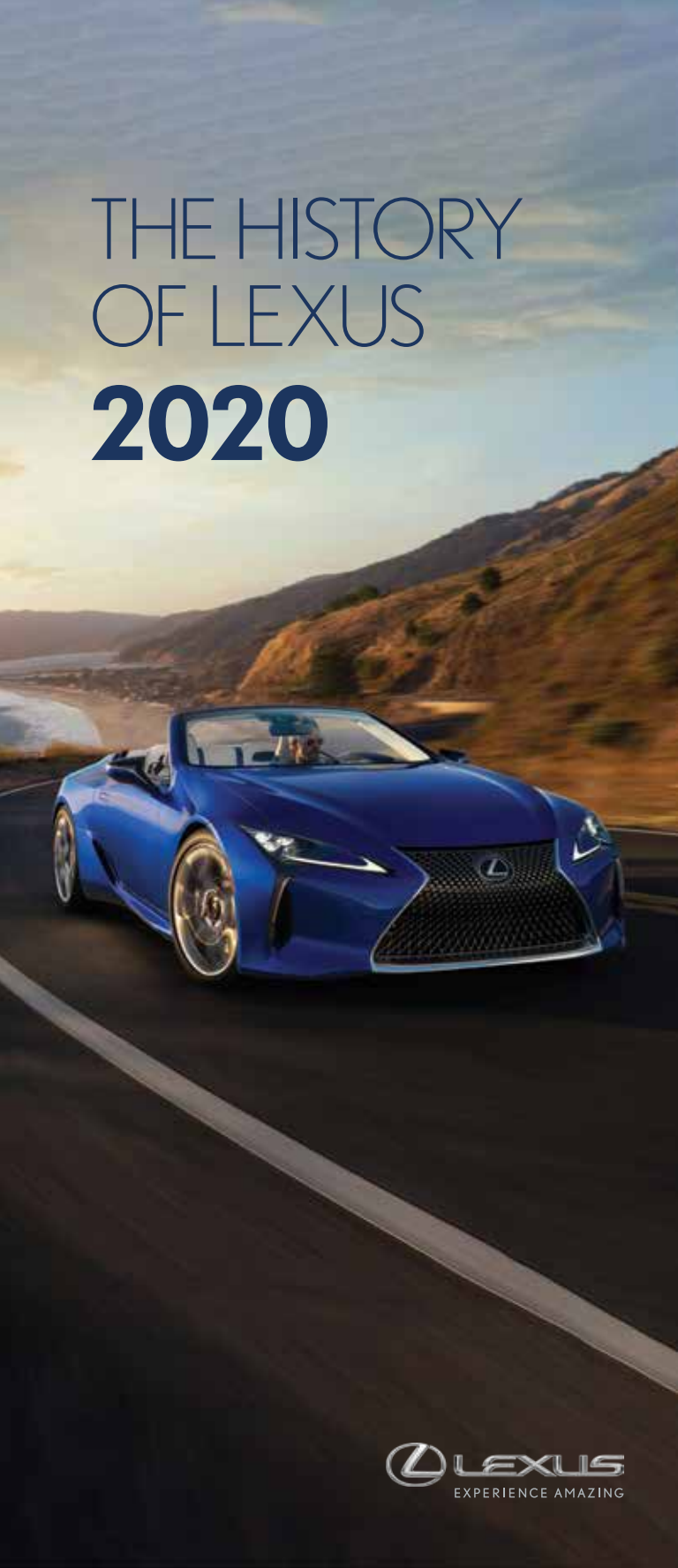
THE HISTORY OF LEXUS

2020



LEXUS
EXPERIENCE AMAZING

EXPERIENCE AMAZING

Lexus' passion for brave design, imaginative technology and exhilarating performance enables the luxury lifestyle brand to create amazing experiences for its customers. Lexus began its journey in 1989 with two luxury sedans and a commitment to pursue perfection. Since then, Lexus has developed its lineup to meet the needs of global luxury customers in more than 90 countries. In the United States, Lexus vehicles are sold through 242 dealers offering a full lineup of luxury vehicles. With six models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers eight F SPORT models and two F performance models. Lexus is committed to being a visionary brand that anticipates the future for luxury customers.

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
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

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 the brand recognition as the 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


SC 400

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

SC 400 - *Playboy Magazine* Car of the Year
- *Popular Science* Best of What's New

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

1992 Annual Sales: 92,890 • Dealer Count: 165

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


LS 400

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


GS 300

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

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


LX 450

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

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


GS 400

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


RX 300

MARCH
LX 470 and RX 300 go on sale

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


LX 470

DECEMBER
12th consecutive monthly sales record set

GS 400/ GS 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


IS 300

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/ GS 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


SC 430

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
GS 400/ GS 300 - *Car and Driver* 10 Best
IS 300 - *Popular Science* Best of What's New

2001 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

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

SEPTEMBER
Fourth-generation ES 300 goes on sale


ES 300

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

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

GS 300 - *Consumer Guide* Best Buy
ES 300 - *Consumer Guide* Best Buy
RX 300 - *Consumer Guide* Best Buy

2002 Annual Sales: 234,109 • Dealer Count: 199

JANUARY
GX 470 revealed in Detroit


GX 470

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* Editor's Most Wanted Vehicle in Large Sedan Under $55,000
- *Edmunds* 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 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


RX 330

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

RX 300 - *Consumer Guide* Best Buy

2004 Annual 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


RX 400h

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


LF-C Concept

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
GX 470 - *Automobile Magazine* All-Star Midsize Sport Utility
RX 330 - *Consumer Guide* Best Buy

2005 Annual Sales: 302,895 • Dealer Count: 215

JANUARY
LFA 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


IS 350

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
GX 470 - *Kelley Blue Book* Best Resale Value Award: Top 10
RX 330 - *Consumer Guide* Best Buy
- *Kelley Blue Book* Best Resale Value Award: Top 10

2006 Annual Sales: 322,434 • Dealer Count: 220

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


LS 460

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


ES 350

APRIL
ES 350 and GS 450h go on sale

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


LS 600hL

OCTOBER
LS 460 and LS 460L 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* Most Significant New Introduction
IS 350 - *WardsAuto* 10 Best Engine for its 3.5 liter DOHC V6
RX 330 - *The Car Book* 2006 Best Buy
RX 400h - Polk Automotive Loyalty Award in Midsize SUV category

2007 Annual Sales: 329,177 • Dealer Count: 223

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


LFA Concept

Lexus Pursuit of Potential philanthropic program launches

APRIL
All-new LX 570 unveiled in New York


IS F

JULY
LS 600hL 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
- *MotorWeek* Driver's Choice Best Luxury Sedan
IS 350/ IS 250 - *Kelley Blue Book* Best Resale Value Award: Top 10
RX 350 - *Consumer Guide* Best Buy

2008 Annual U.S. Sales: 260,087 • Dealer Count: 226

JANUARY
All-new LX 570 goes on sale


LX 570

IS F high-performance sedan goes on sale

FEBRUARY
RX 350 and ES 350 join Pebble Beach® Collection

APRIL
Winners of 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
Debut of HS 250h, fourth hybrid vehicle in its lineup at NAIAS


HS 250h

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

FEBRUARY
Third-generation RX 350 goes on sale

MAY
All-new IS 350C and IS 250C hardtop convertibles go on sale


IS 350C

JUNE
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


RX 450h

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


GX 460

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

ES 350 - AutoPacific Vehicle Satisfaction Award and Ideal Vehicle Award

IS 350/ IS 250 - *Kelley Blue Book* Best Resale Value: Near-Luxury Car

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 Midsize/Full-size SUV category

RX 450h - Texas Truck Rodeo Midsize Luxury Segment

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


IS 350

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

ES 350 - Cars.com 2010 Best Bet for Luxury Cars

IS 350/ IS 250 - Cars.com 2010 Best Bet for Luxury Cars

IS 350C - *Edmunds* Consumers' Top-Rated Vehicle in the Convertible Over $35,000 category

HS 250h - *Edmunds* Top-Recommended Hybrid

RX 350 - *Consumer Guide* Best Buy
- *Forbes* Best Car for the Buck
- *Kiplinger's* 10 Best Cars of the Past Decade


CT 200h

2011 Annual U.S. Sales: 198,552 • Dealer Count: 229

JANUARY
First LFA production vehicle arrives in the United States


LFA

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

APRIL
Edmunds Best Retained Value Award for luxury brands

AUGUST
Lexus debuts the new look of Lexus at the world premiere of the GS 350 at Pebble Beach® Concours d'Elegance


GS 350

SEPTEMBER
GS 450h debuts at Frankfurt Motor Show

OCTOBER
World premiere of GS 350 F SPORT in Las Vegas

NOVEMBER
Kelley Blue Book 2012 Best Resale Value Awards for Luxury Brand

Lexus becomes the leading automobile brand on Twitter®

LS 460 - *Edmunds* lists the 1990 Lexus LS 400 on its "The 100 Greatest Cars of All Time"

GS 350 - *Edmunds* "Best Retained Value Award" in the Sedan Over $40K category

IS 350/ IS 250 - *Kelley Blue Book* 2012 Best Resale Value: Near Luxury Car

IS 250C - *Edmunds* "Best Retained Value Award" in the Convertible $35K–$45K category

ISF - *Car and Driver* 2011 Editor's Choice Award "One to Watch" in Luxury Sports Sedan and Sporty and Fun Sports Sedan categories

HS 250h - *Car Book's* 2011 Best Bets
- *USA Today's* top 10 list for most fuel-efficient car

CT 200h - *Kiplinger's* Most Fuel-Efficient in the $25,000–$30,000 category
- *USA Today's* top 10 list for most fuel-efficient car
- *Kelley Blue Book* 2011 Top 10 Green Car
- Top five of Auto Club's 2011 Green Car Guide

LX 570 - 2011 *U.S. News & World Report* Best Cars for Families in the Best Luxury Large SUV for Families category

GX 460 - *Kiplinger's* Best Resale Value in the Truck-Based SUVs category

RX 350 - Polk Automotive Loyalty Award in the Midsize/Full-Size SUV category
- *U.S. News & World Report's* Best Luxury Midsize Crossover for the Money
- Top-rated Luxury Crossover SUV in AutoPacific 2011 Vehicle Satisfaction Award in the Luxury Crossover SUV segment
- 2011 *U.S. News & World Report* Best Cars for Families in the Best Luxury Midsize SUV for Families category
- *Forbes* Best Used Car list

RX 450h - *Kiplinger's* Most Fuel-Efficient in the Large and Midsize Crossovers category
- *Kelley Blue Book* 2012 Best Resale Value: Hybrid SUV

2012 Annual U.S. Sales: 213,559 • Dealer Count: 231

JANUARY
World premiere of LF-LC concept vehicle in Detroit


LF-LC Concept

LF-LC named best concept car in the annual EyesOn Design Awards at the 2012 North American International Auto Show in Detroit

FEBRUARY
Fourth-generation GS 350 goes on sale

Lexus debuts first-ever Super Bowl commercial for Super Bowl XLVI

APRIL
World premiere of next-generation ES 350 and Lexus' first-ever ES 300h hybrid sedan in New York


ES 300h

MAY
All-new 2013 GS 450h goes on sale

JULY
World premiere of redesigned LS, including the first-ever LS 460 F SPORT, debuts at the "Lexus Laws of Attraction" exhibit in San Francisco

AUGUST
Sixth-generation ES 350 and first-ever ES 300h go on sale

SEPTEMBER
World premiere of LF-CC concept vehicle in Paris

OCTOBER
Redesigned LS 460 and LS 460L go on sale

NOVEMBER
First-ever LS 460 F SPORT goes on sale

Kelley Blue Book 2013 Best Resale Value Award for Luxury Brand for second consecutive year

DECEMBER
Final Lexus LFA was built on December 14, 2012, ending the 500-unit run of the supercar

LS 600hL - Total Car Score Top Scoring 2012 Award: Ultra Luxury Car
- Auto Club's 2012 Green Car Guide Top Five

LS 460 - *Kiplinger's Personal Finance* 2012 Best New Car Value "Worth a Look" award
- *Kelley Blue Book* Total Cost of Ownership Award: High-End Luxury Car
- Total Car Score Top Scoring 2012 Award: Ultra Luxury Car

GS 350 - *Kelley Blue Book* Best Resale Value: Luxury Car

GS 450h - Auto Club's 2012 Green Car Guide Top Vehicle

IS 350/ IS 250 - *Kelley Blue Book* Best Resale Value: Entry-Level Luxury Car

ISF - *Kelley Blue Book* Total Cost of Ownership Award: High Performance

CT 200h - *ACEEE (American Council for an Energy-Efficient Economy) Green Book Online* "Greenest Vehicles of 2012"
- *Kelley Blue Book* Top 10 Best Green Cars of 2012

LX 570 - *Kelley Blue Book* Best Resale Value: Luxury Full-Size SUV/Crossover and Best Resale Value: Top 10

RX 350 - *Kelley Blue Book* Total Cost of Ownership Award: Luxury Crossover

RX 450h - Total Car Score Top Scoring 2012 Award: Luxury SUV/Crossover
- *Kelley Blue Book* Best Resale Value Hybrid/SUV/Crossover

2013 Annual U.S. Sales: 273,847 • Dealer Count: 233

JANUARY
World premiere of third-generation IS sport sedan in Detroit


IS 350

FEBRUARY
Kelley Blue Book 2013 5-Year Cost-to-Own Award for Luxury Brand

MARCH
Winners of the first Lexus Design Award announced

Kelley Blue Book 2013 Brand Image Award for Most Trusted Luxury Brand

APRIL
First U.S. production announcement of ES 350 to be built at Toyota Motor Manufacturing, Kentucky (TMMK)


ES 350

All-new third-generation 2014 IS 250 and IS 350 models go on sale

SEPTEMBER
World premiere of LF-NX hybrid crossover concept at Frankfurt Motor Show


LF-NX Concept

NOVEMBER
World premiere of LF-NX turbo crossover concept and RC coupe at Tokyo Motor Show

Kelley Blue Book 2014 Best Resale Value Award for Luxury Brand for third consecutive year


RC Coupe

LS 460
- *Kiplinger's Personal Finance* Worth a Look: Cars $50,000 and Over
- *Kelley Blue Book* 2014 Best Resale Value Award: High-End Luxury Car category

GS 350
- *Kiplinger's Personal Finance* Best New Car: Cars $40,000-$50,000
- *Kelley Blue Book* 2013 5-Year Cost-to-Own Award: Luxury Car
- Texas Auto Writers Association (TAWA) 2013 Auto Roundup: Midsize Luxury Car
- *Autotrader* "Best Automotive Interiors Under $60,000"

GS 450h
- *Kiplinger's Personal Finance* Most Fuel-Efficient: Cars $50,000 and Over
- *WardsAuto* "10 Best Interiors" for 2013
- *Autotrader* "Best Automotive Interiors Under $60,000"

ES 350
- *Kiplinger's Personal Finance* Best-in-Class: Cars $30,000-$40,000
- *MotorWeek's* Driver's Choice Award: Best Luxury Sedan category
- *Kelley Blue Book* 2014 Best Resale Value Award: Entry-Level Luxury Car

ES 300h
- *Kiplinger's Personal Finance* Most Fuel-Efficient: Cars $40,000-$50,000
- *Kelley Blue Book* 2014 Best Resale Value Award: Hybrid/Alternative Energy Car

IS 350/ IS 250
- *Esquire* 2013 Car of the Year 2014 IS 350 F SPORT
- *Popular Mechanics* 2014 Automotive Excellence Award for Luxury

LX 570
- *Edmunds* 2013 Best Retained Value Award: SUV over $45,000
- *Kelley Blue Book* 2014 Best Resale Value Award: Luxury Full-Size SUV/Crossover

GX 460
- *Kelley Blue Book* 2014 Best Resale Value Award: Luxury Midsize SUV/Crossover

RX 350
- *Kiplinger's Personal Finance* Best Resale: Midsize and Large Crossover
- *U.S. News & World Report* 2013 Best Cars for the Money Award: Best Luxury 2-Row Midsize SUV
- *U.S. News & World Report* 2013 Best Cars for Families Award: Best Luxury 2-Row Midsize SUV for Families
- *Kelley Blue Book* 10 Best Luxury SUVs of 2013

RX 450h
- *Kiplinger's Personal Finance* Best-in-Class: Midsize and Large Crossover
- *U.S. News & World Report* 2013 Best Cars for the Money Award: Best Hybrid SUV for the Money
- AutoPacific 2013 Vehicle Satisfaction Award: Hybrid/EV crossover SUV
- *Kelley Blue Book* 2014 Best Resale Value Award: Hybrid SUV/Crossover


IS 350 F SPORT

2014 Annual U.S. Sales: 311,389 • Dealer Count: 235

JANUARY
World premiere of RC F performance coupe in Detroit


RC F

FEBRUARY
Kelley Blue Book 2014 5-Year Cost-to-Own Award: Luxury Brand for second consecutive year

MARCH
World premiere of RC 350 F SPORT and RC F GT3 racing concept at Geneva International Auto Show

APRIL
World premiere of NX 200t and NX 300h luxury compact crossover at Beijing International Automotive Exhibition


NX 200t

Kelley Blue Book 2014 Brand Image Award for Most Trusted Luxury Brand for second consecutive year

NOVEMBER
World premiere of LF-C2 roadster 2+2 concept in Los Angeles


LF-C2 Concept

All-new RC 350 and RC F go on sale

RC F GT3 racing concept makes first U.S. appearance in Las Vegas at SEMA


RC F GT3

DECEMBER
All-new NX 200t and NX 300h go on sale

LS 460
- *Kiplinger's Personal Finance* Best Value Awards: Worth a Look: Cars $50,000 and Over
- *Kiplinger's Personal Finance* Best Value Awards: Best Resale: Cars $50,000 and Over

GS 350
- *Kiplinger's Personal Finance* Best Value Awards: Best-in-Class: Cars $40,000-$50,000
- *Edmunds* Top-Rated Vehicles for 2014

ES 350
- *Kelley Blue Book* 10 Best Luxury Cars Under $40,000
- *Kiplinger's Personal Finance* Best Value Awards: Worth a Look: Cars $30,000-$40,000 and Best Resale: Cars $30,000-$40,000

ES 300h
- *Kelley Blue Book* 10 Best Green Cars of 2014

IS 350/ IS 250
- *Kelley Blue Book* 10 Best Luxury Cars Under $40,000
- *Kiplinger's Personal Finance* Best Value Awards in Best Resale: Cars $40,000-$50,000
- IS F SPORT: About.com Cars Best New Cars of 2014 list
- IS 350 F SPORT: Texas Auto Writers Association (TAWA) award: Best Performance Sedan
- Automotive Lease Guide (ALG) 2015 Residual Value Award: Premium Midsize Car

CT 200h
- *ACEEE's (American Council for An Energy-Efficient Economy) Green Book Online* "Greenest Vehicles of 2014"

RX 350
- *U.S. News & World Report* 2014 Best Cars for the Money Award: Best Luxury 2-Row Midsize SUV for the Money
- *Edmunds* Most Popular Entry Luxury SUV of 2014

RX 450h
- *Kiplinger's Personal Finance* Best Value Awards: Most Fuel-Efficient Midsize Crossovers
- *U.S. News & World Report* 2014 Best Cars for the Money Award: Best Hybrid SUV for the Money
- *U.S. News & World Report* 2014 Best Cars for Families: Hybrid SUVs
- *U.S. News & World Report* 2014 Best Cars for the Money Award: Best Luxury 2-Row Midsize SUV for the Money


NX 300h / NX 200t F SPORT


RC 350 F SPORT

2015 Annual U.S. Sales: 344,601 • Dealer Count: 236

JANUARY

World premiere of GS F performance sedan in Detroit


GS F

Kelley Blue Book 2015 Best Resale Value Award for Luxury Brand for fourth consecutive year

MARCH

World premiere of LF-SA concept at Geneva International Auto Show

APRIL

World premiere of fourth-generation RX in New York


RX 450h

First-ever U.S. produced ES 350 at Toyota Motor Manufacturing, Kentucky (TMMK)

OCTOBER

World premiere of LF-FC flagship concept vehicle at Tokyo Motor Show


LF-FC Concept

NOVEMBER

All-new RX 350 and RX 450h go on sale

RX 450h F SPORT is introduced

Lexus announces creation of 3GT Racing to race the RC F GT3


RC F GT3

DECEMBER

First-ever GS F goes on sale


RX 350 / RX 450h

LS 460
- *Kelley Blue Book* 2015 Best Resale Value: High-End Luxury Car
- *Kelley Blue Book* 5-Year Cost-to-Own: High-End Luxury Car

GS 350/
GS 200t
- GS 350: *Kelley Blue Book* 2015 Best Resale Value: Luxury Car
- *Kelley Blue Book* 2016 Best Resale Value: Luxury Car

RC 350
- *Kelley Blue Book* 2015 Best Resale Value: Entry-Level Luxury Car

RC F
- *Automotive Design and Production Magazine:* 2014 Car of the Year
- *Esquire Magazine:* Biggest Thrill

ES 300h
- *Kelley Blue Book* 10 Most Fuel-Efficient Luxury Cars of 2015

CT 200h
- *Kelley Blue Book* 10 Most Fuel-Efficient Luxury Cars of 2015
- *SHAPE Magazine* 2015 Healthy Travel Awards

LX 570
- *Kelley Blue Book* 2015 Best Resale Value: Luxury Full-Size SUV/Crossover
- Texas Auto Writers Association (TAWA) Full-Size Luxury SUV of Texas

GX 460
- *Kelley Blue Book* 2015 Best Resale Value: Luxury Midsize SUV/Crossover
- *Edmunds* Best Retained Value Award in the Midrange Luxury SUV category

RX 350
- *U.S. News & World Report* 2015 Best Cars for the Money: Best Luxury 2-Row Midsize SUV for the Money
- *U.S. News & World Report* 2015 Best Cars for Families: Best Luxury 2-Row Midsize SUV for Families
- *Edmunds* Most Popular Award
- *Kelley Blue Book* 2016 Best Buy: Luxury SUV/Crossover

RX 450h
- *Kelley Blue Book* 2015 Best Resale Value: Hybrid SUV/Crossover
- *U.S. News & World Report* 2014 Best Cars for the Money: Best Hybrid SUV for the Money
- *U.S. News & World Report* 2014 Best Cars for Families: Hybrid SUV

NX 200t
F SPORT
- TAWA (Texas Auto Writers Association) Texas Auto Roundup Activity Vehicle of Texas

NX 300h
- TAWA (Texas Auto Writers Association) Texas Auto Roundup Green Vehicle


GX 460

2016 Annual U.S. Sales: 331,228 • Dealer Count: 237

JANUARY

World premiere of LC 500 luxury coupe in Detroit


LC 500

LC 500 named best Production Car and Interior Design in the annual EyesOn Design Awards for Design Excellence at the 2016 North American International Auto Show in Detroit

Kelley Blue Book 2016 Best Resale Value Award for Luxury Brand for fifth consecutive year

MARCH

World premiere of LC 500h luxury coupe hybrid at Geneva Motor Show


LC 500h

Kelley Blue Book 2016 Brand Image Award for Best Overall Luxury Brand and Most Trusted Luxury Brand

APRIL

First Lexus Plus Dealership launches with a new approach to the dealership experience: negotiation-free pricing and single point of contact

Vincentric Luxury Car Brand Best Value in America Award

SEPTEMBER

World premiere of UX compact sport utility vehicle concept at Paris Motor Show


UX Concept

NOVEMBER

Kiplinger's Personal Finance "The Best List"

LS 460
- *Kelley Blue Book* 5-Year Cost-to-Own Award: High-End Luxury Car
- *Kelley Blue Book* 2017 5-Year Cost-to-Own: High-End Luxury Car

GS 350/ GS 300/ GS 200t
- *Kelley Blue Book* Best Resale Value: Entry-Level Luxury Car

GS 450h
- *U.S. News & World Report* 2016 Best Hybrid Car for Families

GS F
- Vincentric Best Value in America Premium Luxury Midsize Sedan

RC 350
- Vincentric Best Value in America: Luxury Coupe sedan

ES 350
- Vincentric Best Value in America: Luxury Midsize sedan

ES 300h
- *Kelley Blue Book* Best Resale Value: Hybrid/Alternative Energy Car
- Vincentric Best Value in America Award in the Luxury Hybrid category

GX 460
- *Kelley Blue Book* Best Resale: Value Luxury Midsize SUV/Crossover

RX 350
- *Edmunds* Most Popular: Entry Luxury SUV
- *Kelley Blue Book* 5-Year Cost-to-Own Award: Luxury Midsize SUV/Crossover
- *Kelley Blue Book* Best Buy: Luxury SUV/Crossover
- *WardsAuto* 2016 "10 Best Interiors"
- *WardsAuto* 10 Best User Experiences

RX 450h
- *Kelley Blue Book:* Best Resale Value: Hybrid SUV/Crossover
- *WardsAuto* 2016 "10 Best Interiors"
- Texas Auto Writers Association (TAWA) 2016 Green Vehicle of Texas

NX
- *U.S. News & World Report* Best Cars for the Money: Best Luxury Compact SUV for the Money
- The 2017 NX is awarded IIHS 2017 Top Safety Pick+

NX 200t
- *U.S. News & World Report:* Best Luxury Compact SUV for the Money

NX 300h
- Vincentric Best Value in America: Luxury Hybrid SUV/Crossover

LX 570
- *Kelley Blue Book* Best Resale Value: Luxury Full-Size SUV/Crossover


RX 450h


LX 570

2017 Annual U.S. Sales: 305,132 • Dealer Count: 239

JANUARY

World premiere of all-new fifth-generation LS 500 flagship sedan in Detroit


LS 500

LS 500 named 2017 EyesOn Design Award for Design Excellence – Interior Design at the 2017 North American International Auto Show in Detroit

Lexus Sport Yacht concept revealed in Miami


Sport Yacht Concept

Lexus' return to North American sports car racing with debut of the RC F GT3 in the IMSA Weather Tech Sports Car Championship at Rolex 24 Daytona


RC F GT3

MARCH

World premiere of all-new next-generation LS 500h at Geneva Motor Show

APRIL

Kelley Blue Book 2017 Brand Image Award for Best Overall Luxury Brand and Most Trusted Luxury Brand

OCTOBER

The first-ever LC 500 Inspiration Series in Structural Blue revealed at SEMA

Black Panther Inspired LC concept revealed in Los Angeles

NOVEMBER

First-ever three-row RX 350L and RX 450hL revealed in Los Angeles

New two-row LX 570 revealed in Los Angeles


LC 500

LS 460/ LS 460L - *Kelley Blue Book* 2017 5-Year Cost-to-Own Award: High-End Luxury Car

GS 350/ GS 300 - *Kelley Blue Book* 2017 Best Resale Value: Luxury Car

GS 200t - *Kelley Blue Book* 2017 5-Year Cost-to-Own Award: Luxury Car

GS 450h - *U.S. News & World Report* 2016 Best Hybrid Car for Families
- American Automobile Association (AAA) Top Green Car in the midsize category

RC 300/ RC 350 - *Kelley Blue Book* 2017 Best Resale Value: Entry-Level Luxury Car

ES 350 - *Edmunds* Most Wanted Luxury Midsize Car
- *U.S. News & World Report* 2017 Best Cars for the Money: Best Luxury Midsize Car for the Money

ES 300h - Vincentric Best Value in America: Luxury Hybrid

LC 500/ LC 500h - *WardsAuto* "10 Best Interiors" for 2017

LX/ LX 570 - *Kelley Blue Book* 2017 Best Resale Value: Luxury Full-Size SUV/Crossover

RX 350 - *Edmunds* Most Wanted Award in the Luxury Compact SUV segment
- *Kelley Blue Book* 2017 10 Best Luxury SUVs and Best Resale Value: Luxury Midsize SUV/Crossover
- *U.S. News & World Report* Best Cars for the Money Award: Best Luxury 2-Row SUV for the Money

RX 450h - *Kelley Blue Book* 2017 10 Most Fuel-Efficient SUVs

NX/NXh - IIHS 2017 Top Safety Pick+ Award
- *U.S. News & World Report* 2017 Best Cars for the Money: Best Luxury Compact SUV for the Money
- *Kelley Blue Book* 2017 Best Luxury Cars Under $35,000


LS 500h

2018 Annual U.S. Sales: 298,310 • Dealer Count: 241

JANUARY
World premiere of LF 1 Limitless concept at the 2018 North American International Auto Show in Detroit

Lexus announced first-ever LS 500 in Super Bowl commercial for Super Bowl LII featuring Black Panther

FEBRUARY
RC F and GS F 10th anniversary special editions revealed in Chicago

All-new LS 500 and LS 500h go on sale


LS 500

MARCH
Kelley Blue Book 2018 Brand Image Award for Best Overall Luxury Brand and Most Trusted Luxury Brand

World premiere of UX compact luxury crossover at Geneva Motor Show


UX 200

RC F SPORT Black Line special edition revealed in New York

APRIL
World premiere of seventh-generation ES entry luxury sedan at Beijing Motor Show

The first-ever ES F SPORT revealed in Los Angeles

First-ever RX 450hL goes on sale

MAY
Autotrader awards Lexus 2018 Best CPO Program for the Luxury Programs category

JULY
NADA Dealer Attitude Survey, Winter 2018, ranks Lexus No. 1

SEPTEMBER
LY 650 Luxury Yacht revealed

OCTOBER
Lexus topped the overall brand list for the sixth year in a row


LF 1 Limitless

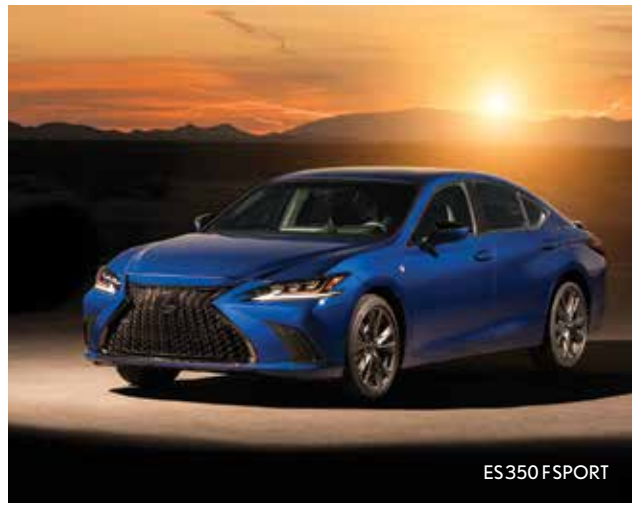
NOVEMBER
Intersect by Lexus opens third global location in New York City

LX Inspiration Series goes on sale

DECEMBER
First-ever UX 200 goes on sale

Lexus tops the NADA Dealer Attitude Survey – again

GS 350/ GS 350h	- *Kelley Blue Book* Best Resale Value
ES	- 2018 *Consumer Guide* Automotive Best Buy Awards - *U.S. News & World Report* 2018 Best Cars for the Money Awards: Best Cars for Families - 2018 IHS Markit Automotive Loyalty Award, Luxury Traditional Midsize Car - IIHS Top Safety Pick+ Award
LS 500	- ALG Residual Value Award - *WardsAuto* 2018 10 Best Interiors list
RC 300/ RC 350 F	- ALG Residual Value Award - IIHS Top Safety Pick+ Award - *Kelley Blue Book* Best Resale Value - TAWA Auto Roundup, 3rd place Performance Coupe
LC 500	- *WardsAuto* 2018 10 Best Interiors list - 2018 TAWA "Car of Texas" award - TAWA Auto Roundup, 1st place Performance Coupe - Best Sports Coupe in *MotorWeek*'s Driver's Choice Award
LC 500 F Sport	- TAWA Auto Roundup, 1st place Full-Size Luxury Car
RX 350	- *U.S. News & World Report* 2018 Best Cars for the Money awards: Best Cars for Families - IHS Markit Automotive Loyalty Award, Luxury Midsize SUV Loyalty - *Kelley Blue Book* Best Resale Value
NX	- 2018 *Consumer Reports*' 10 Most Reliable Cars List
LX	- *Kelley Blue Book* Best Resale Value
GX	- 2018 *Consumer Reports*' 10 Most Reliable Cars List


ES 350 F SPORT

2019 Annual U.S. Sales: 298,114 • Dealer Count: 242

JANUARY
First-ever UX 250h goes on sale

2020 RC F and RC F Track Edition revealed at the 2019 North American International Auto Show in Detroit

LC Convertible Concept revealed at the 2019 North American International Auto Show in Detroit, and wins 2019 EyesOn Design Award for Design Excellence – Exterior Lighting

FEBRUARY
Ten millionth vehicle sold globally


LC Convertible Concept

Limited Edition LC 500 Inspiration Series revealed at Chicago Auto Show

NX F Sport Black Line Special Edition goes on sale

Kelley Blue Book awards Lexus the Best Luxury Brand in 2019 5-Year Cost to Own Awards

J.D. Power Vehicle Dependability study ranks Lexus No. 1 for eighth straight year

MARCH
2019 IS Black Line Special Edition revealed at Dallas Auto Show

APRIL
The 2020 RC F and RC F Track Edition go on sale

Lexus partners with *Men in Black: International* with first-ever Lexus Jet concept

Kelley Blue Book awards Lexus the Best Overall Luxury Brand and Most Trusted Luxury Brand in 2019 Brand Image Awards

Lexus earns highest among luxury brands for *Edmunds* Best Retained Value Award

MAY
Autotrader awards Lexus 2018 Best CPO Program for the Luxury Programs category

The new 2020 Lexus RX 350 and RX 450hL are revealed


RC F Track Edition

JUNE
The new 2020 Lexus GX 460 is announced

Lexus Safety System+ standard across the entire 2020 model year

JULY
Lexus is the highest-ranking luxury brand in inaugural J.D. Power 2019 U.S. Automotive Brand Loyalty Study

LC Convertible Prototype unveiled at Goodwood Festival of Speed

NADA Dealer Attitude Survey, Winter 2019, ranks Lexus No. 1

The Lexus GX-OR concept is revealed at Colorado enthusiast event

The 2020 Lexus LX 570 Sport Package revealed

AUGUST
The Lexus 2020 LC 500 Inspiration Series goes on sale

SEPTEMBER
The new 2020 Lexus RX 350 goes on sale

Lexus celebrates 30-year anniversary of U.S. sales operations

LY 650 Luxury Yacht revealed in Boca Raton, Florida

The 2020 Lexus NX 300 Black Line Special Edition goes on sale

OCTOBER
The new 2020 Lexus GX 460 goes on sale

Lexus unveils the LF-30 Electrified Concept at the Tokyo Motor Show

The 2020 Lexus IS F Sport Black Line Special Edition goes on sale

NOVEMBER
The first-ever 2021 Lexus LC 500 Convertible is debuted at the Los Angeles International Auto Show

U.S. News & World Report named Lexus as the Best Certified Pre-Owned Program for third year

DECEMBER
Lexus "December to Remember" Campaign returns for its 20th year
Lexus tops the NADA Dealer Attitude Survey – again


UX 200

2019

ES
- *Consumer Guide* Automotive Best Buy Award
- *Edmunds* Best Retained Value
- *Edmunds* Buyers Most Wanted
- IIHS Top Safety Pick+ Award
- IHS Markit Automotive Loyalty Award
- J.D. Power Dependability Award
- *Kelley Blue Book* Best Buy Luxury Car
- *MotorWeek* Best Used Car Luxury
- *U.S. News & World Report* Best Cars for the Money

GS
- *Kelley Blue Book* Best Resale Value
- *Kelley Blue Book* 5-Year Cost to Own

LS
- IHS Markit Automotive Loyalty Award

RC
- *Kelley Blue Book* Best Resale Value

LC
- *Car Buzz* Best Interior Award, Finalist

UX
- IIHS Top Safety Pick+ Award
- *Kelley Blue Book* Best 5-Year Cost to Own

UXh
- *WardsAuto* 10 Best Engines

NX
- *Edmunds* Best Retained Value, Luxury Compact SUV
- *Kelley Blue Book* Best Resale Value
- *Kelley Blue Book* Best 5-Year Cost to Own

NXh
- IntelliChoice Best Overall Value of the Year

RX
- *Edmunds* Buyers Most Wanted, Luxury Compact SUV
- IHS Markit Automotive Loyalty Award
- J.D. Power Quality Award
- *Kelley Blue Book* Best Resale Value
- *Kelley Blue Book* Best 5-Year Cost to Own
- *U.S. News & World Report* Best Cars for the Money

LX
- *Kelley Blue Book* Best Resale Value
- *Kelley Blue Book* Best 5-Year Cost to Own

GX
- *Edmunds* Best Retained Value, Luxury Midsize SUV
- IHS Markit Automotive Loyalty Award
- J.D. Power Dependability Award
- *Kelley Blue Book* Best Resale Value
- *Kelley Blue Book* Best 5-Year Cost to Own
- TAWA Auto Roundup, Full-size Luxury SUV of Texas



LC 500 Convertible

2020

JANUARY

LC Convertible VIN 100001 vehicle sold at Barrett-Jackson for $2 million, all of hammer price donated to Boys & Girls Clubs of America and the Bob Woodruff Foundation

FEBRUARY

J.D. Power Vehicle Dependability study ranks Lexus No. 2 overall

NADA Dealer Attitude Survey, Winter 2020, ranks Lexus No. 1

MARCH

IS
- *Consumer Reports'* Most Reliable Vehicle
- J.D. Power Most Dependable winner

ES
- *Kelley Blue Book* 2020 Best Buy Award for Luxury Car
- *Edmunds* Buyers Most Wanted Luxury Midsize Car
- *Kelley Blue Book* Best Luxury Resale Value Award
- Vincentric Best Value in America, Luxury Mid-Size Sedan
- *U.S. News & World Report* Best Cars for the Money, Luxury 2-Row SUV
- J.D. Power Most Dependable Compact Premium Car and Overall Model

GS
- *Kelley Blue Book* Best Luxury Resale Value Award

LC
- Vincentric Best CPO Value in America, Luxury Sports Car

LCh
- Vincentric Best CPO Value in America, Luxury Hybrid

RC
- Vincentric Best CPO Value in America, Luxury Coupe

UX
- *Kelley Blue Book* Best 5-Year Cost to Own Subcompact SUV

NX
- Vincentric Best CPO Value in America, Luxury Compact SUV/Crossover
- *Kelley Blue Book* Best 5-Year Cost to Own Compact SUV

NXh
- Vincentric Best Value in America, Luxury Hybrid SUV/Crossover
- Vincentric Best CPO Value in America, Luxury Hybrid SUV/Crossover

RX
- IIHS Top Safety Pick Award
- *WardsAuto* Top 10 Best User Experience
- *Edmunds* Buyers Most Wanted Midsize Luxury SUV
- *U.S. News & World Report* Best Cars for the Money, Luxury 2-Row SUV
- *Kelley Blue Book* Best 5-Year Cost to Own Midsize SUV (2-row)

LX
- *Kelley Blue Book* Best Luxury Resale Value

GX
- *Kelley Blue Book* Best Luxury Resale Value
- J.D. Power Most Dependable Midsize Premium SUV



NX 300h



THE LEXUS COVENANT

Lexus competes in the luxury automotive industry, the most prestigious race in the world. Lexus' history and experience has culminated in the creation of our automobiles, the finest 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.

LEXUS
EXPERIENCE AMAZING

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