

LEXUS AWARDS AND RECOGNITION

- July 1990 – Lexus first appears in J.D. Power and Associates study and earns Best Overall Carline in New Car Initial Quality Study (IQS).
- March 1991 – Lexus is ranked first in J.D. Power and Associates Dealer Attitude Survey.
- July 1991 – For a second consecutive year, Lexus earns Best Overall Carline in J.D. Power and Associates in New Car Initial Quality Study (IQS).
- August 1991 – Lexus earns Best Overall Nameplate in J.D. Power and Associates Sales Satisfaction Index (SSI).
- August 1991 – Lexus ties for #1 Carline in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI).
- August 1992 – Lexus earns #1 Carline in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI) for a second straight year.
- July 1992 – For a second consecutive year, Lexus earns Best Overall Nameplate in J.D. Power and Associates Sales Satisfaction Index (SSI).
- May 1993 – Lexus receives Best Overall Carline in J.D. Power and Associates IQS.
- July 1993 – For a third straight year, Lexus earns #1 Carline in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI).
- February 1994 – Lexus is ranked first in the J.D. Power and Associates Vehicle Performance Index (VPI) reflection satisfaction of customers with two-year-old vehicles. 1994 was the only year Lexus was eligible for VPI before this study was discontinued.
- May 1994 – J.D. Power and Associates awards Lexus Best Overall Carline in J.D. Power and Associates IQS. Lexus wins fourth time in five years. Lexus sweeps the J.D. Power and Associates IQS by having all four models place in the top 10 in overall car rankings.
- June 1994 – Lexus receives Best Overall Nameplate in J.D. Power and Associates Sales Satisfaction Index (SSI).
- July 1994 – For the fourth consecutive year, Lexus wins #1 Carline in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI). While improving on last year's top-ranked score, Lexus captures all major J.D. Power and Associates' customer satisfaction studies for which the division is eligible.
- January 1995 – Arthur D. Little, the leading international management-consulting firm, recognizes Lexus as the automotive industry's 1995 "Best of the Best" in customer management.

- March 1995 – In its first year of eligibility, Lexus tops all makes with the highest J.D. Power and Associates Vehicle Dependability Index (VDI) score in the study’s history.
- July 1995 - For an unprecedented fifth consecutive year, Lexus wins #1 Carline in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI).
- March 1996 – For the second year in a row, Lexus wins Best Overall Carline in J. D. Power and Associates Vehicle Dependability Index (VDI).
- June 1996 – Toyota Motor Corporation’s Tahara plant, which builds the Lexus LS 400 and GS 300 sedans, captures the J.D. Power and Associates Gold Plant Award among Asian manufacturing facilities.
- June 1996 - Lexus shares the top ranking as Best Overall Nameplate in J.D. Power and Associates Sales Satisfaction Index (SSI).
- March 1997 – For the third consecutive year, Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Study (VDI).
- July 1997 - For the sixth time in its seven years of eligibility, Lexus wins #1 Nameplate in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI).
- September 1997 – Lexus is named a total value leader in the luxury and near-luxury car segments by the research firm Strategic Vision in their 1997 Total Value Index™.
- April 1998 – Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Index (VDI) for the fourth consecutive year. Lexus has earned this honor every year it has been eligible.
- July 1998 - Lexus wins #1 Nameplate in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI) for the seventh time in eight years of eligibility.
- March 1999 - Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Index (VDI) for the fifth consecutive year.
- May 1999 – The Tahara plant, which builds the LS 400 and GS luxury sedans, shares the J.D. Power and Associates Platinum Plant Award with GM’s Flint, Mich., plant.
- July 1999 - Lexus wins #1 Nameplate with dealer in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI).
- May 2000 – The Kyushu car plant, where the ES 300 is built, earns the J.D. Power and Associates Platinum Plant Award.
- July 2000 - Lexus wins #1 Nameplate with dealer in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI).

- November 2000 - For the sixth consecutive year, Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Index (VDI).
- September 2000 - Lexus is named Best Luxury Car Brand by *Worth Magazine* reader's choice survey.
- December 2000 - Lexus is the best-selling luxury make in America.
- May 2001 - For the second year in a row, the Kyushu car plant earns the J.D. Power and Associates Platinum Plant Award.
- May 2001 - Lexus earns Top Ranked Nameplate in J.D. Power and Associates Initial Quality Study (IQS).
- July 2001 - Lexus wins #1 Nameplate with dealer in Customer Satisfaction in J.D. Power and Associates Customer Sales Satisfaction (CSI).
- November 2001 - For the seventh consecutive year, Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Index (VDI).
- December 2001 - Lexus is the best-selling luxury make in America for the second consecutive year.
- May 2002 - For the second consecutive year, Lexus earns Top Ranked Nameplate in J.D. Power and Associates Initial Quality Study (IQS).
- May 2002 - The Araco plant, which builds the LX 470, receives the Platinum Plant Award. It is the fourth year in a row a Lexus plant has earned the top award.
- November 2002 - Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Index (VDI) for the eighth consecutive year.
- November 2002 - Lexus is the highest-ranked nameplate in J.D. Power and Associates 2002 Used-Vehicle Sales and Certification Study.
- December 2002 - Lexus is the best-selling luxury make in America for the third consecutive year.
- May 2003 - For the third consecutive year, Lexus earns Top Ranked Nameplate in J.D. Power and Associates Initial Quality Study (IQS).
- July 2003 - Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Study (VDS) for the ninth consecutive year.
- December 2003 - Lexus is the best-selling luxury make in America for the fourth consecutive year.

- May 2004 - For the fourth consecutive year, Lexus earns Top Ranked Nameplate in J.D. Power and Associates Initial Quality Study (IQS).
- June 2004 - For the 10th consecutive year, Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Study (VDS).
- November 2004 - Lexus earns Best Overall Nameplate in J. D. Power and Associates Sales Satisfaction Index (SSI).
- December 2004 - Lexus is the best-selling luxury make in America for the fifth consecutive year.
- May 2005 - For the fourth consecutive year, Lexus earns Top Ranked Nameplate in J.D. Power and Associates Initial Quality Study (IQS).
- June 2005 - For the 11th consecutive year, Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Study (VDS).
- December 2005 - Lexus is the best-selling luxury make in America for the sixth consecutive year.
- July 2006 - Lexus earns Best Overall Nameplate in J.D. Power and Associates Customer Service Index (CSI) Study.
- August 2006 - For the 12th consecutive year, Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Study (VDS).
- December 2006 - Lexus is the best-selling luxury make in America for the seventh consecutive year.
- August 2007 - For the 13th consecutive year, Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Study (VDS).
- November 2007 - Lexus earns Best Overall Nameplate in J. D. Power and Associates Sales Satisfaction Index (SSI).
- December 2007 - Lexus is the best-selling luxury make in America for the eighth consecutive year.
- 2007 - Lexus' 3.5L DOHC V6 scores as one of Ward's 10 Best Engines for 2007
- August 2008 - For the 14th consecutive year, Lexus earns #1 Nameplate in J.D. Power and Associates long-term Vehicle Dependability Study (VDS).
- December 2008 - Lexus is the best-selling luxury make in America for the ninth consecutive year.

- March 2009 – Improving from fourth rank position in 2008, J.D. Power and Associates 2009 Customer Service Index (CSI) StudySM ranks Lexus highest in customer satisfaction with dealer service among luxury brands. Lexus achieves an overall CSI score of 835 on a 1,000-point scale.
- June 2009 - Lexus earns Top Ranked Nameplate in J.D. Power and Associates Initial Quality Study (IQS).
- December 2009 - Lexus is the best-selling luxury make in America for the 10th consecutive year.
- February 2010 – J.D. Power and Associates 2010 Customer Service Index (CSI) StudySM ranks Lexus highest in customer satisfaction with dealer service among luxury brands and receives an award for a second consecutive year. Lexus achieved an overall CSI score of 837 on a 1,000-point scale, 24 points above the segment average.
- March 2010 – Kelley Blue Book names Lexus “Best Comfort Brand” and “Best Interior Design Brand” in their 2010 Brand Image Awards.
- December 2010 - Lexus is the best-selling luxury make in America for the 11th consecutive year.
- February 2011 – Lexus named 2011 Customer Service Champion by J.D. Power and Associates.
- March 2011 – For the third consecutive year and 14th time, the most of any brand, J.D. Power and Associates 2011 Customer Service Index (CSI) StudySM ranks Lexus highest in customer satisfaction with dealer service among luxury brands. Lexus achieved an overall CSI score of 846 on a 1,000-point scale, 27 points above the segment average and the highest numerical score in the study, regardless of segment.
- March 2011 – Lexus regains the #1 position in the Spring 2011 Perceived Quality Study from ALG in the Luxury Brands category.
- April 2011 - Edmunds.com awards Lexus” Best Retained Value Award” for luxury brands. This award recognizes the brand and new car models that have the highest projected residual value after five years, expressed as a percentage of their True Market Value[®] (TMV[®]).
- June 2011 – The Kyushu 2, which builds the IS line, ES 350 and RX line and the Cambridge South, Ontario, Canada plant which builds the RX were honored with the J.D. Powers Platinum Plant Quality Award. The Kyushu 1 Plant, which builds the RX line earned the Silver Plant Quality Award.
- June 2011 – Lexus earns the honor as Top Ranked Nameplate in the 2011 J.D. Power and Associates Initial Quality Study (IQS). Lexus has ranked highest in the IQS study in 13 of the last 22 years with record setting 73 problems per 100 vehicles (PP100).

- August 2011 – Kelley Blue Book lists Lexus in the top three luxury brands with the lowest average Total Cost of Ownership for the initial five-year ownership period. States KBB, “Audi and Lexus currently have the lowest depreciation and best fuel economy among luxury brands, giving them an advantage in low cost of ownership at the luxury level.”
- August 2011 - Lexus tied with Toyota and Cadillac for the top spot in the annual American Customer Satisfaction Index’s (ACSI) ranking of automakers by brand.