

RX Chronology

MILESTONES

- March 1997 - Lexus announces the official production name of its new luxury sport utility vehicle (SUV). Based on the Sport Luxury Vehicle (SLV) concept unveiled one month earlier, the mid-sized luxury SUV will be called the RX 300. The RX 300 is slated for production in the first half of 1998.
- January 1998 - Lexus unveils the production version of the 1999 RX 300 at the North American International Auto Show (NAIAS) in Detroit. This groundbreaking SUV combines the most desirable aspects of both luxury sedans and 4x4's. It provides off-road ground clearance and available full-time four-wheel-drive for poor weather and road conditions, yet step-in height is lower than other SUV's for more convenient entry and exit.
- March 1998 - The new 1999 RX 300 goes on sale.
- December 1998 - With the help of the RX 300, Lexus records sales of 156,260, an increase of 60 percent from the previous year.
- April 2000 - Lexus announces that production of the RX 300 mid-size SUV would be added in North America. By 2003, Toyota Motor Manufacturing Canada, Inc. (TMMC) will build the RX 300 at its Cambridge, Ontario facility in Canada, making it the first plant outside Japan to produce a Lexus model.
- January 2001 - An RX Silversport model featuring a Euro-tuned sport suspension, a special grille, unique interior luxury items and exclusive colors is introduced.
- January 2001 - Toyota announces plans to produce RX 300 engines and transmissions at its Buffalo, West Virginia, plant.
- April 2002 - Lexus and Coach fine leather partner to offer a special edition RX 300 model.
- May 2002 - Four years into its product cycle, the RX 300 continues to be the top-selling luxury SUV in the United States and has sparked many competitors to introduce similar luxury car-based SUVs.
- January 2003 - Lexus announces that the new RX 330 will become the first Lexus vehicle to be manufactured in North America.
- January 2003 - The second generation RX is introduced in the North American market as the RX 330 in Detroit. The new 2004 RX 330 is available in both two-wheel and all-wheel drive configurations, the second generation RX is 6.1 inches longer overall and has a larger 3.3-liter V6 engine.
- March 2003 - 2004 RX 330 goes on sale.
- April 2004 - Lexus achieves its two-millionth vehicle sales milestone - a 2004 RX 330 luxury SUV sold by JM Lexus in Margate, Fla. Lexus presented the new owner with a luxury spa and golf vacation package to Pebble Beach, Calif., and made a \$25,000 donation to two local charities in the name of the selling dealer.

- February 2006 - The 2007 RX 350 model replaces the RX 330 with a new 270-horsepower 3.5-liter V6 engine and enhancements in standard and optional equipment.
- September 2007 - RX models feature revised front styling and additional interior wood trim choice, VSC cutoff switch added, and the RX 400h receives additional hybrid badging.
- February 2008 - 2009 RX 350 added to Pebble Beach Collection.
- November 2008 - Introduced at Los Angeles Auto Show as the third-generation 2010 RX 350. On sale February, 2009.
- March 2012 - 2013 RX unveiled at Geneva Motor Show. 2013 RX features the new bolder, signature Lexus spindle grille, new bumper, new headlamp design, LED daytime running lights and fog lamp bezels. The RX receives interior enhancements with the cabin getting new Ebony Bird's-Eye Maple wood trim and available Saddle Leather interior. Rich detailed contrast stitching is used on the seats, center console and door-mounted armrests.
- April 2012 - 2013 RX 350 F SPORT AWD made its North American debut at 2012 New York International Auto Show. The RX 350 F SPORT features an eight-speed automatic transmission with paddle shifts, F SPORT-tuned suspension, sport front bumper and mesh grille, 19-inch split five-spoke wheels in Dark Graphite finish and exclusive interior enhancements.
- April 2012 - 2013 RX 350 goes on sale.
- July 2012 - 2013 RX 350 F SPORT goes on sale. Available in AWD only, the F SPORT model features eight-speed automatic transmission with paddle shifters, newly designed 19-inch alloy wheels with dark graphite finish, unique sport front bumper with mesh grille, F SPORT tuned suspension with front and rear performance dampers and Vehicle Dynamics Integrated Management (VDIM).
- July 2012 - Toyota announces it will expand Lexus RX production at its Cambridge, Ontario, Canada facility. Lexus capacity will increase by 30,000 vehicles to 104,000 units, including 15,000 RX 450h vehicles.
- November 2014 - Lexus introduces The Crafted Line by Lexus to celebrate 25 years of luxury. The special edition is available in the LS 460 F SPORT (750 units), GS 350 F SPORT (875 units) and IS 250 F SPORT (1,375 units) in all-weather drive and rear-wheel drive models and the RX 350 AWD F SPORT (1,500 units) and ES 350 (1,500 units). The vehicles feature an Ultra White exterior with contrasting black door handles, side mirrors and grills. Eye-catching seats, contrast stitching, headrest and door panels are either two-tone Black/Scarlet or Black/Cabernet. Lexus partnered with TUMI to create exclusive matching duffel bag set and owners will receive a Meguiar's® New Car Care Kit.
- April 2015 - The 2016 Lexus RX made its global debut at the 2015 New York International Auto Show. The 2016 RX features a bolder design language with a completely new front end highlighted by an emboldened spindle grille, more aggressive front bumper and available triple L-shaped LED headlamps. The interior has been refined for premium comfort and expressive styling. Available Lexus Safety System + helps bring peace of mind with integrated active safety features.
- November 2015 - All-new fourth generation 2016 RX 350 goes on sale.

AWARDS AND RECOGNITION

- September 1998 - The RX 300 is named “Most Appealing Luxury SUV,” in the J.D. Power and Associates Automotive Performance Execution and Layout (APEAL) Study.
- October 1998 - RX 300 is named the inaugural “Sport/Utility of the Year” by *Motor Trend* magazine. This marked the first time the magazine separated its “Truck of the Year” award into two categories, truck and SUV. This change reflects the growing popularity of SUV’s.
- September 1999 - The RX 300 finishes second (behind LX 470) in the “Most Appealing Luxury SUV” category in J.D. Power and Associates’ APEAL Study.
- April 2001 - *Consumer Guide* names the RX 300 a “Best Buy”.
- May 2001 - The RX receives top honors in the J.D. Power and Associates Initial Quality Study (IQS).
- January 2002 - *The Car Book* lists the RX 300 as a “Best Bet” for American car buyers.
- March 2002 - *The Ultimate Car Book* rates the RX 300 a “Best Buy.”
- May 2002 - RX 300 takes second place in the J.D. Power and Associates IQS.
- February 2003 - The RX 300 is awarded as IntelliChoice’s “Best Overall Value” for an Intermediate SUV over \$30,000.
- May 2003 - The RX 300 is the highest ranked vehicle in the Luxury SUV segment of the 2003 J.D. Power and Associates IQS.
- July 2003 - The RX 300 is the highest ranked vehicle in the Luxury SUV segment of 2003 J.D. Power and Associates Vehicle Dependability Study (VDS).
- October 2003 - The 2004 RX 330 is the highest ranked vehicle in the Luxury SUV segment of 2003 J.D. Power and Associates APEAL study.
- February 2004 - For the second year in a row, the RX 330 is named IntelliChoice’s “Best Overall Value” for an SUV over \$30,000.
- May 2004 - The RX 330 is the highest ranked vehicle in the Luxury SUV segment of the 2004 J.D. Power and Associates IQS.
- July 2004 - For the second year in a row, the RX 300 is the highest ranked vehicle in the Luxury SUV segment of 2004 J.D. Power and Associates Vehicle Dependability Study (VDS).
- September 2004 - The RX 330 is touted as the “Most Appealing” luxury sport utility vehicle by the J.D. Power and Associates APEAL StudySM for the second year in a row.
- December 2004 - Consumer Guide awards the Lexus RX 330 a “Best Buy” award for premium mid-size SUV.
- February 2005 - For the third year in a row, the RX 330 is named the IntelliChoice “Best Overall Value” for an SUV in its class.

- May 2005 – The RX 330 is the highest ranked vehicle for the second year in a row in the entry luxury SUV segment of the J.D. Power and Associates IQS.
- June 2005 – For a third consecutive year, the RX 300 is named the "Most Dependable Entry Level Luxury SUV in the J.D. Power and Associates' VDS.
- September 2005 – The RX 330 is selected by Consumer Guide as a "Best Buy" in the Premium Mid-Size SUV category.
- January 2006 – The RX 300/330 received the Polk Automotive Loyalty Award for the 2005 model year in the mid-size SUV segment.
- RX 330 – *The Car Book* 2006 Best Bet.
- September 2006 – RX 330 wins IntelliChoice/AutoPacific's Motorist's Choice Award, Luxury Crossover Sport Utility.
- November 2006 – RX 350 wins 2007 Consumer Guide Automotive Best Buy, Premium Midsize Sport-Utility Vehicle.
- June 2007 – The RX 350 is Highest Ranked Multi-activity Vehicle (MAV) in J.D. Power® and Associates IQS.
- June 2008 – J.D. Power and Associates IQS Midsize Premium MAV
- July 2008 – Intellichoice Best Overall Value Award Best New SUV/Crossover Over \$28,000
- July 2008 – IntelliChoice/AutoPacific 2008 Motorist Choice for Luxury Crossover SUV
- August 2008 – The RX 350 wins *U.S News and World Report* 2008 Best Cars for the Money Award in the Best Luxury 2-Row Midsize SUV category.
- April 2009 – 2010 RX 350 is awarded IIHS (Insurance Institute for Highway Safety) Top Safety Pick 2009.
- August 2009 – RX wins the AutoPacific and IntelliChoice 2009 Motorist Choice awards in the Luxury Crossover category.
- August 2009 – The RX 350 wins *U.S News and World Report* 2009 Best Cars for the Money Award in the Best Luxury 2-Row Midsize SUV category.
- October 2009 – 2010 RX 350 wins Best Resale Value: Luxury Utility Vehicle Award by Kelley Blue Book
- December 2009 – RX 350 wins the Automotive Lease Guide 2010 Residual Value Award for Near Luxury Utility Vehicle
- January 2010 – RX 350 wins Polk Automotive Loyalty Award for 2009 model year in the Mid/Full-Size SUV category.
- January 2010 – RX 350 wins Cars.com Editor's Choice for The Boss

- February 2010 - RX 350 wins *Kiplinger's Personal Finance* Best New Crossover in the Large and Midsize Crossovers category
- February 2010 - 2010 RX 350 IntelliChoice Best Overall Winner Award Best Crossover/SUV Over \$28,000
- February 2010 - 2010 RX 350 wins IntelliChoice Best Overall Value of the Year Award in Luxury Crossover category.
- February 2010 - *Consumer Guide* names RX 350 Best Buy in Premium Midsize SUV category.
- March 2010 - The RX is named on *Forbes* 'Toughest Cars on the Road' list.
- April 2010 - Cars.com 2010 Best Bet for Luxury SUV's.
- May 2010 - RX 350 is named top rated Luxury Crossover SUV and is awarded AutoPacific 2010 Vehicle Satisfaction Award in the Luxury Crossover SUV segment.
- May 2010 - 2010 RX 350 is awarded IIHS (Insurance Institute for Highway Safety) Top Safety Pick 2010. The award recognizes the RX 350 that earns the highest rating of good for front, side, rollover, and rear crash protection, and that have electronic stability control.
- June 2010 - *Kiplinger's Personal Finance* names RX 350 as Best New Crossover in the magazine's 2010 "Best New Car" competition.
- July 2010 - The RX is a category winner in AutoPacific's 2010 Ideal Vehicle Award (IVA) in the Luxury Crossover SUV segment.
- August 2010 - The RX 350 wins *U.S. News and World Report* 2010 Best Cars for the Money Award in the Best Luxury 2-Row Midsize SUV category.
- September 2010 - The RX makes Top 12 list of *Forbes* "Best Car for the Buck."
- November 2010 - Kelley Blue Book's KBB.com names the 2011 RX a 2011 Best Resale Value Top 10.
- December 2010 - The RX is awarded IIHS (Insurance Institute for Highway Safety) 2011 Top Safety Pick.
- December 2010 - The RX 350 is named to *Kiplinger's Personal Finance* "10 Best Cars of the Past Decade."
- January 2011 - RX 350 wins Polk Automotive Loyalty Award for 2010 model year in the Mid/Full-Size SUV category.
- January 2011 - The Lexus RX350 has been named *U.S. News & World Report's* Best Luxury Midsize Crossover for the Money for 2011.
- February 2011 - RX 350 wins IntelliChoice 2011 Best Overall Value for all Premium Crossovers and Wagons.
- March 2011 - RX is Highest Ranked Midsize Premium Multi-Activity Vehicle in J.D. Power and Associates VDS.

- March 2011 – 2011 RX 350 is awarded IIHS (Insurance Institute for Highway Safety) Top Safety Pick 2011.
- April 2011 - The 2011 RX 350 wins Edmunds.com “Best Retained Value Award” in the SUV \$35-\$45K category.
- May 2011 - RX 350 is named top rated Luxury Crossover SUV and is awarded AutoPacific 2011 Vehicle Satisfaction Award in the Luxury Crossover SUV segment.
- August 2011 – The 2011 RX 350 wins 2011 *U.S News and World Report* Best Cars for Families in the Best Luxury Midsize SUV for Families category.
- August 2011 – The RX 350 has been named in *Forbes* Best Used Car list.
- November 2011 – For a second consecutive year, Kelley Blue Book’s KBB.com names the RX a 2012 Best Resale Value Top 10.
- December 2011 – The RX is awarded IIHS (Insurance Institute for Highway Safety) 2012 Top Safety Pick.
- February 2012 – 2012 RX 350 is awarded Kelley Blue Book Total Cost of Ownership: High-End Luxury Car award.
- February 2012 – RX 350 captured J.D. Power and Associates Vehicle Dependent Study (VDS) segment award in Midsize Premium Crossover SUV.
- February 2012 – The RX 350 wins *U.S News and World Report* 2012 Best Cars for the Money Award in the Best Luxury 2-Row Midsize SUV category.
- June 2012 – The RX wins the Midsize Premium Crossover SUV segment in the J.D. Power and Associates 2012 Initial Quality Study (IQS).
- January 2013 – RX wins *Kiplinger’s Personal Finance* Best Resale: Midsize and Large Crossovers.
- February 2013 - The RX 350 is awarded the J.D. Power and Associates Vehicle Dependent Study (VDS) segment award in Midsize Premium Crossover SUV. The RX had the fewest reported problems in the industry, with a score of 57 PP 100. The RX ranks highest overall in the study, which is the first time in the history of VDS that a crossover or SUV has achieved this accolade.
- February 2013 – The RX 350 wins *U.S News and World Report* 2013 Best Cars for the Money Award in the Best Luxury 2-Row Midsize SUV category. This is the fifth consecutive year the RX 350 has won this award.
- March 2013 – The RX 350 wins *U.S. News & World Report* 2013 Best Cars for Families award in the Best Luxury 2-Row Midsize SUV for Families.
- August 2013 – Kelley Blue Book’s KBB.com lists the 2013 RX 350 in their “10 Best Luxury SUVs of 2013.” The RX ranked 4th on the list.
- January 2014 – RX 350 wins Polk Automotive Loyalty Award for 2013 model year in the Luxury Mid-Size CUV category.

- February 2014 - The 2014 RX 350 wins *U.S. News & World Report* 2014 Best Cars for the Money Award in the Best Luxury 2-Row Midsize SUV for the Money. This is an impressive sixth year in a row the RX 350 has won this award.
- February 2014 - The RX is awarded the J.D. Power and Associates Vehicle Dependent Study (VDS) segment award in Midsize Premium Crossover SUV with a score of 65 PP100.
- February 2014 - IntelliChoice names 2014 RX 350 for Best Overall Value award in the Premium Mid-Size Utility category.
- March 2014 - For the second consecutive year, *U.S. News & World Report* names the 2014 RX 350 2014 Best Cars for Families' in the Luxury 2-Row SUVs category.
- April 2014 - The RX 350 is named Edmunds.com's Most Popular Entry Luxury SUV of 2104.
- September 2014 - The RX 350 finishes second in Cars.com 2014 Most Worry Free Index.
- December 2014 - The RX is named on the Best SUV's list in *Consumer Reports* 2014 Reliability Survey.
- January 2015 - Edmunds.com names the RX 350 2015 Most Popular on Edmunds.com Award: Entry Luxury SUV.
- January 2015 - IHS Automotive awards RX the 2014 Loyalty Award in the Luxury Mid-Size CUV segment.
- February 2015 - The 2015 RX 350 is named 2015 Best Luxury 2-Row SUV for the Money by *U.S. News & World Report* Best Cars for the seventh consecutive year, claiming the longest winning streak in the history of the awards.
- February 2015 - RX 350 wins 2015 IntelliChoice Best Overall Value of the Year awards in Overall Value and Retained Value in the Premium Mid-Size Utility category.
- March 2015 - The 2015 RX 350 wins *U.S. News & World Report* 2015 Best Cars for Families Award in the Best Luxury 2-Row Midsize SUV for Families category.
- October 2015 - IntelliChoice and Auto Pacific award the RX 2015 Motorist Choice Award in the Luxury Crossover SUV category.
- November 2015 - The 2016 RX is awarded Kelley Blue Book KBB.com 2016 Best Buy Award: Luxury SUV/Crossover category.
- January 2016 - Edmunds.com names the RX 350 2016 Most Popular on Edmunds.com award: Entry Luxury SUV.
- February 2016 - The RX is awarded Kelley Blue Book KBB.com 2016 5-Year Cost to Own Award: Luxury Mid-Size SUV/Crossover.

Where is it built?

The RX 350 is built at the Kyushu in Japan and Cambridge plant in Canada.