

## **GS Chronology & Awards**

## **MILESTONES**

- January 1993 A new addition to the Lexus family, the Lexus GS 300 luxury performance sedan, makes its debut at the Los Angeles Auto Show and the North American International Auto Show (NAIAS) in Detroit.
- March 1993 The GS 300 goes on sale.
- January 1997 Lexus introduces the HPS (High Performance Sedan) concept vehicle at the 1997 North American International Auto Show. The HPS is a dramatic hint of the all-new GS 400/300 performance sedan to be launched as part of the Lexus model line-up for 1998.
- September 1997 Lexus introduces its next-generation GS 400/300. New engines featuring Variable Valve Timing with intelligence (VVT-i) produce 300 horsepower in the V8 GS 400 and 225 horsepower in the six-cylinder GS 300. A new 5-speed automatic transmission is also installed. "Something Wicked This Way Comes" advertising campaign is acclaimed for its dramatic impact.
- October 1997 The second-generation GS 400/300 goes on sale.
- December 1997 Lexus debuted its one-of-a-kind Street Rod at the Los Angeles Auto Show.
   Based on a '32 roadster, the Lexus Street Rod was created to showcase a specially modified Lexus GS 400 V8, producing more than 400 horsepower.
- March 1999 Lexus enters the world of motorsports with the GS 400 luxury sport sedan in the Grand American Motorola Cup Sports class. The Team Lexus GS 400 won at Road Atlanta in its sixth race and went on to claim two track records and four podium finishes in Lexus' inaugural racing year.
- April 1999 Team Lexus launched and debuted two privateer Lexus GS 400 racecars in the Motorola Cup series. In its successful inaugural season, the GS 400 secured four podium finishes in nine races.
- August 2000 Lexus L-Tuned Sport Packages, aftermarket sport packages that add more
  performance and style to the GS series, go on sale through Lexus dealers.
- September 2000 The GS receives a new 4.3-liter V8 engine and is re-named the GS 430.
- March 2003 Lexus introduces a limited edition GS 300 SportDesign model. The 2003 SportDesign edition features new saddle-color leather seats, gunmetal-colored aluminum wheels and an exclusive Graphite Gray Pearl exterior.
- January 2004 Redesigned third-generation GS luxury sport sedan debuts at the North American International Auto Show in Detroit.

February 2005 – The third-generation GS goes on sale.

- September 2006 Lexus GS 450h is first hybrid-powered luxury/sport sedan to enter the market; the GS 350 replaces the GS 300, with 306-horsepower, 3.5-liter V6 replacing GS 300's 245-horsepower 3.0-liter V6; GS 430 and GS 450h offer newly optional Active Stabilizer system that counteracts body roll.
- October 2007 Lexus GS 460 replaces GS 430 for 2008, powered by a 342-hp 4.6-liter V8; all GS models for 2008 feature revised front design details and interior trim changes.

## **AWARDS AND RECOGNITION**

- May 1994 The GS 300 takes the second spot (between LS 400 and ES 300) in J.D. Power and Associates Initial Quality Study (IQS).
- June 1996 Toyota Motor Corporation's Tahara Plant, home of the GS 300 (and LS 400) captures the J.D. Power and Associates Gold Plant Award among Asian manufacturing facilities.
- February 1997 The research firm IntelliChoice names the GS 300 a "Best Overall Value" in the Luxury Car category.
- October 1997 The all-new GS 400 named a "Best Buy" in the Luxury Car category by *Consumers Digest*.
- October 1997 The GS 400 is given "Best of What's New" status by *Popular Science*.
- November 1997 The GS 400 wins the American Automobile Association (AAA) "Top Car" award for best all-around car in the \$40,000 to \$50,000 category.
- December 1997 The GS 400/300 high performance sedan series is named *Motor Trend's* "Import Car of the Year."
- January 1998 The GS 400/300 are honored as one of Car & Driver's "10 Best."
- December 1998 Consumer Digest names the GS 400/300 a "Best Buy".
- December 1998 The GS 400 wins the American Automobile Association (AAA) "Top Car" award for the best all-around car in the \$40,000 to \$50,000 category.
- January 1999 The GS 400/300 is honored as one of *Car and Driver* magazine's "10 Best."
- January 2000 Car and Driver magazine again honors the GS 400/300 as one of its "10 Best."
- October 2001 The GS sedans are named "Most Appealing Mid-Luxury Sedans" in J.D. Power and Associates' APEAL Study.
- April 2001 Consumer Guide rates the GS 300 a "Best Buy."

- March 2002 Consumer Reports rates the GS 300 and GS 430 a Luxury Car "Best Buy." -
- May 2002 The GS 430/300 ranks first in the Mid-Luxury Car segment of the J.D. Power and Associates Initial Quality Study.
- November 2002 The GS 430/300 ranks first in the Entry Luxury Car segment of the 2003
   J.D. Power and Associates Vehicle Dependability Index (VDI).
- May 2003 The GS 430/300 ranks first in the Mid-size Luxury segment in the J.D. Power and Associates' Initial Quality Study. J.D. Power and Associates also awarded the GS 300/430 manufacturing facility, the Tahara Plant in Japan, the worldwide Platinum Plant Award.
- June 2004– The GS 430/300 ranks first in the Mid-Luxury Car segment of the J.D. Power and Associates 2004 Initial Quality Study.
- March 2005 The GS 300 is presented with the "Top Car" award in its price category by the American Automobile Association (AAA).
- August 2006 Most Dependable Midsize Premium Car in J.D. Power and Associates Vehicle Dependability Study (study of 2003 model year vehicles).
- GS 450h awarded Best Use of Technology, Texas Auto Writers Association's Spring Car Challenge.
- August 2007 Most Dependable Midsize Premium Car in J.D. Power and Associates Vehicle Dependability Study (study of 2004 model year vehicles).
- July 2008 Intellichoice Best New Car Deal for the Month of June Sport Sedan/Wagon Over \$38,000