

TWENTY-FIVE YEARS OF LEXUS



New Concept in Luxury

Timing can truly be everything. In 1983, when Toyota chairman Eiji Toyoda began considering production of a luxury automobile, the market was ready.

Drivers were seeking speed, safety, comfort and elegance from their vehicles, and Toyota was happy to oblige.

The first Lexus, the LS 400, was introduced in the fall of 1989 and has been progressively evolving ever since.

Today, with a full lineup of vehicles and more technology than ever, Lexus continues to advance its reputation as one of the most popular luxury brands in the world.

MODEL VARIETY

Following the historic launch of the LS 400, Lexus introduced the ES, SC, GS and IS cars. In the following years, Lexus branched out even further by offering the LX, GX and RX luxury utility vehicles.



1996 Lexus LX 450



1994 Lexus GS 300

Always a leader in technology, Lexus has also spear-

headed the world's first luxury hybrid and the RX 400h.

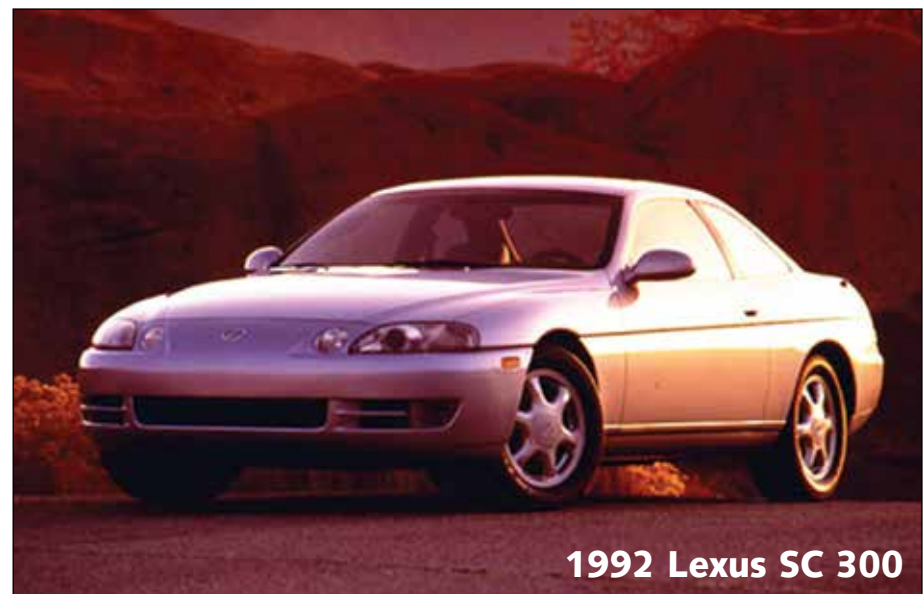
As technology has changed and Lexus has focused more on environmental impact, its models have become more aerodynamic and efficient, yet powerful at the same time.

HIGH PERFORMANCE

Lexus has turned some of its attention to becoming more prominent within the performance sector with its F line that includes the IS F sedan and the internationally acclaimed LFA supercar.

It has also modeled and

developed multiple F SPORT models and an extensive line of track-proven performance accessories.



1992 Lexus SC 300

CUSTOMER SERVICE

Lexus' pursuit of customer satisfaction has long been a pillar behind its progressive growth across the world.

In 1989, a single consumer complaint launched a special service campaign, earning the brand recognition as the new standard in personalized service.

Twenty-five years later, Lexus remains more focused than ever on delivering elite customer service. It recently selected the MyDealerLot suite of customer service and support solutions.

The program is designed to provide service excellence through automated guest recognition, process improvements and enhanced services to guests.

LS 400: The First Lexus

No matter how long Lexus pursues perfection, its rich history will always begin with the LS. The original Lexus LS 400 was the first model to be introduced in September 1989, and it changed the luxury vehicle industry forever.

According to Lexus, the LS 400 was developed by chief engineer Ichiro Suzuki and a group of 60 designers, 24 engineering teams, 1,400 engineers and 2,300 technicians.

The LS stands for Luxury Sedan, and the 400 means the car was powered by a 4.0L V8 engine.

THE FLAGSHIP 1 PROJECT

In the early 1980s, Toyota Chairman Eiji Toyoda decided it was time to branch out into the luxury sector. He challenged his corporate leaders and advisors to create a vehicle that would serve as a flagship and help cement his company into the luxury segment, a task they executed to perfection.

The secret “Flagship 1” project began in 1983 with extensive planning and collaboration among company executives, engineering teams and customers.

AN EXPENSIVE INVESTMENT

Toyota values its five-year design process for the LS at more than \$1 billion. So when the LS premiered to rave reviews and better-than-ex-



pected sales, the company's effort and dedication were rewarded.

The LS premiered with a V8 engine and multiple luxury features, and it sold well both domestically and internationally.

THE FEATURES

Lexus has put together a

comprehensive list of then-groundbreaking features from the 1989 model.

A few of them include automatic tilt-and-telescoping steering wheel, power adjustable shoulder seat belts and an electrochromic rear-view mirror. Its five-passenger cabin included California walnut and

leather trim, power-adjustable seats and soft-touch controls.

CONSTANT EVOLUTION

Always re-setting the standard for luxury, Lexus introduced the second-generation LS 400 in November 1994, the

LS 430 in January 2000 and the LS 460/LS 460 L series in 2006.

According to Toyota, the LS was the top-selling luxury sedan for 15 of the first 17 years after its debut. It continues to sell extremely well and rank high among the most popular luxury vehicles on the road.

Engineering Changes

Like any great product, Lexus continues to evolve. This chart highlights the gradual, yet extensive changes to the Lexus brand and the technology that drives its popularity.

THEN



NOW



ENGINE TECHNOLOGY

OLD: The 1989 LS 400 had a 4.0-liter, 32-valve V8 engine capable of 250 horsepower.

NEW: Today's LS 600h has a 389-horsepower V8 with dual variable valve timing and electronically controlled intake, plus electric motors that bring its total system output to 438 horsepower.

TRANSMISSION TECHNOLOGY

OLD: The LS 400 had a 4-speed with automatically controlled shifts.

NEW: The LS 460 has an 8-speed automatic with sequential shift capability, while the hybrid version has an electronically controlled continuously variable transmission.

EXTERIOR DESIGN

OLD: Full-size luxury car, four-door sedan, three-box design with upright stance, designed with low-drag capabilities.

NEW: An aggressive "spindle" grille makes the nose stand out, and sleek body styling gives it a .27 coefficient of drag. It's available with all-LED exterior lighting.

Major Milestones

When thinking about Lexus' major milestones, a few come to mind immediately. The brand's launch in 1989 was a landmark industry moment, as was 2000 when Lexus became the top-selling luxury brand in the United States. But what about the milestones that may have flown under the radar? The list below highlights the best and brightest moments from Lexus' luxurious history.



THE 1980S

1989: Launch! Two sedans initiated Lexus' entry into the market. The LS 400 and ES 250 were the pioneers.

THE 1990S

1991: Lexus outsold Mercedes-Benz and BMW to become the nation's best-selling luxury import brand.

1995: The game-changing LX 450 luxury sport utility was announced.

1999: Lexus' one-millionth vehicle was sold in the United States.

THE 2000S

2001: The fourth-generation ES 300 went on sale.

2004: Lexus' two-millionth vehicle was sold in the United States.

2007: Lexus launched the world's first full V8 hybrid vehicle, the LS 600hL.

2010-2014

2012: Lexus debuts its first-ever Super Bowl commercial.

2013: World premiere of the third-generation IS sport sedan.

2014: Lexus' 25th anniversary.

History-Making Photographs

Lexus looked deep into its archives to pull out a few photos of early milestones in the brand's history. Here's a look at three photos that show the first days of Lexus.



FIRST LEXUS AT PORT: Toyota executives pose with the first Lexus vehicle to arrive in the U.S. at the Port of Long Beach. Shown from back to front are Dave Illingworth, Yale Gieszl, Katsumi Usuda, Executive Vice President Bob McCurry and President Yuki Togo.



CAR OF THE YEAR: Jeff Karr, left, editor of Motor Trend, presents Lexus Group Vice President and General Manager Dave Illingworth with the 1992 Motor Trend Import Car of the Year award for the Lexus SC 400.



VIDEO CONFERENCE: Lexus executives are shown participating in the auto industry's first live interactive satellite videoconference for its entire dealer body in 1991. Pictured on the set are, from left, Alan DeCarr, western area manager; Dave Illingworth, group vice president and general manager; Don Esmond, corporate sales and operations manager; and Dick Chitty, corporate service, parts and customer service manager. Each of the four Lexus areas had the opportunity to listen to a summary of 1991 and plans for '92, and then viewers phoned in for immediate responses to their questions.

Logo Introduced in 1987

The following press release was issued by Lexus to introduce the company's logo. It was unveiled at the Los Angeles Auto Show on Dec. 31, 1987, more than a year before the first Lexus car would hit the market.

Lexus, the luxury car division of Toyota unveiled its logo today as part of the premiere of its first-ever auto show display.

The new Lexus logo features a beveled "L" encircled by a similarly beveled oval. The accompanying Lexus typeface complements the logo with a boldface letter style.

"The task of creating a new logo from scratch in many ways is symbolic of the entire process of creating the new Lexus Division," said Dave Illingworth, corporate manager, Lexus Division. "We started with nothing but an idea that the Lexus logo had to have a high-quality, rich look and yet be very readable."

The final logo is the result of a six-month project that began last June with consultations with several design and corporate identification companies.

Beginning with the Lexus images of luxury, quality and high technology, it was decided that the logo also needed to be memorable, quickly comprehended and mean something to consumers even when standing alone. A review of current upscale consumer goods logos showed that the most successful

often incorporated the brand's initials in their design research indicated that American consumers prefer rounded forms rather than designs with sharply defined edges.

Armed with well-defined ideas that using just the initial "L" in a simple yet elegant manner would be perceived by consumers as very upscale, Lexus management combined two proposals from Newport Beach-based Molly Design and the Toyota advertising agency Saatchi & Saatchi DFS to transform their individual ideas into one working logo/typeface.

"DFS came up with a Lexus typeface that we thought was great," said Illingworth. "We took

the typeface and added Molly's best logo design to come up with what we thought was a real strong contender."

A third design agency, Hunter-Korobkin, also of Newport Beach, made final adjustments by refining the gold "L" design and surrounding it with an oval rather than a circle.

The gold "L" logo along with several previous designs from other suppliers were tested in August at clinics and focus groups comprised of 80 luxury car owners.

"We were encouraged to find that our favorite was also their favorite," said Illingworth. "We got much the same results from a mini-clinic conducted among

Toyota employees. Nearly three-quarters of the participants rated the gold "L" as their first or second choice among eight design candidates."

The next step was to get Toyota Motor Corporation's (TMC) concurrence in Japan.

"TMC made some refinements that make the logo easier to manufacture and add to its esthetics as well," said Illingworth.

Gold will be the primary color for Lexus logo applications. The logo also reproduces well in black and white for maximum printing flexibility. In product badging, a chrome logo and typeface will be used.



Today's Innovations

Never one to be behind the curve, Lexus has utilized a cleaner and more environmentally friendly production approach in its newest vehicles.

The earth-friendly focus of Lexus can be seen in the final product. But lighter weight, fuel-efficient models are not being created at the expense of the luxury or safety features that Lexus has become known for.

NEW IS

One great example of Lexus' continued excellence is in the new IS sedan lineup, which was completely redesigned for 2014.

The IS has always been a sporty car, but the fresh design takes it to a new level. It's a better performer than before, with sharpened handling and thrilling acceleration. And it's available in several models, including:

— IS 250 with 204 horsepower designed to reach 60 mph in 7.7 seconds, starting at \$35,950.

— IS 250 F SPORT, with LFA-inspired instrumentation cluster and 30 MPG starting at \$39,415.

— IS 350 with larger front brakes, and eight-speed direct-shift transmission starting at \$39,465

LIGHTER WEIGHT BENEFITS

Utilizing new technology



2014 Lexus IS 350 F Sport

and approaches to build lighter cars can have an overwhelmingly positive impact on the environment.

Lexus uses fewer raw materials to design its newer models, helping conserve natural resources, reduce fuel consumption, emissions and brake wear, and also improve handling.

By using sophisticated computer modeling that allows excess material to be engineered out, Lexus is able to accomplish these objectives without compromising durability, quality or produc-

tion time.

POWERTRAIN

Enough about light weight. Let's talk power.

Representing the idea of a new Lexus powertrain for future production, the LF-CC concept car is equipped with a highly efficient, 2.5-liter full hybrid powertrain.

The innovative design delivers a combination of performance appropriate to a D-segment coupe with low CO2 emissions.

smooth running engine with a compact, high-output electric motor. The drive system also features a generator, a high-performance battery, a power-split device and power control unit.

CLEANER MANUFACTURING

Lexus is focused on clean air, even before its models hit the streets.

Its newer seat cushions are made with foam derived from castor seeds, its speakers with sustainable bamboo, and its carpeting with 30-percent plant-based sources.

Seating material requiring low-emission production is also utilized in newer models, weighing half as much as leather.





LFA

From Concept to Supercar

The launch of the Lexus LFA was met by near unanimous positive reviews. Lauded by many enthusiasts and reviewers as one of the greatest supercars ever built, the LFA's drivability, power and unique carbon fiber construction help set the model apart from other comparable versions.

And with an approximate \$375,000 price tag on the original 2011 model, buyers enjoyed the option of fully customizing their new supercars.

Production ended on the LFA in December 2012 with 500 vehicles completed – all by hand by Lexus' innovative crew of engineers.

HISTORY

Three concept versions under the designation LF-A

were shown at the North American International Auto Show before work on the production model began in 2010.

The first LF-A concept premiered in 2005 after development on the innovative design began in the early 2000s.

In 2007, a second LF-A concept with a more furnished interior was unveiled, followed by a third roadster version in 2008.

Now trademarked simply as LFA — without the hyphen — the production model is a two-seat supercar featuring a new V10 engine.

LFA SUPERCAR

Lexus began selecting buyers for the LFA supercar in 2009 ahead of production for the 2011 model.

According to lexus.com, only 500 total LFA models were scheduled to be pro-

duced across the world – 20 per month. Each car was totally customized according to each buyer's order.

The \$375,000 original model was followed by a circuit-tuned version in 2010 with a base price of \$445,000.

TOTAL CUSTOMIZATION

Following the LFA's release at the Tokyo Motor Show in 2009, Lexus

launched a website with an "LFA configurator" that allowed and encouraged users to select from the diverse variety of exterior and interior colors, brake caliper colors, seats, steering wheel leather and other design touches.

Lexus announced more than 30 billion possible configurations, giving website users a taste of the vehicle's versatility – even if they weren't planning on purchasing one.

Luxury of Tomorrow

What can we expect out of Lexus for the next quarter century? Only time will tell, but the brand's unveiling of awe-inspiring models is only the tip of the luxury iceberg.

Lexus lovers can expect attractive design, superior comfort and advanced technologies driving the company's upcoming models.

Nothing new there, as Lexus has built a positive worldwide reputation for continually exceeding its own lofty standards. It's new concept cars just take that to the next level.

LATEST CONCEPTS

In 2012, Lexus unveiled its award-winning hybrid 2+2 sports coupe concept, the LF-LC and a new, mid-sized coupe concept, the LF-CC.

The company promises more to come in line with its commitment to create more engaging, inspirational vehicles.

It also continues to stretch the boundaries of "eco thinking," with more emphasis on cleaner, greener production techniques.

INTERIOR

Lexus has routinely hinted at its future model cabin layout, with the most luxurious driver environment yet.

Wide-grip steering wheel, perfect pedal placement and high-visibility instrument displays will continue to evolve into an experience that not only fosters optimum performance, but comfort as well.

All future changes will continually be focused on enhancing and advancing the driving experience.

HMI

Its Human Machine Interface (HMI)



design has been teased in recent models, but continues to develop into a philosophy sure to be utilized in future editions.

With the dashboard separated into two zones, drivers will be able to quickly and easily view their display system.

The ultra-responsive touch capabilities make navigating through GPS, radio and configuration options a breeze.

EXTERIOR

Metallic finishes are trending in

newer concepts with brilliantly striking colors enhancing the look of new models.

The LF-CC is finished in a new, "Fluid Titanium" exterior color. The metallic paint helps to combine bright colors with dark shaded surfaces to emphasize the bodywork's architecture.

The LF-CC also utilizes Lexus' new L-finesse approach. The signature spindle grille and three-LED projector headlamp design are just a couple of the new design features.

