buy

Annual U.S. Sales: 94.677 Dealer Count: 168

JANUARY

GS 300 luxury performance sedan revealed in Los Angeles and Detroit

MARCH

GS300 goes on sale

NOVEMBER

Industry-leading Certified Pre-Owned program introduced

SC300 - Automobile Magazine Top Ten All-Stars

- Car and Driver 10 Best

NOVEMBER

Completely redesigned secondgeneration LS 400 goes on sale



Annual U.S. Sales: 87,419

Annual U.S. Sales: 79,334

Dealer Count: 172

Dealer Count: 171

- Popular Science Best of What's New - Automobile Magazine Top Ten All-Stars

Car and Driver 10 Best

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 longstanding U.S.-Japan trade dispute



JUNE

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

LS 400 - Popular Mechanics Design & Engineering Award SC300 - Automobile Magazine Top Ten All-Stars

- Car and Driver 10 Best

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

JANUARY LX 450 goes on sale





- 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 - Consumer Digest Best Buy

RX 300 - Motor Trend Sport Utility of the Year

JANUARY

JANUARY

MARCH

unveiled in Detroit

first win in sixth race

IS compact performance sedan

Entrance into world of motorsports

as GS 400 races in Grand American

Motorola Cup Sports class, achieving

GS 400/300 - Car and Driver 10 Best

Redesigned LS 430 flagship sedar revealed in Detroit

IS 300 unveiled in Los Angeles

Plans for SC 430 hardtop convertible announced in New York

AUGUST

IS 300 goes on sale

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
1S 300 - Popular Science Best of What's New

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

Annual U.S. Sales: 185,890

Dealer Count: 185

OCTOBER Sports Coupe concept vehicle

presented in Tokyo **NOVEMBER**

One-millionth vehicle sold in the U.S.

LX 470 - Automobile Magazine All Star in Large SUV category

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



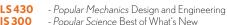






All-new redesigned LS 430 goes on sale

Best-selling luxury make in America





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OCTOBER

DECEMBER

AUGUST

models ao on sale

Neiman Marcus Limited Edition

Lexus SC 430 "Silver Belle" sells out

Best-selling luxury make in America

for second consecutive year

SEPTEMBER

in 14 hours

DECEMBER

All-new SC 430 hardtop convertible The fourth-generation ES 300 goes

goes on sale

- Automobile Magazine All-Star in Best Luxury Sedan category

- Consumer Guide Best Buy - Consumer Guide Best Buy - Consumer Guide Best Buy GS 300 - Consumer Guide Best Buy

JANUARY

GX 470 revealed in Detroit Specially built sports car for Steven

Spielberg's Minority Report revealed in Los Angeles

ES300 and RX300 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

Edmunds.com Editor's Most Wanted Vehicle in Large Sedan Under \$55,000

Under \$55,000

- Consumer Guide Best Buy

- Four Wheeler's Four Wheeler of the Year

- 4-Wheel and Off Road 4x4 of the Year - Automobile Magazine All-Star Award

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

MARCH

All-new second-generation RX 330 goes on sale



LF-X concept vehicle unveiled in

Annual U.S. Sales: 259.755

Dealer Count: 206

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 **RX300**

- Consumer Guide Best Buy Consumer Guide Best Buy

Consumer Guide Best Buy

- Four Wheeler's Four Wheeler of the Year for an unprecedented second consecutive year

JANUARY

in fourth race

RX 400h, in Detroit

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

Two-millionth vehicle sold in the U.S.

Third concept vehicle in LF series

in 12 months, the LF-C retractable

Best-selling luxury make in America

hardtop, unveiled in New York

AUGUST

DECEMBER

for fifth consecutive year



Reveal of redesigned, third-generation

GS sport sedan and world premiere

V8 racing engines provided to four

Sports Car series with first series win

- Consumer Guide Best Buy

Consumer Guide Best Buy

Consumer Guide Best Buy

GX 470 - Automobile Magazine All-Star Mid-Size Sport Utility

teams in Grand American Rolex

of world's first luxury hybrid SUV, the

Annual U.S. Sales: 234,109

Dealer Count: 199

Best-selling luxury make in America for third consecutive year

IS 300 captures first motorsports

championship in Grand American

Sport Touring class

GX 470 goes on sale

DECEMBER



- Consumer Guide Best Buy

- Edmunds.com Consumer's Most Wanted Vehicles in Large Sedan

- Texas Truck Rodeo Premium SUV of the Year

JANUARY

Dealer Count: 215

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

JANUARY

World premiere of all-new IS 350 sport sedan and GS450h, the industry's first luxury hybrid sport sedan, in New York



Annual U.S. Sales: 302.895

RX 400h goes on sale

AUGUST

Lexus-badged vehicles sold in Japan for the first time

OCTOBER

LF-Sh concept vehicle revealed All-new IS250 and IS350 sport

DECEMBER

sedans go on sale

RX 400h adds front-wheel drive model

Best-selling luxury make in America for sixth consecutive year

GS300 - American Automobile Association (AAA) Top Car in its price category

- Consumer Guide Best Buy - Kelley Blue Book Best Resale Value Award: Top 10

GX 470 - Kelley Blue Book Best Resale Value Award: Top 10

JANUARY

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

FEBRUARY

Second SC 430 Pebble Beach® Special Edition goes on sale ES 350 premieres in Chicago accompanied by a giant mechanical flower to kick off the "Can You



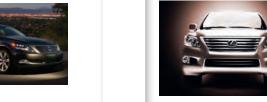
Engineer Desire" campaign

ES350 and GS450h go on sale

IS600h Lunveiled in New York. featuring the world's first full-hybrid V8 powertrain

Annual U.S. Sales: 322,434

Dealer Count: 220



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

- Consumer Guide Automotive's Most Significant New Introduction - The Car Book 2006 Best Buy

- Wards 10 Best Engine for its 3.5 liter DOHC V6

RX 400h - Polk Automotive Loyalty Award in Mid-Size SUV category



concept vehicles revealed in Detroit spotlighting new high-performance

program launches

LS 460 - 2007 World Car of the Year

RX350 - Consumer Guide Best Buy

JANUARY

IS F high-performance sedan

FEBRUARY

RX 350 and ES 350 ioin Pebble Beach® Collection



Winners of the first Lexus Eco Challenge announced

OCTOBER

Motor Show

LS 460 - The Chauffeur Magazine Top Pick for Chauffeur Car of the Year

GX 470 - Kiplinger's Best New Cars, Best Resale Truck-Based SUV

- Kiplinger's Best New Cars, Best in Class \$30,000–\$45,000

for ninth consecutive year

JANUARY

invented it all

FEBRUARY

JUNE

goes on sale

Lexus introduces the all-new 2010

vehicles, reinventing the vehicle that

The third-generation RX 350 goes

hard-top convertibles go on sale

The second-generation RX 450h

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

Annual U.S. Sales: 215.975

Dealer Count: 228



RX 350 and RX 450h luxury utility **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 The all-new IS350C and IS250C

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

- 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 - Kellev Blue Book Best Resale Value: Near-Luxury Car

MARCH

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

IS 350 adds all-wheel drive mode

AUGUST

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 - Consumer Guide Best Buy - Forbes Best Car for the Buck

Kiplinger's 10 Best Cars of the Past Decade - 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

Annual U.S. Sales: 229,329

Dealer Count: 229

\$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 CT200h, Lexus' fifth hybrid vehicle

goes on sale

APRIL World premiere of the LF-Gh concept vehicle in New York

GX 460 - Kiplinger's Best Resale Value in the Truck-Based SUVs category CT200h - Kiplinger's Most Fuel-Efficient in the \$25,000-\$30,000 category

- Polk Automotive Loyalty Award in the Mid/Full-Size SUV category - U.S. News & World Report's Best Luxury Midsize Crossover for the Money

THE LEXUS COVENANT

RX 450h - Kiplinger's Most Fuel-Efficient in the Large and Midsize Crossovers category

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.



2008 ISF and reinvented LFA

Lexus Pursuit of Potential philanthropic

All-new LX 570 unveiled in New York

Motor Week Driver's Choice Best Luxury Sedan

IS 350/250 - Kellev Blue Book Best Resale Value Award: Top 10

All-new LX 570 goes on sale

goes on sale



Lexus reveals the IS250C and IS 350C convertibles at Paris

Annual U.S. Sales: 329.177

Dealer Count: 223

DECEMBER

Best-selling luxury make in America



LS 600h L goes on sale

F Sport performance parts line

for eighth consecutive year

Best-selling luxury make in America

Annual U.S. Sales: 260,087

Dealer Count: 226

OCTOBER

DECEMBER

launches at SEMA