



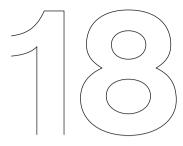
### THE LEXUS RANGE



Since the launch of the LS 400 sedan in 1989, Lexus has become a synonym for exceptional quality and incredibly refined luxury cars. Determined to offer more than this, recently we've launched a new generation of vehicles: cars that stand out from the crowd and defy convention. Models like the exciting new UX compact crossover and the provocative yet elegant ES executive sedan. Based on a uniquely Japanese aesthetic of harmony without compromise, Lexus design is now more distinctive and single-minded than ever.

However, head turning looks would be nothing without incredible performance. Inspired by the iconic Lexus LFA supercar that was launched in 2010, our 'Master Drivers', have worked tirelessly to identify and articulate the unique flavour of driving excitement. With this hard won knowledge we've now enhanced the precise and elegant nature of every Lexus with a sizeable dose of adrenaline: creating an exhilarating new driving experience that starts when you approach a car like the LC luxury coupé, and continues as long as you drive and cherish it.

Unsurprisingly, technology plays a huge role in our work. We see innovation as a never-ending process, and are committed to anticipating future needs and desires. This approach has led to major automotive breakthroughs like the world's first Self-Charging Hybrid in 2004 - the RX 400h - and now Multi Stage Hybrid that powers the LS 500h and LC 500h. Despite our intense focus on the future, we're immensely proud of the world-class build quality of our cars, which is overseen by our 'Takumi' artisans. Finally, once we've delivered your Lexus, you'll discover something more - it's called 'Omotenashi', which is a Japanese form of hospitality that helps us seamlessly anticipate your needs.



# 04 DESIGN

An exclusive look inside the Lexus Design Centre in Japan

## 08 CRAFTSMANSHIP

Meet the craftspeople who build the amazing Lexus LS

## 10 HYBRID

Learn how Lexus pioneered and leads in Self-Charging Hybrid technology

## 12 TECHNOLOGY

Visit the world's most advanced driving simulator

## 14 F SPORT

Tuned by the Lexus 'Master Drivers' who developed the LFA supercar and RC F coupé

## 16 PERFORMANCE

Lexus RC F GT500 driver, James Rossiter, explains the importance of teamwork in his race for victory

**20** 

Experience effortless luxury, in the world's first hybrid powered luxury compact

# **22**

Explore new horizons in a compact crossover created using Japanese design and craftsmanship

24 NX

Striking crossover design, powered by next-generation turbo or hybrid drivetrains



Enjoy the sophisticated looks and refinement of this iconic luxury SUV, now also available as the 7-seat RX 450hL

28

Discover the confidence to perform in this bold sports sedan

**30** 

The all-new Lexus executive sedan offering class-leading space and luxury

**32** 

Introducing the pioneering Lexus flagship sedan

**34** 

Stunning sport coupé looks, built by Lexus 'Takumi' craftspeople

**36** 

Make your mark in a breathtaking luxury coupé

38

Attract attention in a sports coupé that is engineered for exhilaration

40 TECHNICAL DATA

Read the facts about your new Lexus

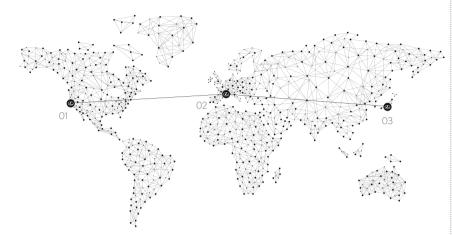
# **44** THE LEXUS EXPERIENCE

Learn how we aim to treat every customer as if they were a guest in our own home

46
URBAN INSPIRATION

Visit Tokyo, Milan Design Week and Brussels with Lexus

## AN EXCLUSIVE LOOK INSIDE THE LEXUS DESIGN CENTRE IN JAPAN



Over the last few years, Lexus has unveiled a game changing series of new models, including the new UX compact crossover, LC coupé and LS flagship sedan. Without doubt, all these cars display our commitment to amazing design, and set the bar high for future Lexus models.

What is the starting point of the outstanding visual aesthetics of a new Lexus? The answer lies in a four-story, glass-fronted building located in Aichi Prefecture, in central Japan. Here - and in collaboration with our design studios in California and the Côte d'Azur - Lexus prototypes and concept models are created. From the outside, the purpose of this building is not immediately apparent. At first glance, it's as anonymous as any other corporate office in the vicinity. However, as one approaches, what gradually becomes clear is that this building could be serving a special purpose after all: It is protected by multiple security gates where the identities of visitors are checked and recording devices such as cameras, computers and mobiles are politely collected in the reception area.

Inside the building, teams of Lexus designers, colour specialists and 'Takumi' modellers are busy in their respective studios. Here they have all the facilities necessary to hone our innovative and highly respected 'L-finesse' (L = Leading edge) design language. The Lexus design hub consists of four major facilities: The examination hall on the top floor, with a 200-tonne retractable roof for viewing secret new models in daylight; the full-scale theatre and the virtual reality cubicle, both on the third floor; and the photographic studio on the ground floor. In short, this design centre is a 'one-stop shop' for designing a complete new Lexus. From rough sketches and three-dimensional renderings to clay models and near-completion prototypes,

- 01 CALTY Design Research, Newport Beach, California
- 02 ED², Côte d'Azur, France
- 03 Lexus Design Centre, Aichi Provence, Japan
- 04 'Takumi' craftsmanship inside the new UX compact crossover
- 05 ES F SPORT sedan with Lexus signature grille
- 06 Bold RX 450h SUV poses in front of the elegant new 7-seat RX 450hL
- 07 Aerodynamic rear lights merge on the new UX to form a unique visual presence

all are developed in this building, so Lexus designers can examine the evolution of their designs in the most intelligent and detailed way possible.

Added to the facilities situated here is an area where highly qualified computer operators work alongside the designers to create digital images from initial sketches to be used for internal or media presentations. The building even has its own sound studio for composing soundtracks for launch videos.

"The facilities here help us to closely study visuals of all the models we develop," says Takeshi Tanabe, a project general manager at the Lexus Design Division. "We narrow down any areas that need refining here, almost to the point where we could build a real car based on the final computer-generated images."

Advanced technology is of course integral to operations, yet an undercurrent of expert craftsmanship is always apparent - and absolutely essential in helping create the final product. For example, take the model making: expert modellers carefully apply their masterful strokes to craft full-sized clay models. The design is scrutinised repeatedly until both designers and modellers are satisfied with the final form. This meticulous attention to detail is all part of our commitment to creating quality products. Whether a prototype, production car or concept model, each Lexus vehicle goes through the same painstaking process until it reaches perfection.

"No matter how flawless those computer-generated visuals may be, it is the skilled hands of our 'Takumi' modellers that determine the final treatment of the exterior design," adds Tanabe. "Over weeks and months these experienced artisans sculpt the clay model, using the expertise they have accumulated over many years. We then examine the model together with the modellers and give feedback to better communicate our ideas and intentions. The modellers themselves have very creative minds and often make valuable suggestions. We repeat this process until we arrive at a body shape that satisfies all the parties concerned. In that sense, our cars are not just machines. They contain genuine human emotion, inspiration and incredible levels of craftsmanship." It is also here at the design centre that decisions are made about which vehicles will go into production or, in the case of concept cars, which will make a world premiere at motor shows like Geneva, Frankfurt or Detroit. "At regular intervals, Akio Toyoda and other top executives visit the fourth floor of this building to make important decisions on what we have achieved, and which Lexus models will make it to production," Tanabe adds with a smile.







FSPORT

20

## **TUNNEL VISION**

The first thing that strikes you about the Lexus aerodynamic laboratory is its size. Situated at our research and development headquarters in Japan's Aichi Prefecture, the lab's custom-built wind tunnel is a cavernous, 22-metrehigh, 260-metre-long loop. It was at this state-of-the-art facility where our designers and engineers spent hundreds of hours analysing the airflow around the new Lexus UX. "The wind tunnel's most important function is to generate a very steady flow of air towards the car so we can investigate and improve its aerodynamics," says Toshiyuki Murayama, group manager of thermal management and aerodynamics. "When a vehicle like the new Lexus UX compact crossover is cruising at 100 km/h, wind resistance accounts for as much as seventy percent of the forces affecting overall performance. To revolutionise aerodynamics on this kind of crossover, the team developed several 'world-first' design breakthroughs: a distinctively shaped fin on the rear combination light that helps stabilise the car in crosswinds and stepped wheel arch mouldings to improve handling while cornering. Innovative new aerodynamic alloy wheel designs - inspired by the 'Gurney' wing flaps on F1 racecars - were also engineered to cool the disc brakes and lower overall wind resistance," says Murayama.

## FORGING A NEW FLAGSHIP

Premiered at the 2018 Detroit Auto Show, the Lexus 'LF-1 Limitless' concept introduces a new genre of luxury vehicle: the flagship crossover. Combining high performance with unrestrained luxury, the Lexus LF-1 Limitless is a showcase of technology, innovation and the latest design. Limitless in its potential and possibilities, this concept caters to the diverse lifestyles of our customers. Likewise, the possibilities for powertrains are limitless. The LF-1 concept could be powered by fuel cell, hybrid, plug-in hybrid, petrol, or even all-electric. By around 2025, every Lexus model will be available either as a dedicated electrified model, or have an electrified option. The innovative spirit of the LF-1 was created at CALTY, our Californian design centre. The crossover's design language is rooted in a simple yet elegant design concept dubbed 'molten katana'. This design visualisation fuses the organic shapes of liquid metal with the sharp edges of a traditional Japanese sword. "This is our vision for a new kind of flagship vehicle that embraces crossover capability without giving up the performance and luxury delivered by today's top sedans," said Kevin Hunter, President, CALTY Design Research Inc.



A global leader in aerodynamics, in 2013 Lexus opened its own world-class wind tunnel.



The LF-1 Limitless Concept fuses the shapes of liquid metal with the sharp edges of a traditional Japanese sword.

# SHAPED FOR THE FUTURE, TESTED IN ONE OF THE WORLD'S MOST ADVANCED WIND TUNNELS

## INSTRUMENTAL CHANGE

Inspired by the gauge on the Lexus LFA supercar, the IS F SPORT's central meter consists of an eight-inch thin film transistor liquid-crystal display. "Installing a digital tachometer makes perfect sense for high-performance models such as the LFA supercar and F SPORT range," explains Naoki Kobayashi, deputy chief engineer at Lexus, "because the graphic hand of the electronic meter can track and display the engine's capability to rev from idle to its 7,000 rpm red zone far more accurately than any analogue counterpart. But no one has tried to combine that with analogue physical parts to build an instrument cluster with engineering excellence. You would be forgiven for assuming that the tachometer is nothing but digital, though, because it's so well put together." Framed by a ring-shaped element mounted on the screen, it measures 120 millimetres in diameter and sits at the centre of the monitor, with the digital elements of the gauge displayed at each side. The motor-powered ring acts as the gauge's outer rim and slides aside when the driver uses a switch on the steering wheel to call up information such as mileage or playlists.

## HAND CRAFTED

Before the LC design team went to work, they spent days enjoying the Lexus LFA supercar around the streets of Los Angeles and on the racetrack. Inspired by the LFA, it was clear that the new LC luxury coupé would require a very special kind of steering wheel. Koji Sato, LC Chief Engineer: "A 'Takumi' master driver helped define the best possible shape for the steering wheel. Driving lap after lap on the racetrack, checking details again and again, he constantly refined the profile to come up with an ideal elliptical grip that fits best in the driver's hands when cornering with high G-forces. Over time he created an amazingly complex cross-sectional drawing, with different profiles for every section of the wheel. The same intensive process was applied to the paddle shifts to achieve the perfect fit and placing for the hands. The LC will be built at the Motomachi plant, the same factory where we produced the LFA. In fact, many of the craftspeople who worked on that model are now involved exclusively on the new coupé. This way we have been able to tap into their knowledge and experience in areas such as the carbon fibre components, leatherwork and hand-finishing."





The IS F SPORT meter combines cutting edge technology and precision engineering. The LC steering wheel prototype was sculpted by a 'Takumi' master driver.

# WHERE AMAZING TECHNOLOGY MEETS JAPANESE 'TAKUMI' CRAFTSMANSHIP

# MEET THE CRAFTSPEOPLE WHO BUILD THE AMAZING NEW LEXUS LS

At our Tahara plant in Japan, the LS assembly line resembles a perfectly choreographed ballet. The movements are smooth, methodical and thoughtful. Using all their senses, white gloved 'Takumi' master craftspeople carefully inspect each vehicle, searching for the slightest blemish.

In the paint shop, Kimihiro Sakakibara spots the tiniest imperfections in hand sanded paintwork that other carmakers might overlook and perhaps let go. This level of passion stems from spending nearly three committed decades in the paint shop. Every painted body passing Sakakibara's station receives numerous digital and human inspections. "We cannot ever let our vigilance lapse. Our customers appreciate and deserve beautiful and lasting quality," he says.

Hideya Segawa is the 'Takumi' Master Craftsman responsible for LS final inspection. He knows by heart each of the 30,000 parts that go into a luxury sedan and can expertly trace a squeak, smell or vibration to its problematic source. He expects the same of his inspectors who put every LS coming off the production line through a comprehensive series of tests. Segawa trains his team to ask the right questions: does the car continue driving straight ahead when I take my hands off the wheel at 100 km/h? Does the car brake, accelerate and turn as it's supposed to? Does the Pre-Collision System work correctly? Are the seals on the doors fitted so they will last a lifetime?

Finally, no Lexus leaves Tahara without a few laps on the 4 km test track. Drivers take the cars over cobblestones, concrete and other obstacles to check handling, suspension and vibrations. One key lesson from Segawa: "Be a good listener and ask yourself: what does a car sound like as it slices through air?" then adds "Of course, a Lexus is designed to stay quiet. When you're inside, you'll hear little except the exhilarating engine note."

O1 - (Right) Hand pleated door trim: collaborating with textile artisans in Kyoto, for the new LS we've created an exquisite three-dimensional Origami door trim. Integrating the Lexus 'L' motif, this maximises the beauty of the interior in different kinds of light.

01 - (Left) Kiriko glass inserts: taking cues from traditional Japanese Edo Kiriko cut glass - that is often presented by the Japanese Prime Minister and Crown Prince to foreign dignitaries - we've developed the world's first glass door inserts for the LS.

02 - Magnesium inlays: inspired by the timeless elegance of the Japanese harp, state-of-the-art manufacturing technology uses lightweight and super durable magnesium strips to highlight the graceful curves of the LS dashboard.

03 - 'Takumi' crafted leather seats: seams mirroring the LS signature grille design achieve a distinctive look inside the LS together with a steering wheel developed by our Takumi 'Master Driver'.





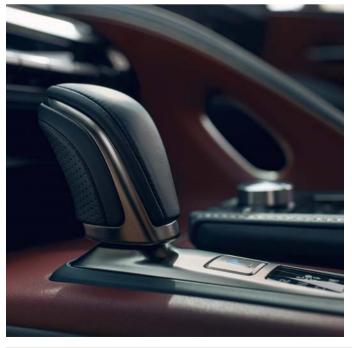




The LC luxury coupé is built at our Motomachi plant, that was home to production of our hand-crafted LFA supercar. The factory's layout and facilities have been tailored to the production of the LC, to ensure the highest quality levels. Many of the 'Takumi' artisans and skilled workers who built the LFA have transferred to the LC project, bringing with them a wealth of knowledge and experience, particularly in areas such as crafting carbon fibre components, and bespoke upholstery. For exceptional quality, the LC production area is painted pure white to create a relaxing and focused working environment.



Cabin upholstery: here the skills of the 'Takumi' can be seen in precise stitching that maintains a flawless finish where leather spreads across complex surfaces. The draping effect of the Alcantara® fabric on the door panels and arrangement of leather seat upholstery perforations are further hallmarks of attention to detail on the LC.



Leather gearshift: in the LC, this important driver contact point is crafted using a precise method that keeps stitching concealed. Metal parts are recessed, so the driver's palm only embraces leather. Different parts of the knob also have contrasting tactile qualities: whilst the top is smooth and soft, the perforated leather rear surface is harder, adding a telling sensation to each shift change.

# LEXUS SELF-CHARGING HYBRID

Lexus Self-Charging Hybrid is a perfect example of how Lexus turns imaginative ideas into amazing reality: anticipating the need for a breakthrough in powertrain technology, in the 1990s our engineers started researching hybrid's seamless blend of petrol and electric power. In 2004, after nearly a decade of development, Lexus launched the world's first luxury Self-Charging Hybrid. With all larger components manufactured 'in house', it is an ever-

evolving, highly intelligent and flexible drivetrain. Accounting for the vast majority of luxury hybrids on the road today (we delivered our millionth hybrid in 2016), Lexus currently offers Self-Charging Hybrid models across the entire range including the new UX 250h compact crossover and ES 300h executive sedan with next-generation hybrid technology and the Multi Stage Hybrid powered LC 500h and LS 500h.

1990s: Lexus commences hybrid

fuel cell hybrids in Japan & USA.

2004: Lexus launches the world's first luxury Self-Charging Hybrid, the RX 400h SUV.

launched, with a 'Shiatsu' massage

2011: CT 200h - the world's

2016: The millionth Lexus Self-

2018: The exciting new UX 250h

all-new ES 300h features our



# **DRIVING A LEXUS HYBRID**

All Lexus Self-Charging hybrids offer effortless driving and class-leading environmental performance. Capable of driving up to 50% of the time in zero emissions EV (Electric Vehicle) mode, they recharge on the move, meaning no 'plugging in' concerns or low battery levels to inhibit your

freedom. Together with the unique hybrid ownership experience, you'll enjoy substantial financial savings thanks to lower CO<sub>2</sub> emissions, fuel consumption and running costs along with tax advantages and high residual values.



## INSIDE THE WORLD'S MOST ADVANCED DRIVING SIMULATOR

In a building the size of a football stadium, at our Higashi-Fuji research campus near Mount Fuji, Lexus engineers have constructed the world's most advanced driving simulator. Delving deep into the behaviour of drivers in extreme conditions, their complex simulations even take into account real-life distractions such as mobile phones, heavy traffic or foggy road conditions.

Takashi Yonekawa, a Lexus engineer who helped design the simulator from the ground up, explains: "The driver, the vehicle, and the traffic environment - these are the three key elements

Sound recordings of engine noise, road vibrations and wind complete the virtual-reality experience. When required, the system can even simulate speeds of up to 300 km/h and sharp cornering of up to 330 degrees.

The absolute realism of the virtual driving experience is particularly evident during tests that simulate extremely monotonous driving situations, where drivers are prone to become drowsy and fall asleep. Takahiko Murano, in charge of designing the tests explains, "This is the sort of testing that would be impossible to perform in the real world.



of driving safety." The Lexus Driving Simulator brings those elements together in a controlled environment, where every variable can be tested and measured.

With its space capsule looks, the white dome measuring around seven metres in diameter - forms the heart of the Lexus Driving Simulator. Today it's home to a full-sized LS sedan. The dome's interior is covered in screens, where eight projectors create urban, country or motorway driving situations. While the projections are very lifelike, the simulator works on the other senses too. To this effect, the entire dome is moved by massive hydraulic cylinders that tilt and rotate, to simulate turning, climbing, acceleration and deceleration. The whole dome also moves fore and aft and side-to-side, on rails running the full length and width of the building.

The data gathered in the simulator is very useful in helping us to understand how drivers react in difficult situations."

Thousands of volunteers have already driven in the simulator, taking part in a wide range of tests of new or improved safety features. They're ordinary people, ranging from 20-year-olds to pensioners. Some of them use their cars every day; others only occasionally. Mr. Murano observes that "people drive in many different ways, but our goal is to keep them all safe." And the best way to do that is by studying real drivers, feeding this experience back into new Lexus models.

# OUR PIONEERING SPIRIT MEANS WE OFTEN TAKE THE HARD WAY, RATHER THAN ACCEPTING CONVENTIONAL TECHNOLOGY







#### **HEAD-UP DISPLAY**

Inspired by technology that was first developed for jet fighter aircraft, this extra-wide Head-Up Display is positioned unobtrusively in your field of vision and projects key information onto the windscreen of your Lexus.

#### **LEXUS SAFETY SYSTEM + LEXUS SAFETY SYSTEM + A\***

Benefitting from our lead in accident prevention research, many Lexus models are now fitted with the breakthrough Lexus Safety System + or Lexus Safety System + A. This includes a Pre-Collision System with pedestrian detection; Lane Keeping Assist with Sway Warning function to help you stay on course; Adaptive High-beam System for enhanced vision at night; Road Sign Assist that recognises traffic signs; and Dynamic Radar Cruise Control, which regulates your speed to that of the vehicle in front.

#### LS+ CONCEPT

Premiered at the 2017 Tokyo Motor Show, the LS+ Concept aims towards a world free of traffic casualties. As well as showcasing bold design, this flagship concept introduces the "Lexus Integrated Safety Management Concept" which demonstrates a new way of integrating a vehicle's individual safety technologies and systems to provide a more-advanced level of support to drivers in all situations. And so that everyone can enjoy safe mobility, but still have fun when driving, Lexus has been developing automated driving technologies. We aim to introduce these 'Urban Teammate' technologies for automated driving on regular road in the first half of the 2020s.

#### **NANOE® TECHNOLOGY**

Award-winning nanoe® technology releases microscopic, negatively charged particles into the cabin of your Lexus to purify the air and effectively deodorise seats. They also have a pleasant, moisturising effect on your skin and hair.

#### **LEXUS FUEL CELL**

The Lexus LF-FC flagship concept is powered by a high-output hydrogen fuel cell system. Developed entirely by Lexus, the system not only drives the rear wheels, but also sends power to two front, in-wheel motors, delivering amazing all-wheel drive performance.

<sup>\*</sup> Under no circumstances should Lexus Safety System + be used to replace your driving skills at the wheel. Please read the instructions very carefully before operating the system and remember the driver is always responsible for safety. Details of specifications and equipment are subject to change to suit local conditions and requirements. Please enquire at your local Lexus Authorised Retailer

# F SPORT: TUNED BY THE LEXUS 'MASTER DRIVERS' WHO DEVELOPED THE LFA SUPERCAR AND RC F COUPÉ

Unmistakably dynamic, Lexus F SPORT cars display aggressive front styling, a discrete rear spoiler and an exclusive signature grille. Lightweight alloy wheels and track-tuned suspension add an exciting twist. Inside, the leather sports seats, perforated leather gearshift and F SPORT steering wheel are complemented by machined aluminium pedals, scuff plates and dashboard inlay panels.









All Lexus F SPORT models are equipped with figure-hugging leather sports seats that enhance car-todriver communication, but also offer comfort on longer trips. To give these characteristics, we applied an upholstery method called 'integrated foaming technology' - a process first used for motorsport seats - that allows a firm seat with a soft surface. This way drivers experience the sensation of sitting in the seat, rather than floating on top of it.



Behind the finely crafted F SPORT leather steering wheel you'll notice one large instrument dial. This stunning single meter uses innovative Thin Film Transistor technology and a movable centre ring. This concept was inherited from the LFA supercar that pioneered digital technology to track the incredibly fast revving of its V10 engine.









Although discreet, the F SPORT emblem is a Lexus F SPORT models feature an exclusive signature grille with F SPORT mesh pattern. The lower front spoiler has front brake cooling ducts, aerodynamic fins for increased down-force, and a larger lower grille opening.

# PASSION FOR DRIVING

LEXUS RC F GT500 DRIVER
JAMES ROSSITER EXPLAINS THE
IMPORTANCE OF TEAMWORK IN HIS
RACE FOR VICTORY

"Racing is the only thing I ever wanted to do," says professional racing driver James Rossiter. "It's imprinted in my DNA." The 31-year-old Englishman, who joined Lexus' Super GT Team in 2012, began visiting circuits as a child – before his feet could even touch the pedals. His father was a driver, and the Rossiter family followed him to races around the world. "My father actually didn't want me to get into the business," Rossiter says. "He understood the challenges associated with the profession, but I've had this burning passion for as long as I can remember. And this is the key to becoming a racing driver."

"It all happened very quickly," Rossiter recalls when asked about the moment he joined the Lexus team. "One of my friends was moving on, and he believed I would be good to replace him." Rossiter was brought in to do a test, and the next thing he knew, he had a contract. "Becoming a driver for Lexus depends on your performance but also on your spirit," he says. "You have to be the right fit for Lexus and the team."

Rossiter's first line of duty as a Lexus driver is his performance on the track. But his job incorporates a variety of other roles, not least as the linchpin of a tight-knit, collaborative team whose members are all striving for pole position. In testing he works closely

with Lexus engineers on the tuning and amelioration of his car, the Lexus RC F GT500, providing feedback and direction for future improvements.

"The key to success in motorsport is the relationship between drivers and engineers: we let our engineers know exactly what we need as drivers to achieve ultimate performance," explains Rossiter, who worked closely with the Lexus team to develop his car's aerodynamics. "Aerodynamics are very important to the speed of the car and its balance through corners. The changes we make can seem small, but when you're taking turns at 160 kilometres per hour, they make a huge difference." Rossiter's role doesn't stop at the finish line. The work behind the scenes is what makes a strong team, he says, and allows the driver and the car to reach the extreme level of performance required to challenge in a competition like the Super GT.

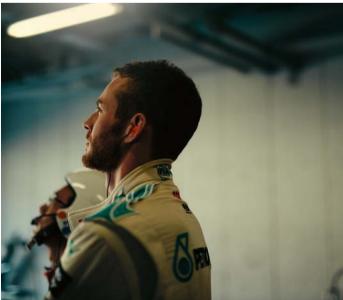
"I remember a moment last month," Rossiter says. "My teammate got into a small accident with the car, and the engineers worked all night, until 5 a.m., to repair it. Because of their changes, the next day we were even faster during testing. It's really about the whole team; the driver is one small part of it. I depend on the team. And I need them to believe in me when I'm out on the circuit."

Rossiter visits the Lexus workshops a few times a year. It provides him with the opportunity to keep abreast of the improvements and updates made to the car, follow up on ideas and conversations, and spend time with the close-knit team. Those visits are "occasions to all go out for dinner and have a fun time," Rossiter says. "We move through everything together, every high and every low. I may be the one in the car, but I would be nothing without my mechanics."

Rossiter's passion for driving – and for Lexus cars – doesn't stop at racing. He believes that his expertise with race cars can be translated and applied to road cars. Rossiter wants to continue working with engineers to help improve the conception, development and testing of future Lexus road cars. For him, solid collaboration between the driver and the engineers is the key to market-leading innovation and performance in the industry.







"Ever since the launch of the first Lexus in 1989, we have always aimed to go beyond the expectations of our customers. Today we strive for even more and now offer a unique lifestyle created by the amazing time spent with our cars and brand." YOSHIHIRO SAWA, LEXUS INTERNATIONAL PRESIDENT



CT 200h
Max. output: 136 DIN hp / 100 kW
Engine capacity: 1798 cm³
CO<sub>2</sub> emissions, combined: from 93 g/km
Fuel consumption, combined: from 4.11/100 km

# EXPERIENCE EFFORTLESS LUXURY, IN THE WORLD'S FIRST HYBRID POWERED LUXURY COMPACT



- ${\it O1\ Lexus\ signature\ grille, LED\ headlights}$
- 02 Equipped with 8 airbags, optional Pre-Collision System
- 03 Choose 15", 16" or 17" alloy wheels
- 04 Driver-focused cockpit, intuitive Remote Touch

0

Introducing the bold new Lexus CT 200h Self-Charging Hybrid, with a more distinctive front grille, LED lights and dynamic rear stance. Available in a range of stunning new colours and two-tone exteriors, you can create your favourite look for the city. The car can be equipped with advanced technologies like a large 10.3-inch central display with Remote Touch, Lexus Premium Navigation and 13-speaker Mark Levinson® audio. Lexus Safety System + is fitted as standard. For a more dynamic experience, you can choose the CT 200h F SPORT, with exclusive F SPORT interiors, more responsive suspension and 17-inch F SPORT alloy wheels.







There are brains behind the beauty too: in the CT 200h Lexus has created one of the cleanest hybrids ever built, featuring many environmental breakthroughs. For instance, while fast-growing bamboo veneers are offered as a trim option, for enhanced sound fidelity and recyclability,

both Panasonic® audio systems feature speaker diaphragms manufactured from bamboo fibres. A further innovation is the lightweight luggage compartment linings, made of a plastic derived from sugar cane resin.

UX 200 Max. output: 171 DIN hp / 126 kW Engine capacity: 1987 cm<sup>3</sup> CO<sub>2</sub> emissions, combined: from 132 g/km\* Fuel consumption, combined: from 5.6 I/100 km\* UX 250h Max. output: 178 DIN hp / 131 kW Engine capacity: 1987 cm<sup>3</sup> CO<sub>2</sub> emissions, combined: from 96 g/km\* Fuel consumption, combined: from 4.11/100 km\*

Please note: the information presented is based on manufacturer's preliminary data and is subject to change without notice.

- O1 Enjoy commanding views from the airy, driver-focused cabin
- 02 Intuitive Touch Pad control and elegantly finished palm rest
- 03 Wide stance and aerodynamic rear combination light
- 04 Distinctive Lexus signature grille flanked by triple-LED headlights







For the all-new Lexus UX crossover, our creative team set out to eliminate the conventional boundaries between exterior and interior design. Inspiration came from traditional Japanese 'engawa' rooms that extend outside houses. This concept is most evident in the driver's seat where the instrument

panel appears to continue through the windscreen into the bonnet. The Japanese theme continues with 'sashiko' leather upholstery, a quilting technique used to strengthen Judo and Kendo uniforms, and a trim option inspired by the delicate paper pattern of 'shoji' sliding doors.

# GO BEYOND CROSSOVER CONVENTION

Challenging everything that went before it, the new UX crossover juxtaposes bold urban design with unmistakable strength. Powered by a next-generation Self-Charging Hybrid delivering class-leading fuel efficiency and smooth All-Wheel Drive in the UX 250h, or an advanced petrol engine in the UX 200, our engineers also made many aerodynamic breakthroughs. These include a fin on the rear combination light that helps stabilise the vehicle in crosswinds and stepped wheel arch mouldings to improve handling around corners.



04

 $NX\,300$  Max. output: 238 DIN hp / 175 kW Engine capacity: 1998 cm³  $CO_2$  emissions, combined: from 184 g/km Fuel consumption, combined: from 8.1 l/100 km

NX 300h Max. output: 197 DIN hp / 145 kW Engine capacity: 2494 cm³  $CO_2$  emissions, combined: from 127 g/km Fuel consumption, combined: from 5.5 l/100 km

# STRIKING CROSSOVER DESIGN, POWERED BY NEXT-GENERATION TURBO OR HYBRID DRIVETRAINS



Showcasing the latest in Lexus design, up front the new NX features a bolder signature grille with stylish eye catching details and sportier triple LED headlights. To the rear, a more aggressive stance is enhanced by L-motif taillights incorporating sequential indicators. Immediately apparent is the larger 10.3-inch Lexus Premium Navigation display, while ultra-precise leather stitching and finely machined switchgear add to your tactile experience. For your safety, all NX models are available with breakthrough Lexus Safety System +.



02

To create the NX's its sharp yet fluid lines, Lexus designers drew inspiration from the intricate beauty of metal ingots. Another design statement is the dynamic side 'kick up' detail and coupé-like silhouette, which ensure you never go unnoticed. Available as the pioneering NX 300h Self-Charging

Hybrid or dynamic NX 300 petrol turbo, the NX cockpit is more refined than ever. Looking for a more vibrant experience? Then choose the new NX F SPORT with its exclusive mesh grille, more responsive suspension, F SPORT interior and distinctive new wheels.



- O1 Panoramic View Monitor allows easy parking
- 02 Bold Lexus signature grille and LED headlights
- 03 Figure-hugging seats, hand-stitched sports steering wheel
- 04 Eight airbags, optional Lexus Safety System + package



RX 300 Max, output: 238 DIN hp / 175 kW Engine capacity: 1998 cm³  $CO_2$  emissions, combined: from 185 g/km Fuel consumption, combined: from 8.1 l/100 km

RX 450h Max. output: 313 DIN hp / 230 kW Engine capacity: 3456 cm³ CO<sub>2</sub> emissions, combined: from 132 g/km Fuel consumption, combined: from 5.8 l/100 km RX 450hL Max. output: 313 DIN hp / 230 kW Engine capacity: 3456 cm³  $\rm CO_2$  emissions, combined: from 136 g/km Fuel consumption, combined: from 59 I/100 km



# ENJOY THE SOPHISTICATED LOOKS AND REFINEMENT OF THIS ICONIC LUXURY SUV



02

Always groundbreaking, always ahead, in 1998 Lexus launched the RX, the first ever SUV to offer the refinement of a luxury sedan. Disrupting mainstream thinking again, in 2004, we introduced the world's first luxury hybrid - the pioneering RX 400h SUV. Demonstrating our dedication to thrilling our customers, we now present the latest RX model.

The sharpest Lexus ever to leave our design studios, it features a peerless level of sophisticated luxury as standard. Equipped with breakthrough Lexus Safety System +, you can choose between RX 300 petrol turbo or RX 450h Self-Charging Hybrid, both available as F SPORT models. Or discover the elegance and space of the new 7-seat RX 450hL.



- 01 Panoramic roof with sliding glass section, 12.3-inch Lexus Premium Navigation
- 02 Bold Lexus signature grille and intriguing 'floating roof' design
- 03 Breakthrough Lexus Safety System + fitted standard
- 04 Introducing the elegant new 7-seat Lexus RX 450 hL





04

The Lexus design team is particularly proud of the new extended version of the RX - the RX 450hL. A first for any RX, it offers a third row of seats, allowing the car to accommodate seven people in luxurious comfort. "Though it is longer by a few

centimetres," says Gen Ikeda, "we've succeeded in retaining all the sleekness and grace of the car's exterior. And yet inside, through clever packaging, we've achieved a revolution in spaciousness."

IS 300
Max. output: 245 DIN hp / 180 kW
Engine capacity: 1998 cm³
CO<sub>2</sub> emissions, combined: from 162 g/km
Fuel consumption, combined: from 70 1/100 km

IS 300h
Max. output: 223 DIN hp / 164 kW
Engine capacity: 2494 cm³
CO<sub>2</sub> emissions, combined: from 104 g/km
Fuel consumption, combined: from 4.6 I/100 km

# DISCOVER THE CONFIDENCE TO PERFORM IN THIS BOLD NEW SPORTS SEDAN



- 01 Remote Touch controlled 10.3-inch Lexus Premium Navigation
- O2 Available with pioneering Lexus Safety System +
- 03 Sculpted 'kick-up' line, choose 16", 17" or 18" alloys
- 04 Long coupé roofline, bold Lexus signature grille

0

Attract greater attention in the IS - a sports sedan that fuses striking looks with advanced technology to deliver a dynamic driving experience. Once inside, the driver's seat and steering wheel will adjust to your own personal settings. Relaxing in body-sculpted leather seats, enjoy details like Laser Cut Wood inserts and a beautifully crafted palm rest. Built at our Tahara plant in Japan, with quality overseen by Lexus 'Takumi' craftspeople, you can choose between the IS 300h Self-Charging Hybrid or IS 300 turbo, both available as F SPORT models.







After aerodynamic testing at our huge wind tunnel facility in Japan, the IS prototype was handed over to Yoshiaki Ito, a Lexus 'Master Driver' who tunes cars as a virtuoso would a musical instrument. Driving countless laps at Fuji, Suzuka and Autopolis

speedways, he did not rest until he'd achieved the perfect balance between road and vehicle. Insufficient traction while cornering? Yoshiaki would pull over and make a slight adjustment - so that when you drive the IS, there will be.

ES 300h Max. output: 218 DIN hp / 160 kW Engine capacity: 2487 cm³  $CO_2$  emissions, combined: from 100 g/km² Fuel consumption, combined: from 4.4 I/100 km²

Please note: the information presented is based on manufacturer's preliminary data and is subject to change without notice.

# SAVOUR PROVOCATIVE ELEGANCE IN AN ALL-NEW EXECUTIVE SEDAN









The F-Aluminium cabin trim on the ES F SPORT models is a shining example of Lexus craftsmanship. Inspired by the swirling patterns on traditional Japanese sword blades, our designers studied how 'Takumi' craftsmen grind the exquisite 'Hadori' finish on the blade. Back at the studio our

interior designers and craftspeople set to work; experimenting with a process called 'spin polishing' to create a similar finish on sheet aluminium. The result is nothing short of amazing, with the exquisite pattern reflecting white and blue light, underlining the dynamic character of the new ES F SPORT.

Daringly provocative, our all-new ES 300h Self-Charging Hybrid shatters preconceptions about executive sedans. Side on you'll notice the coupé-like silhouette that, inside, offers the roominess and luxury of a flagship sedan. Thanks to a completely new platform, suspension and steering, whilst you experience amazing driving refinement, your passengers can relax and enjoy the world-class acoustic quality of the 17-speaker Mark Levinson® system. Powered by our latest Self-Charging Hybrid, and now available as an F SPORT model, the ES 300h can run in electric mode up to 120 km/h. Perhaps most importantly, the latest Lexus Safety System + is fitted as standard.



- 01 Relax in a driver-focused cockpit with a 12.3-inch multimedia display operated by Touch Pad
- 02 F-Aluminium cabin trim inspired by Japanese sword blades
- 03 Rear seat passengers enjoy nearly one metre of legroom and reclining seat backs
- 04 The new ES is lower, wider and sleeker with a coupé-like silhouette
- $05\,19$ " alloy wheels enhance the ES F SPORT's dynamic look

LS 500 Max. output: 417 DIN hp / 307 kW Engine capacity: 3445 cm³ CO<sub>2</sub> emissions, combined: 223 g/km Fuel consumption, combined: 9.8 1/100 km

LS 500h
Max. output: 359 DIN hp / 264 kW
Engine capacity: 3456 cm³
CO<sub>2</sub> emissions, combined: from 142 g/km
Fuel consumption, combined: from 6.2 l/100 km

# THE PIONEERING LEXUS FLAGSHIP SEDAN











- 01 Exciting F SPORT model available
- ${\tt O2}~{\tt An~organically~shaped~dashboard~design~places~controls~and~interfaces~just~where~you~need~them}$
- 03 'Takumi' crafted shiatsu massage seats, 23-speaker Mark Levinson® audio
- $04 \ \mathsf{Long} \ \mathsf{coup\'e} \ \mathsf{roofline}, \mathsf{forged} \ 20" \ \mathsf{alloys}, \mathsf{ultra-rigid} \ \mathsf{chassis} \ \mathsf{shared} \ \mathsf{with} \ \mathsf{Lexus} \ \mathsf{LC}$

Whilst the first LS reset benchmarks for refinement in 1989, the fifth generation Lexus flagship transforms the luxury sedan into a totally new art form. The result of a five-year creative journey, seven full-sized clay models were required before its low, muscular shape and long coupé roofline were

finalised. You can choose either a powerful new 3.5-litre V6 twin turbo with 10-speed Direct Shift transmission in the LS 500, or a Multi Stage Hybrid in the LS 500h, both available with All-Wheel Drive. The most advanced Lexus ever built, technological breakthroughs include the largest high definition

colour Head-Up Display in its class today - that dynamically interacts with its surroundings - and Pre-Collision System with Active Steering Assist. For extra exhilaration, the LS can be ordered as an exciting F SPORT model.



Inspired by the 'Omotenashi' art of Japanese hospitality, when you first touch its door handle, the LS raises automatically to assist your entry and that of your guests. As you open the door, the bolsters on the front seat cushions glide aside to help you get in. To keep you refreshed, the 28-way

adjustable front seats can perform shiatsu massages to your thighs and back, while rear seat passengers enjoy a relaxation seat with seven shiatsu massage programmes and extra heaters to relax the lower back and shoulder areas.

04

RC 300h Max. output: 223 DIN hp / 164 kW Engine capacity: 2494 cm³ CO<sub>2</sub> emissions, combined: from 114 g/km\*

Please note: the information presented is based on manufacturer's preliminary data and is subject to change without notice.

# CAPTIVATING COUPÉ DESIGN MEETS LEGENDARY LEXUS REFINEMENT



- O1 Developed for exceptional driving refinement
- O2 Perfect sports driving position, Touch Pad controlled navigation
- 03 Elegant coupé lines juxtapose with a bold Lexus signature grille



The new RC 300h is built at our Tahara plant with quality overseen by our Lexus 'Takumi' master craftspeople. With at least 25 years of experience, each is an expert at detecting the tiniest imperfection. You'll sense their amazing skill when you first touch the precision-machined

aluminium controls or exquisite leatherwork. Gleaming paintwork is painstakingly hand-sanded to ensure a perfect finish. Before delivery, the 'Takumi' check every car for smooth running in a 'quiet room' using their highly trained ears and a sensitive microphone.



Wide, low and sleek, the new Lexus RC 300h displays a distinctive Lexus signature grille, triple LED headlights and dramatically sculpted bodywork. Developed on the Nürburgring, the world's most demanding racetrack, this

beautiful sports coupé features an extraordinarily rigid chassis. This, combined with race-tuned suspension and pioneering Self-Charging Hybrid power delivers excellent response combined with astonishing cornering agility. Advanced Lexus

technology includes Touch Pad, Mark Levinson® audio and the latest Lexus Safety System +. For a more dynamic experience, the RC 300h F SPORT models come with Adaptive Variable Suspension and 19-inch alloy wheels.

LC 500 Max. output: 464 DIN hp / 341 kW Engine capacity: 4969 cm³  $CO_2$  emissions, combined: from 265 g/km Fuel consumption, combined: from 11.6 I/100 km

LC 500h
Max. output: 359 DIN hp / 264 kW
Engine capacity: 3456 cm³
CO<sub>2</sub> emissions, combined: from 150 g/km
Fuel consumption, combined: from 6.6 I/100 km

# MAKE YOUR MARK IN A BREATHTAKING LUXURY COUPÉ





Despite having the freedom of a blank canvas, Chief Engineer Koji Sato's team of 4,000 designers, engineers and technicians faced many challenges: how to keep the coupé roofline, but at the same time create a spacious four seat cabin? How to house large, 21-inch

forged alloy wheels under such low front wings? Passionate about the LC's sleek profile, Lexus engineers spent months developing a highly compact and lightweight front suspension unit that would fit under the luxury coupé's ultralow bonnet.

Lexus left nothing to chance while creating the LC luxury coupé. Refusing to compromise, our designers often took months sculpting just one single character line in clay. The same is true of the technology under the seductive bodywork. Exhilarating to drive, the LC features an extra strong chassis with carbon-fibre and aluminium components. On the road, drivers enjoy Lexus Dynamic Handling and a choice of 5.0-litre V8 in the LC 500 or the world's first Multi Stage Hybrid in the LC 500h. Both cars produce an awesome engine sound and breathtaking performance.



O1 Rear-Wheel Drive, low centre of gravity
O2 Driver-focused cockpit, Lexus Premium Navigation
O3 Sleek bonnet, 21-inch forged alloy wheels



# ATTRACT ATTENTION IN A SPORTS COUPÉ THAT IS ENGINEERED FOR **EXHILARATION**

open road, the RC F sports coupé delivers exhilarating high-speed performance right up to 270 km/h. The car was developed at the Lexus technical centre near Fuji Speedway (its toughest curves appear in the 'F' marque logo) by the same engineering team that created our legendary LFA supercar. The RC F features

Whether on the racetrack or the an extraordinarily rigid chassis, combined with motorsport-inspired aerodynamics and race-tuned suspension. Importantly, though, this is a Lexus. So you'll enjoy a car with luxury features like handstitched leather seats and world-class 17-speaker Mark Levinson® Premium Surround audio.







- O1 Enjoy a Torque Vectoring Differential for maximum control on the racetrack
- O2 Corner in comfort, supported in beautifully crafted highback sports seats
- 03 Every V8 is tuned by a 'Takumi' master craftsperson using a stethoscope

RCF Max. output: 463 DIN hp / 341 kW Engine capacity: 4969 cm<sup>3</sup> 0-100 km/h: 4.5 s Max. speed: 270 km/h

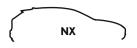
The RC F is equipped with the most powerful V8 engine ever developed by Lexus. Tested at the gruelling Nürburgring 24-hour race, the 5.0-litre engine's cylinder head and other moving parts are engineered by Yamaha Motorsport, while assembly and final tuning take place at our Tahara plant. Delivering its awesome

power to the rear wheels via a rapid 8-speed Sport Direct Shift automatic transmission, when downshifting you'll experience the addictive sound of the throttle 'blipping' between gears, while a Torque Vectoring Differential ensures agility and high-speed control.









		UX 200**	NX 300 FWD (AWD)
Max. output (DIN hp / kW)		171 / 126	238 / 175
Cylinders / capacity (cm³)		L4/1987	L4/1998
Max. power (DIN hp / kW @ rpm)		171 / 126 @ 6600	238 / 175 @ 5200 - 5600
Max. torque (Nm @ rpm)		205@4800	350 @ 1650 - 4000
Max. speed (km/h)		190	200
0-100 km/h (s)		9.2	7.3 (7.1)
$CO_2$ emissions* (g/km, combined)		from 132	from 184 (from 192)
Fuel consumption* (I/100 km, combined)		from 5.6	from 8.1 (from 8.4)
Euro Class		Euro 6d	Euro 6d-TEMP
Length (mm)		4495	4640
Width (mm) (without mirrors)		1840	1845
Height (mm)		1520 / 1540 <sup>2</sup>	1645
Wheelbase (mm)		2640	2660
	CT 200h	UX 250h FWD (AWD)**	NX 300h FWD (AWD)
Max. output (DIN hp / kW)	136 / 100	178 / 131	
Cylinders / capacity (cm <sup>3</sup> )	L4/1798	L4/1987	L4 / 2494
Max. power (DIN hp / kW @ rpm)	99 / 73 @ 5200	152 / 112 @ 6000	155 / 114 @ 5700
Max. torque (Nm @ rpm)	142 @ 2800 - 4400	190 @ 4400 - 5200	210 @ 4200 - 4400
Max. speed (km/h)	180	177	180
0-100 km/h (s)	10.3	8.5 (8.7)	9.2
$CO_2$ emissions* (g/km, combined)	from 93	from 96 (from 106)	from 127 (from 130)
Fuel consumption* (I/100 km, combined)	from 4.1	from 4.1 (from 4.5)	from 5.5 (from 5.7)
Euro Class	Euro 6d-TEMP	Euro 6d	Euro 6c
Length (mm)	4355	4495	4640
Width (mm) (without mirrors)	1765	1840	1845
Height (mm)	1445 / 14551	1520 / 1540 <sup>2</sup>	1645
	:	:	-:

2640

2660

2600

The fuel consumption and CO2 values are measured in a controlled environment on a representative production model, in accordance with the requirements of European Regulation EC 2017/1153 (as amended by Regulation EC 2017/1231).

For further information, or if you are interested in purchasing a vehicle with European Standard equipment, please contact your Lexus Authorised Importer.

The fuel consumption and  $CO_2$  values of your vehicle may vary from those measured. Driving behaviour as well as other factors (such as road conditions, traffic, vehicle condition, tyre pressure, installed equipment, load, number of passengers, etc) play a role in determining a car's fuel consumption and  $CO_2$  emissions.

Please consult your local Lexus Authorised Retailer and/or www.lexus.eu for further information and updates.

Wheelbase (mm)

<sup>11</sup>st figure is the height of the CT 200h Eco grade. 2nd figure is the height of all other CT 200h grades.

Stat figure a policable with roofrails and without sharkfin antenna, 2nd figure applicable with sharkfin antenna.

3 The fuel consumption and CO<sub>2</sub> values are measured in a controlled environment, in accordance with the requirements of Directive 80/1268/EEC incl. its amendments, on a vehicle with European Standard equipment.

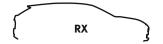
41st figure is for the IS 300h Eco grade. 2nd figure is for all other IS 300h grades.

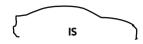
51st figure is for the LS models equipped with air suspension. 2nd figure is for models with coil spring suspension.

<sup>\*</sup> From... indicates the lowest figure measured or targeted for the most environmentally friendly grade. Other grades will have higher figures.

<sup>\*\*</sup> Please note: the information presented is based on manufacturer's preliminary data and is subject to change without notice.

#### **TECHNICAL DATA**



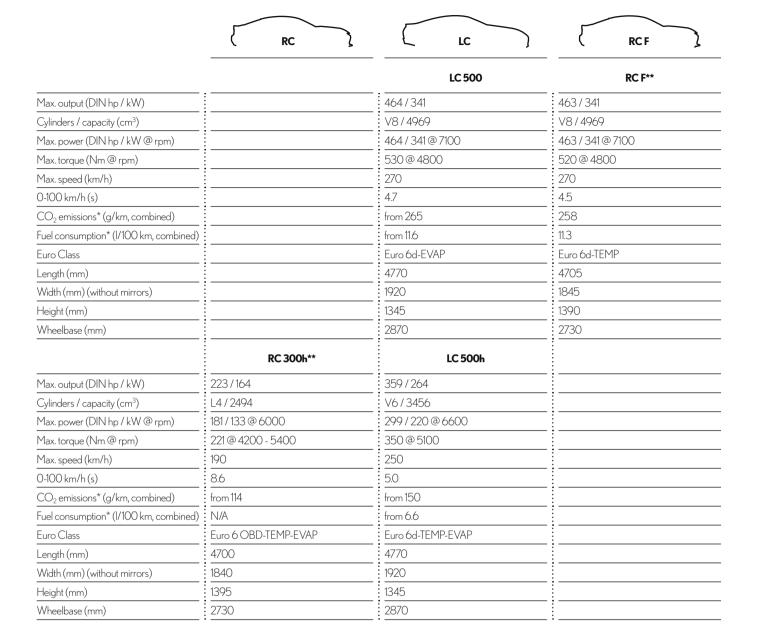






RX 300 FWD (AWD)	IS 300		LS 500
	<u> </u>	<del></del>	·
238 / 175	245 / 180		417 / 307
L4/1998	L4/1998		V6/3445
238 / 175 @ 5200 - 5600	245 / 180 @ 5800		417 / 307 @ 5200
350 @ 1650 - 4000	350 @ 1650 - 4400		600@1600-4800
200	230		250
9.2 (9.5)	7.0	<u> </u>	4.9
rom 185 (from 193)	from 162 <sup>3</sup>		223
rom 8.1 (from 8.5)	from $7.0^3$		9.8
Euro 6d-TEMP	Euro 6		Euro 6d-TEMP with OBD
4890	4680		5235
1895	1810		1900
1690	1430		1460 / 14705
2790	2800		3125
RX 450h (RX 450hL)	IS 300h	ES 300h**	LS 500h RWD (AWD)
313 / 230	223 / 164	218 / 160	359 / 264
V6/3456	L4/2494	L4 / 2487	V6/3456
262 / 193 @ 6000	181 / 133 @ 6000	178 / 131 @ 5700	299 / 220 @ 6600
335 @ 4600	221@4200-5400	221@3600-5200	350 @ 5100
200 (180)	200	180	250
7.7 (8.0)	8.3 / 8.44	8.9	5.4 (5.5)
rom 132 (from 136)	from 104	from 100	from 142 (from 152)
rom 5.8 (from 5.9)	from 4.6	from 4.4	from 6.2 (from 6.7)
Euro 6d-TEMP	Euro 6d-TEMP-EVAP	Euro 6d-TEMP	Euro 6d-TEMP with OBD
4890 (5000)	4680	4975	5235
1895	1810	1865	1900
1685 (1700)	1430	1445	1450 / 1460 (1460 / 1470)5
2790	2800	2870	3125

#### **TECHNICAL DATA**



The fuel consumption and  $CO_2$  values are measured in a controlled environment on a representative production model, in accordance with the requirements of European Regulation EC 2017/1153 (as amended by Regulation EC 2017/1231), For further information, or if you are interested in purchasing a vehicle with European Standard equipment, please contact your Lexus Authorised Importer.

The fuel consumption and  $CO_2$  values of your vehicle may vary from those measured. Driving behaviour swell as other factors (such as road conditions, traffic, vehicle condition, tyre pressure, installed equipment, load, number of passengers, etc) play a role in determining a car's fuel consumption and  $CO_2$  emissions.

 $Please\ consult\ your\ local\ Lexus\ Authorised\ Retailer\ and/or\ \textbf{www.lexus.eu}\ for\ further\ information\ and\ updates$ 

<sup>\*</sup> From... indicates the lowest figure measured or targeted for the most environmentally friendly grade. Other grades will have higher figures.

<sup>\*\*</sup> Please note: the information presented is based on manufacturer's preliminary data and is subject to change without notice.



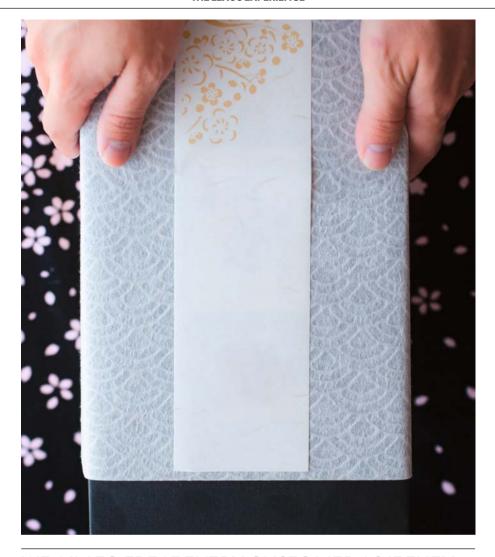


Throughout your vehicle's life, we'll work to ensure an amazing ownership experience, offering unequalled service and seamless maintenance, all orchestrated to provide complete satisfaction and total peace of mind. When you visit our showrooms, we endeavour to anticipate your every need and make available the finest facilities for you to enjoy in a warm and relaxed atmosphere. In the modern Lexus lounge, you can catch up on news, browse the Internet, or enjoy refreshments. While you relax, Lexus technicians will work with precision and efficiency to get you back on the road with minimum interruption to your day.









## WE AIM TO TREAT EVERY CUSTOMER AS IF THEY WERE A GUEST IN OUR OWN HOME

always strived to go 'the extra mile' for our customers. Evidenced by countless awards, we aim to treat every customer as if they were a guest in our home. But which other factors contribute to our peerless level of customer service? The answer lies in our Japanese heritage and one word: 'Omotenashi'

'hospitality and polite service'. However, Omotenashi is much more than excellence of road behind.

Ever since we launched the first Lexus, we have service; it is an ancient Japanese concept that describes one's ability to anticipate the needs of another, even before they arise.

Omotenashi is a way of life and thinking for every single Lexus employee. Importantly, it also influences how we design and engineer cars like the new LS luxury sedan. This is Omotenashi in physical form. For example, the new LS rises automatically to help Omotenashi translates from the Japanese as you get in - while the rear headrests retract when reversing - to give the driver a better view of the

## TOKYO: WELCOME TO 'INTERSECT BY LEXUS'

With around 38 million inhabitants. Tokyo is the world's largest megacity. yet still retains a traditional and distinctive personality. It was also the perfect test location for INTERSECT BY LEXUS, a new kind of brand space where people can experience Lexus without ever getting behind a steering wheel. Neither a dealership, nor a traditional retail space, in a luxury club atmosphere our quests are able to engage with Lexus through design, fashion, culture and technology. So successful has this venture been that there is now an INTERSECT BY LEXUS in Dubai, and another will open shortly in New York's fashionable meat-packing district.

Developed by Masamichi Katayama, the world-renowned interior designer and founder of the Wonderwall interior design company, the first floor of INTERSECT BY LEXUS features a café and The Garage, an exhibition space for car culture and lifestyles. Here you can view the latest Lexus concept model and enjoy beverages exclusively curated by Norwegian third-wave micro roaster Fuglen. Seasonal beans, carefully selected and brewed, offer new ways to experience barista highlights every day.

On the second floor are the CRAFTED FOR LEXUS shop, featuring a collection of lifestyle items produced by brand companies that harmonise with Lexus' philosophies, and a library lounge serving modern, Tokyothemed foods. The second floor Bistro serves a stylish yet informal lunch and dinner menu, curated by food director Daichi Tajima and influenced by the special contemporary character of Tokyo, that is both sophisticated and casual. Beverages include Japanese craft beer, and wines. More information: http://www.lexus-int. com/intersect/tokvo



Overview of INTERSECT BY LEXUS - TOKYO Address: 4-21-26 Minami-Aoyama, Minato-ku, Tokyo Telephone number: +81-3-6447-1540 Opened: August 30, 2013 Floor area: 1st floor: 165.52 m<sup>2</sup>

2nd floor: 165.52 m<sup>2</sup> Operating hours: 1st floor: 09:00-23:00 2nd floor: 11:00-23:00









## BRUSSELS: WELCOME TO THE 'LOUNGE BY LEXUS'

Opened in April 2018, the 'Lounge by Lexus' at Brussels Airport is an innovative new space that is more than simply a place for travellers to unwind. It also provides an engaging showcase for our wideranging activities and achievements as a global luxury lifestyle brand, while offering hospitality in the finest Japanese traditions of 'Omotenashi'. Rich in contemporary Lexus design, 'Lounge by Lexus' offers passengers an innovative spa and rooms for sleeping. The lounge is even equipped with a listening room for the worldclass Mark Levinson® premium audio systems available in our cars, and reflects our commitment to the very highest standards of customer service.

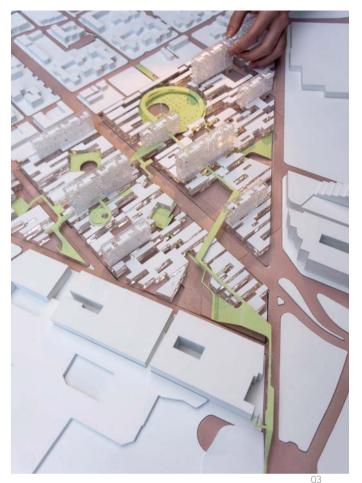
02

#### MILAN DESIGN WEEK

Marking our eleventh year of participation, our mission of creating a better world reached another milestone at the 2018 Milan Design Week with the "LIMITLESS CO-EXISTENCE" event. This year's amazing main installation was created by the Japanese architect, Sota Ichikawa of doubleNegatives Architecture, and brought our visitors face-to-face with "CO-" represented in a four-dimensions. Lexus also showcased impressions of our latest concept - the innovative Lexus LF-1 Limitless crossover - that hints at future design thinking from Lexus. To further excite guests, a unique culinary experience was created by a trio of innovative Milanese chefs called ALTATTO.

### LEXUS DESIGN AWARD 2018

The Lexus Design Award 2018 drew a record 1319 entries from 68 countries, with the winning project submitted by 'Extrapolation Factory', a design-based research studio for participatory futures studies. Founded by Elliott P. Montgomery (USA) and Chris Woebken (Germany), their design studio develops experimental methods for collaboratively prototyping, experiencing and impacting future scenarios. "How citizens and designers interact with products, processes and future is increasingly critical to mediating this influence of design in our future-orientated and technologically evolving world," said David Adjaye, Lexus Design Award 2018 judge and architect.







O1 INTERSECT BY LEXUS in Tokyo
O2 'Lounge By Lexus' in Brussels
O3 Milan Design Week

#### More about Lexus: lexus.eu youtube.com/LexusEurope twitter.com/Lexus\_EU

© 2018 Lexus Europe\* reserves the right to alter any details of specifications and equipment without notice. Details of specifications and equipment are also subject to change to suit local conditions and requirements. Please enquire at your local Lexus Authorised Retailer of any such changes that might be required for your area.

Note: vehicles pictured and specifications detailed in this brochure may vary from models and equipment available in your area. Vehicle body colour might differ slightly from the printed photos in this brochure.

For further information please visit our website: www.lexus.eu

Taking care of the environment is a priority for Lexus. We take many measures to ensure that during the lifecycles of our vehicles – from design, production, distribution, sales and service to end-of-life their environmental impact is minimised. Your retailer will be happy to provide more information on end-of-life vehicle requirements.

 $^{\star}$  Lexus Europe is a division of Toyota Motor Europe NV/SA.

Printed in Europe, November 2018

