

The History of Lexus 2010



1988

Dealer Count: 80

JANUARY

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

FEBRUARY

Artist renderings of the cars first shown in Chicago

APRIL

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

MAY

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



1989

Annual Sales: 16,302
Dealer Count: 81

JANUARY

LS 400 and ES 250 introduced in Detroit and Los Angeles



MARCH

Lawsuit with Lexis resolved in favor of the auto manufacturer

SEPTEMBER

LS 400 and ES 250 go on sale

DECEMBER

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

LS 400 - *Popular Science* Best of What's New

1990

Annual Sales: 63,534
Dealer Count: 121



DECEMBER

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

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

1991

Annual Sales: 71,206
Dealer Count: 141

JUNE

SC 400 luxury sport coupe goes on sale

SEPTEMBER

SC 300 luxury sport coupe goes on sale and ES 300 replaces ES 250

DECEMBER

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



LS 400 - *Automobile Magazine* Top Ten All-Stars
- *Consumer Digest* Best Buy
ES 300 - *Automobile Magazine* Top Ten All-Stars
SC 400 - *Playboy Magazine* Car of the Year
- *Popular Science* Best of What's New

1992

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



SEPTEMBER

Freshened LS 400 with more than 50 changes goes on sale

LS 400 - *Personal Finance Magazine* Best Buy in the \$30,000+ category
SC 400 - *Motor Trend* Import Car of the Year
- *Motor Trend* Best Buy
- *Automobile Magazine* Top Ten All-Stars
- *Car and Driver* 10 Best
ES 300 - *Personal Finance Magazine* Best Buy in the \$20,000 to \$30,000 category
- *Motor Trend* Best Buy

1993

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

JANUARY

GS 300 luxury performance sedan revealed in Los Angeles and Detroit

MARCH

GS 300 goes on sale

NOVEMBER

Industry-leading Certified Pre-Owned program introduced



SC 300 - *Automobile Magazine* Top Ten All-Stars
- *Car and Driver* 10 Best

1994

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

NOVEMBER

Completely redesigned second-generation LS 400 goes on sale



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

1995

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

APRIL

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



MAY

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

JUNE

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

LS 400 - *Popular Mechanics* Design & Engineering Award
SC 300 - *Automobile Magazine* Top Ten All-Stars
- *Car and Driver* 10 Best

1996

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

JANUARY

LX 450 goes on sale

SEPTEMBER

All-new ES 300 goes on sale



ES 300 - American Automobile Association (AAA) Top Car in the \$25,000 to \$30,000 category
SC 300 - *Automobile Magazine* Top Ten All-Stars

1997

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

SEPTEMBER

Redesigned LS 400 featuring VVT-i introduced

OCTOBER

Next-generation GS 400 and GS 300 luxury performance sedans go on sale

NOVEMBER

SC 400 and SC 300 receive engines with VVT-i technology



DECEMBER

All-new redesigned LX 470 and one-of-a-kind Street Rod introduced in Los Angeles

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

1998

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

JANUARY

RX 300 presented at the North American International Auto Show



MARCH

LX 470 and RX 300 go on sale



JULY

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

DECEMBER

12th consecutive monthly sales record set

GS 400/300 - *Car and Driver* 10 Best
- *Consumer Digest* Best Buy
- *Motor Trend* Import Car of the Year
- American Automobile Association (AAA) Top Car in \$40,000 to \$50,000 category
GS 400 - *Popular Science* Best of What's New
ES 300 - *Consumer Digest* Best Buy
RX 300 - *Motor Trend* Sport Utility of the Year

The Lexus Covenant

Lexus will enter the most competitive, prestigious automobile race in the world.

Over 50 years of Toyota automotive experience has culminated in the creation of Lexus cars. They will be the finest cars ever built.

Lexus will win the race because: Lexus will do it right from the start. Lexus will have the finest dealer network in the industry. Lexus will treat each customer as we would a guest in our home.

If you think you can't, you won't ...
If you think you can, you will!
We can, we will.



1999

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



JANUARY
IS compact performance sedan unveiled in Detroit

MARCH
Entrance into world of motorsports as 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.

GS400/300 - Car and Driver 10 Best
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

JUNE
IS300 goes on sale

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

SEPTEMBER
GS430 replaces GS400

LS430 - Popular Mechanics Design and Engineering Award
IS300 - Popular Science Best of What's New
GS400/300 - Car and Driver 10 Best



2001

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

JANUARY
IS300 Sport Cross, IS300 manual transmission sport sedan and SC430 presented in Detroit

MARCH
All-new SC430 hardtop convertible goes on sale



LS430 - Automobile Magazine All-Star in Best Luxury Sedan category
- Consumer Guide Best Buy

RX300 - Consumer Guide Best Buy
ES300 - Consumer Guide Best Buy
GS300 - Consumer Guide Best Buy

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

SEPTEMBER
The fourth-generation ES300 goes on sale

Neiman Marcus Limited Edition Lexus SC430 "Silver Belle" sells out in 14 hours

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

2002

Annual U.S. Sales: 234,109
Dealer Count: 199

JANUARY
GX470 revealed in Detroit

Specially built sports car for Steven Spielberg's *Minority Report* revealed in Los Angeles

MAY
ES300 and RX300 are America's best-selling luxury car and SUV

NOVEMBER
Production version of all-new GX470 luxury utility vehicle unveiled in Florida

LF-S, first Lexus Future concept vehicle, unveiled in Tokyo, showcases new design philosophy

IS300 captures first motorsports championship in Grand American Sport Touring class

DECEMBER
GX470 goes on sale

Best-selling luxury make in America for third consecutive year



LS430 - 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
- Consumer Guide Best Buy

ES300 - Texas Truck Rodeo Premium SUV of the Year
GX470 - Four Wheeler's Four Wheeler of the Year
- 4-Wheel and Off Road 4x4 of the Year
- Automobile Magazine All-Star Award

2003

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

JANUARY
Redesigned, second-generation RX, the RX330, and industry's first luxury electric/gas hybrid vehicle, the RX Hybrid, introduced in Detroit

FEBRUARY
Lexus-badged vehicles sold in Japan for the first time

MARCH
All-new second-generation RX330 goes on sale



LS430 - Consumer Guide Best Buy
RX300 - Consumer Guide Best Buy
GX470 - Consumer Guide Best Buy
- Four Wheeler's Four Wheeler of the Year for an unprecedented second consecutive year

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

2004

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



JANUARY
Reveal of redesigned, third-generation GS sport sedan and world premiere of world's first luxury hybrid SUV, the RX400h, in Detroit

V8 racing engines provided to four teams in Grand American Rolex Sports Car series with first series win in fourth race

LS430 - Consumer Guide Best Buy
ES330 - Consumer Guide Best Buy
RX330 - Consumer Guide Best Buy
GX470 - Automobile Magazine All-Star Mid-Size Sport Utility

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 SC430 Pebble Beach® Special Edition goes on sale

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

2005

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

JANUARY
LF-A super-premium two-seat GT sports car concept revealed in Detroit

FEBRUARY
Third-generation 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



GS300 - American Automobile Association (AAA) Top Car in its price category
RX330 - Consumer Guide Best Buy
- Kelley Blue Book Best Resale Value Award: Top 10
GX470 - Kelley Blue Book Best Resale Value Award: Top 10

APRIL
RX400h goes on sale

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

2006

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

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

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



LS460 - CNET Editor's Choice Award
ES330 - Consumer Guide Automotive's Most Significant New Introduction
RX330 - The Car Book 2006 Best Buy
IS350 - Wards 10 Best Engine for its 3.5 liter DOHC V6
RX400h - Polk Automotive Loyalty Award in Mid-Size SUV category

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



OCTOBER
LS460 and LS460 L go on sale, redefining full-size luxury segment

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

2007

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



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

Lexus Pursuit of Potential philanthropic program launches

APRIL
All-new LX570 unveiled in New York

LS460 - 2007 World Car of the Year
- Motor Week Driver's Choice Best Luxury Sedan
RX350 - Consumer Guide Best Buy
IS350/250 - Kelley Blue Book Best Resale Value Award: Top 10



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

2008

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

JANUARY
All-new LX570 goes on sale

IS F high-performance sedan goes on sale

FEBRUARY
RX350 and ES350 join Pebble Beach® Collection



LS460 - The Chauffeur Magazine Top Pick for Chauffeur Car of the Year
ES350 - Kiplinger's Best New Cars, Best in Class \$30,000-\$45,000
GX470 - Kiplinger's Best New Cars, Best Resale Truck-Based SUV



APRIL
Winners of the 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

2009

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



JUNE
The second-generation RX450h 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

JANUARY
Lexus debuts the HS250h at NAIAS, the fourth hybrid vehicle in its lineup
Lexus introduces the all-new 2010 RX350 and RX450h luxury utility vehicles, reinventing the vehicle that invented it all

FEBRUARY
The third-generation RX350 goes on sale

MAY
The all-new IS350C and IS250C hard-top convertibles go on sale



LS460 - Automotive Lease Guide 2010 Residual Value Award for Luxury Car
- AutoPacific Vehicle Satisfaction Award and Ideal Vehicle Award
ES350 - AutoPacific Vehicle Satisfaction Award and Ideal Vehicle Award
LX570 - Kelley Blue Book Best Ski Trip for Top 10 Road Trip Cars
RX350 - Automotive Lease Guide Residual Value for Near Luxury Utility Vehicle
- Polk Automotive Loyalty Award in the Mid/Full-Size SUV category
RX450h - Texas Truck Rodeo Mid-Size Luxury Segment
IS350/250 - Kelley Blue Book Best Resale Value: Near-Luxury Car

AUGUST
HS250h, 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 GX460 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

2010

MARCH
World premiere of the CT200h, premium compact hybrid, at the Geneva Motor Show



LS460 - Consumer Guide Best Buy
RX350 - Consumer Guide Best Buy
- Polk Automotive Loyalty Award in Mid/Full-Size SUV category
RX450h - Cars.com Editor's Choice for Green Drivers
HS250h - Edmunds.com Top Recommended Hybrid