



# THE HISTORY OF LEXUS

# 2019





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 241 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

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

LS400 and ES250 introduced in Detroit and Los Angeles

### MARCH

Lawsuit with Lexis resolved in favor of the auto manufacturer

### SEPTEMBER

LS400 and ES250 go on sale

### DECEMBER

A single consumer complaint launches a special service campaign, earning the brand recognition as the new standard in personalized service

.....  
**LS400** - *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

.....  
**LS400** - *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 ES300 replaces ES250

## 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



GS 300

## 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

**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



ES 300

## 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 LS400 featuring VVT-i introduced

## OCTOBER

Next-generation GS400 and GS300 luxury performance sedans go on sale

## NOVEMBER

SC400 and SC300 receive engines with VVT-i technology

## DECEMBER

All-new redesigned LX470 and one-of-a-kind Street Rod introduced in Los Angeles



GS400

.....  
**SC300** - *Automobile Magazine* Top Ten All-Stars

# 1998

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

## JANUARY

RX300 presented at the North American International Auto Show

## MARCH

LX470 and RX300 go on sale

## JULY

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

## DECEMBER

12th consecutive monthly sales record set



RX300



LX470

.....  
**GS400/** - *Car and Driver* 10 Best

**GS300** - *Consumer Digest* Best Buy

- *Motor Trend* Import Car of the Year

- American Automobile Association (AAA) Top Car in \$40,000 to \$50,000 category

**GS400** - *Popular Science* Best of What's New

**ES300** - *Consumer Digest* Best Buy

**RX300** - *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



IS300

## MARCH

Entrance into world of motorsports as GS400 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.

.....  
**GS400/** - *Car and Driver* 10 Best

**GS300**

**LX470** - *Automobile Magazine* All-Star in Large SUV category

# 2000

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

## JANUARY

Redesigned LS430 flagship sedan revealed in Detroit

IS300 unveiled in Los Angeles

## APRIL

Plans for SC430 hardtop convertible announced in New York



SC430

## JUNE

IS300 goes on sale

## AUGUST

First import luxury brand to sell 20,000+ vehicles in one month

## SEPTEMBER

GS430 replaces GS400

## OCTOBER

All-new redesigned LS430 goes on sale

## DECEMBER

Best-selling luxury make in America

.....  
**LS430** - *Popular Mechanics* Design and Engineering Award

**GS400/** - *Car and Driver* 10 Best

**GS300**

**IS300** - *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

Neiman Marcus Limited Edition Lexus SC 430 "Silver Belle" sells out in 14 hours



ES 300

## 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

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



GX 470

# 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

## AUGUST

Second SC 430 Pebble Beach® Special Edition goes on sale



LF-C Concept

## 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

**JANUARY**

LFA super-premium two-seat GT sports car concept revealed in Detroit

**FEBRUARY**

Third-generation GS300 and GS430 go on sale

**MARCH**

World premiere of all-new IS350 sport sedan and GS450h, the industry's first luxury hybrid sport sedan, in New York



IS350

**APRIL**

RX400h goes on sale

**AUGUST**

Lexus-badged vehicles sold in Japan for the first time

**OCTOBER**

LF-Sh concept vehicle revealed in Tokyo

All-new IS250 and IS350 sport sedans go on sale

**DECEMBER**

RX400h 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

**JANUARY**

All-new flagship sedan, the LS460, revealed in Detroit



LS460

**FEBRUARY**

ES350 premieres in Chicago accompanied by a giant mechanical flower to kick off the "Can You Engineer Desire" campaign



ES350

**APRIL**

ES350 and GS450h go on sale  
LS600h L unveiled in New York, featuring the world's first full-hybrid V8 powertrain



LS600h L

**OCTOBER**

LS460 and LS460 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 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

**JANUARY**

2008 ISF and reinvented LFA concept vehicles revealed in Detroit, spotlighting new high-performance focus  
Lexus Pursuit of Potential philanthropic program launches



LFA Concept

**APRIL**

All-new LX570 unveiled in New York



ISF

**JULY**

LS600h 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
- IS 350/ IS 250** - Kelley Blue Book Best Resale Value Award: Top 10
- RX 350** - Consumer Guide Best Buy

**JANUARY**

All-new LX570 goes on sale

ISF high-performance sedan goes on sale



LX570

**FEBRUARY**

RX350 and ES350 join Pebble Beach® Collection

**APRIL**

Winners of first Lexus Eco Challenge announced



**OCTOBER**

Lexus reveals the IS250C and IS350C 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

**JANUARY**

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

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

**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

**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
- 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



HS 250h



IS 350C



RX 450h



GX 460

**MARCH**

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

**AUGUST**

IS 350 adds all-wheel-drive model

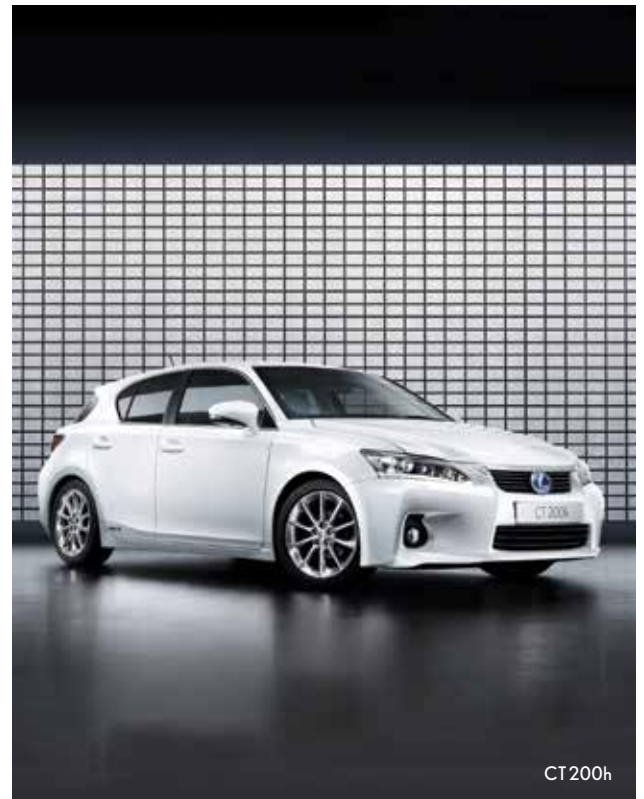
**DECEMBER**

Best-selling luxury make in America for 11th consecutive year



IS 350

- 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.com* Consumers' Top-Rated Vehicle in the Convertible Over \$35,000 category
- HS 250h** - *Edmunds.com* 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

**JANUARY**

First LFA production vehicle arrives in the United States

**MARCH**

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

**APRIL**

Edmunds.com 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

**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®



LFA



GS 350

- LS 460** - Edmunds.com lists the 1990 Lexus LS 400 on its "The 100 Greatest Cars of All Time"
- GS 350** - Edmunds.com "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.com "Best Retained Value Award" in the Convertible \$35K-\$45K category
- IS F** - 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

**JANUARY**

World premiere of LF-LC concept vehicle in Detroit

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



LF-LC Concept

**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 460 L 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 600h L** - 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
- IS F** - 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



**JANUARY**

World premiere of third-generation IS sport sedan in Detroit



IS350

**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 ES350 to be built at Toyota Motor Manufacturing, Kentucky (TMMK)



ES350

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.com "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.com "Best Automotive Interiors Under \$60,000"

**ES 350**

- Kiplinger's Personal Finance Best-in-Class: Cars \$30,000-\$40,000
- Motor Week'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.com 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



IS350 F SPORT

**JANUARY**

World premiere of RC F performance coupe in Detroit

**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

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

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

**DECEMBER**

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



RC F



NX 200t



LF-C2 Concept



RC F GT3

**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.com 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/**

- Kelley Blue Book 10 Best Luxury Cars Under \$40,000

**IS 250**

- 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.com 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

**JANUARY**

World premiere of GS F performance sedan in Detroit

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



GS F

**MARCH**

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

**APRIL**

World premiere of fourth-generation RX in New York

First-ever U.S. produced ES350 at Toyota Motor Manufacturing, Kentucky (TMMK)



RX450h

**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 FSPORT is introduced

Lexus announces creation of 3GT Racing to race the RCF GT3



RCF GT3

**DECEMBER**

First-ever GSF goes on sale



RX350/RX450h

- 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** - *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.com* 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.com* 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**  
**FSPORT** - TAWA (Texas Auto Writers Association) Texas Auto Roundup Activity Vehicle of Texas
- NX 300h** - TAWA (Texas Auto Writers Association) Texas Auto Roundup Green Vehicle



GX460

**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"



RX 450h

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

**GS 350/  
GS 300/  
GS 200t**

- *U.S. News & World Report* 2016 Best Hybrid Car for Families
- Vincentric Best Value in America Premium Luxury Midsize Sedan
- April 2016 – The ES 300h earns the 2016 Vincentric Best Value in America Award in the Luxury Hybrid category

**RC 350**

- Vincentric Best Value in America: Luxury Coupe sedan
- Vincentric Best Value in America: Luxury Midsize sedan

**ES 300h**

- *Kelley Blue Book* Best Resale Value: Hybrid/Alternative Energy Car
- *Kelley Blue Book* Best Resale: Value Luxury Midsize SUV/Crossover

**GX 460**

- *Edmunds.com* Most Popular: Entry Luxury SUV
- *Kelley Blue Book* 5-Year Cost-to-Own Award: Luxury Midsize SUV/Crossover

**RX 350**

- *Kelley Blue Book* Best Buy: Luxury SUV/Crossover
- Ward's 2016 "10 Best Interiors"
- Ward's 10 Best User Experiences

**RX 450h**

- *Kelley Blue Book*: Best Resale Value: Hybrid SUV/Crossover
- 2016 "10 Best Interiors"
- The 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
- Vincentric Best Value in America: Luxury Hybrid SUV/Crossover

**NX 300h**

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



LX 570

## JANUARY

World premiere of all-new fifth-generation LS500 flagship sedan in Detroit



LS500

LS500 named 2017 EyesOn Design Award for Design Excellence – Interior Design at the 2017 North American International Auto Show in Detroit



Sport Yacht Concept

Lexus Sport Yacht concept revealed in Miami

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



RCF GT3

## MARCH

World premiere of all-new next-generation LS500h 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 RX350L and RX450hL revealed in Los Angeles

New two-row LX570 revealed in Los Angeles

**LS460/LS460L** - Kelley Blue Book 2017 5-Year Cost-to-Own Award: High-End Luxury Car

**GS350/GS300** - Kelley Blue Book 2017 Best Resale Value: Luxury Car

**GS200t** - Kelley Blue Book 2017 5-Year Cost-to-Own Award: Luxury Car

**GS450h** - U.S. News & World Report 2016 Best Hybrid Car for Families  
- American Automobile Association (AAA) Top Green Car in the midsize category

**RC300/RC350** - Kelley Blue Book 2017 Best Resale Value: Entry-Level Luxury Car

**ES350** - Edmunds.com Most Wanted Luxury Midsize Car  
- U.S. News & World Report 2017 Best Cars for the Money: Best Luxury Midsize Car for the Money

**ES300h** - Vincentric Best Value in America: Luxury Hybrid

**LC500/LC500h** - Wards Auto "10 Best Interiors" for 2017

**LX/LX570** - Kelley Blue Book 2017 Best Resale Value: Luxury Full-Size SUV/Crossover

**RX350** - Edmunds.com 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.

**RX450h** - Kelley Blue Book 2017 10 Most Fuel-Efficient SUVs

**NX/NXh** - IHS Markit 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



LC 500



LS500h

**JANUARY**

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

Lexus announced first-ever LS500 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 LS500 and LS500h go on sale



LS500

**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



UX200

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

.....

**GS350/** - Kelley Blue Book Best Resale Value  
**GS350h**

**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 Loyalty Awards, Luxury Traditional Midsize Car Loyalty
- IIHS Top Safety Pick+

**LS500**

- ALG Residual Value Award
- Ward's 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 Round Up, 3rd place Performance Coupe

**LC 500**

- Ward's 2018 10 Best Interiors list
- 2018 TAWA "Car of Texas" award
- TAWA Auto Round Up, 1st place Performance Coupe
- Best Sports Coupe in MotorWeek's Driver's Choice Award
- TAWA Auto Round Up, 1st place Full-Size Luxury Car

**LC 500**  
**F Sport**  
**RX 350**

- U.S. News World Report 2018 Best Cars for the Money awards: Best Cars for Families
- IHS Markit Loyalty Awards, 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



ES350 F SPORT

# 2019

## 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

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

2020 RC F and RC F Track Edition go on sale

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



LC Convertible Concept



RC F Track Edition

## ES

- *U.S. News* 2019 Best Car for the Money Award
- *Consumer Guide* 2019 Automotive Best Buy Award
- IIHS Top Safety Pick+ Award
- *Edmunds.com* Buyers Most Wanted Awards
- IHS Markit Loyalty Award, Luxury Traditional Midsize Car
- *Edmunds.com* Best Retained Value Award, Luxury Midsize Car

## GS

## LS

## RC

## UX 250h

- 2019 *Ward's* 10 Best Engines Award
- *Kelley Blue Book* 2019 5-Year Cost to Own Award: Best Luxury Subcompact SUV/Crossover
- *Kelley Blue Book* 2019 Best Resale Value: Luxury Subcompact SUV/Crossover

## NX

- *Kelley Blue Book* 2019 5-Year Cost to Own Award: Best Luxury Compact SUV/Crossover

## RX 350

- *Edmunds.com* Best Retained Value Award, Luxury Compact SUV
- *Kelley Blue Book* 2019 5-Year Cost to Own Award: Best Luxury Midsize SUV/Crossover (2-row)
- *U.S. News* 2019 Best Car for the Money Award
- *Edmunds.com* Buyers Most Wanted Awards
- *Kelley Blue Book* 2019 Best Resale Value: Luxury Midsize SUV/Crossover (2-row)

## LX

## GX

- IHS Markit Loyalty Award, Luxury Midsize CUV
- *Kelley Blue Book* 2019 Best Resale Value: Luxury Full-Size SUV/Crossover
- *Kelley Blue Book* 2019 Best Resale Value: Luxury Midsize SUV/Crossover (3-row)
- IHS Markit Loyalty Award, Midsize SUV
- *Edmunds.com* Best Retained Value Award, Luxury Midsize SUV



UX200

THE 2020  
**RC F**  
Track Edition







# THE LEXUS COVENANT

Lexus competes in the luxury automotive industry, the most prestigious race in the world.

Lexus' history and experience, gained over more than two decades, 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.**

