

# Lexus All-Model Chronology

## LFA Chronology

- October 2009 The highly anticipated Lexus LFA makes its world debut at the 2009 Tokyo Motor Show as Lexus' first supercar.
- November 2009 Lexus LFA supercar makes its North American debut at the 2009 Specialty Equipment Market Association (SEMA) show.
- May 2010 Lexus announces it will offer a limited edition Nürburgring Package to LFA customers. The package is limited to only 50 units of the 500. The 4.8L V10 engine for Nürburgring Package equipped LFA's will produce 562 horsepower, 10 more horsepower than the standard high-performance LFA. The gear-shift time has been reduced by 0.05 seconds to only 0.15 seconds for even faster gear changes. It will also feature a sport-tuned suspension, exclusive black mesh-type wheels and dedicated high-grip tires for better handling and a larger front spoiler and fixed rear wing for improved high speed down force.
- January 2011 First LFA production vehicle arrives in the United States.

## LS Chronology

- Fall 1984 The "F1" project is well underway. "F1" is Toyota's code for flagship luxury car of the highest order. Shoiji Jimbo and Ichiro Suzuki head a large engineering team to develop this ultraimportant new car.
- May 1985 Lexus conducts its first study of the American market with a team headed by Jimbo attending focus groups and interviewing dealers in major markets. A separate five-person team moves to Laguna Beach, Calif. to study lifestyles and integrate design concepts suited for American customers.
- July 1985 The first of 450 running prototypes is built, representing the work of 60 designers, 24 engineering teams, 1,400 engineers, 2,300 technicians and 220 support workers.
- May 1986 Tests are conducted on the Autobahn in Germany.
- September 1986 Ten months of extensive evaluation on American roads begins, resulting in numerous improvements in line with the U.S. environment and customer needs.
- May 1987 The final design of the F1 is approved after eight previous presentations to management far more than customary.
- August 1988 Roger Penske, the renowned racing team owner and soon-to-be Lexus dealer, goes to Japan to test-drive the F1.
- November 1988 The F1 is designated the LS 400, "LS" meaning Luxury Sedan, and "400" for the 4.0-liter V8 engine.

- January 1989 The LS 400 makes its American debut at the North American International Auto Show (NAIAS) in Detroit and the Los Angeles Auto Show.
- May 1989 The first production 1990 LS 400 rolls off the assembly line at Lexus' Tahara plant in Japan.
- September 1989 The LS 400 goes on sale to the public and is very well received. In the first month, 2,919 LS 400s are sold.
- December 1989 Lexus initiates a special service campaign. Although aware of only one consumer
  contact regarding a cruise control malfunction and several complaints of stoplight housing distortion,
  Lexus elects to recall all 8,000 LS 400s sold to check items. Dealers contact owners individually and
  quickly make repairs. Rather than being viewed negatively, Lexus is credited with setting a new
  standard in personalized service.
- September 1992 A "freshened" 1993 LS 400 debuts with more than 50 changes, many as a direct response to dealer and customer requests.
- November 1994 Completely redesigned second generation 1995 LS 400 goes on sale.
- March 1997 Lexus and Coach, the renowned manufacturer of distinguished leather products, announce the production of a distinctive limited edition LS 400 sedan.
- September 1997 Lexus introduces a redesigned 1998 LS 400 featuring Variable Valve Timing with Intelligence (VVT-i) engine for higher performance, dozens of additional features and freshened styling. Despite the numerous upgrades, the LS price remains the same as the previous year, enhancing its overall value.
- January 2000 Lexus unveils the 2001 LS 430 flagship sedan at the NAIAS in Detroit.
- October 2000 The LS 430, the third generation Lexus flagship sedan, goes on sale. In addition to upgrading its V8 to 4.3 liters, the new vehicle sets a new benchmark for luxury and technology. Features include Intuitive Park Assist, Dynamic Laser Cruise Control, heated/cooled front seats and a beverage cooler between the two rear seats. The 2001 LS 430 also offered a Mark Levinson® Premium Audio System, which made Lexus the first and only automaker to offer an OEM mobile audio system designed by Levinson.
- September 2003 The LS 430 debuts as a thoroughly revised model for 2004, with exterior
  restyling, a new six-speed automatic transmission, and additional safety and luxury features. The three
  generations of Lexus LS sedans have garnered more awards for quality than any other luxury car and
  have won the J.D. Power and Associates Vehicle Dependability Study every year that they have been
  eligible.
- January 2006 The 2007 LS 460 is unveiled at the NAIAS in Detroit along with the LS 460 L, the first long-wheelbase model for Lexus. The fourth-generation LS features a new-generation 4.6-liter V8 with 380 horsepower and is equipped with world's first automatic eight-speed transmission and a wide array of new luxury amenities and technology features.
- October 2006 Fourth generation Lexus LS 460 and all-new LS 460 L go on sale.
- September 2007 LS 460 models gain revisions to suspension option packages for 2008.

- September 2008 LS 460 and LS 460 L go on sale with all-wheel-drive versions available for 2009.
- October 2009 The 2010 LS 460 receives revised front grille, front bumper, headlamps, rear bumper, tail lamps, license plate surround, and exhaust diffusers. Added features include outsided mirrors with turn signals, 18-inch wheels, chrome interior accents, Multi-information Display, Eco Drive Indicator, active headrest, standard Intuitive Park Assist, satellite radio, audio Bluetooth<sup>®®</sup>, USB iPod<sup>®</sup> connectivity, and Safety Connect<sup>®</sup>. V8 to 4.3 liters, the new vehicle sets a new benchmark for luxury and technology. The 2010 LS 460 also offers Advanced Pre-Collision System with Radar Cruise Control, air suspension on Rear Wheel Drive, NAV Traffic<sup>®</sup>/Weather/Sports/Stocks (standard on Long Wheel Base).

# LS Hybrid Chronology

- April 2006 The 2008 LS 600h L is revealed at the New York International Auto Show, with the world's first full hybrid V8 powertrain.
- July 2007 All-new LS 600h L goes on sale.

## **GS Chronology**

- 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 1994 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 1998 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 For 2001, 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 NAIAS in Detroit.
- February 2005 The third-generation GS goes on sale for the 2006 model year.
- September 2006 The 2007 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 offers newly optional Active Stabilizer system that counteracts body roll.
- August 2008 The 2007 GS 460 replaces the GS 430, with 342-horsepower, 4.6-liter V8 replacing GS 430's 300-horsepower 4.3-liter V8. GS 460 provides more power and performance yet with similar fuel efficiency.
- August 2011 The fourth-generation GS 350 makes its world debut at Pebble Beach Concours
  d'Elegance. Completely redesigned, inside and out, the GS features the brand's new design
  philosophy, with styling cues such as a distinctive new front grille that will be seen on all future Lexus
  vehicles. The new GS will also lead the rest of the Lexus lineup in an entirely new direction of driving
  dynamics.

# GS Hybrid Chronology

- March 2005 Lexus unveils all-new GS 450h high-performance hybrid luxury sedan at the New York International Auto Show.
- April 2006 The 2007 Lexus GS 450h goes on sale. It is the first hybrid-powered luxury/sport sedan to enter the market and offers the optional Active Stabilizer system to counteract body roll.

# IS Chronology

- January 1999 The Lexus IS compact sport sedan is shown at the North American International Auto Show (NAIAS) in Detroit and plans to sell the vehicle in mid-2000 are announced.
- January 2000 Lexus debuts the production 2001 IS 300 compact sport sedan at the Los Angeles Auto Show.
- June 2000 The 2001 IS 300 goes on sale.

- October 2000 Lexus introduces the IS 300 pace car for the CART/FedEx Championship.
- January 2001 Lexus unveils the IS 300 SportCross and the IS 300 5-speed manual transmission sport sedan at the NAIAS.
- April 2001 Team Lexus debuts two IS 300 racecars in the 2001 Grand-Am Cup North American Street Stock Series.
- April 2001 Team Lexus debuts the IS 300 luxury sport sedan in Grand-Am Cup competition. The
  IS was competitive immediately and scored its first pole position in its fourth race and first race win in
  the fifth round at Virginia International Raceway.
- August 2001 The all-new 2002 IS 300 SportCross and IS 300 5-speed manual transmission models go on sale.
- August 2001 The IS 300 L-Tuned is launched as a limited edition in the western states.
- March 2003 Lexus added a distinctively sporty new edition of the IS 300 sport sedan with the
  introduction of the IS 300 SportDesign. IS 300 SportDesign Edition provides several exclusive
  enhancements including a special grille, fender emblems, special exhaust tailpipe, 11-spoke 17-inch
  aluminum alloy wheels, black pearl trim around the headlights, fog lights and taillights, and an exclusive
  Thundercloud Metallic exterior color.
- March 2005 Lexus unveils the all-new IS 350 sport sedan at the New York International Auto Show.
- October 2005 Lexus introduces all-new second-generation 2006 IS 250 and IS 350 models.
   Both feature new high-performance V6 engines. IS 250 offers an all-wheel-drive option, and the IS 350 is equipped with new Vehicle Dynamics Integrated Management (VDIM) system.
- September 2006 New X Package option for the rear-wheel drive models and Premium Package standard for IS 250 AWD model.
- September 2007 MY 2008 IS models gain improved steering feel; revised front seatbacks provide more rear legroom.
- September 2010 Lexus revises and expands IS sport sedan for model year 2011 with an all-new IS 350 all-wheel drive model, new F Sport Package for IS 250/350 rear-wheel-drive models and revised front styling and interior trim.

# IS C Chronology

- October 2008 Lexus IS C makes its world debut at 2008 Paris Motor Show.
- February 2009 IS 250C and IS 350C make U.S. debut at the Chicago Auto Show.
- June 2009 2010 IS 250C and IS 350C retractable hard-top convertible go on sale.

- March 2010 Lexus introduces 2010 IS 350C F Sport Special Edition with only 100 units produced and features F Sport performance accessories and unique grill and interior with numbered badging and blue contract stitching.
- February 2011 Lexus introduces 2011 IS 350C F Sport Special Edition with only 175 units produced and features F Sport performance accessories, interior badging and red stitching.

#### IS F Chronology

- January 2007 All-new 2008 IS F introduced at the North American International Auto Show.
- February 2008 IS F high-performance sedan goes on sale.

### CT 200h Chronology

- March 2010 Lexus CT 200h makes world debut at 2010 Geneva Motor Show as the first and only
  full hybrid vehicle in the premium compact segment.
- April 2010 All-New Lexus CT 200h Premium Compact Hybrid Makes North American Debut at 2010 New York International Auto Show.
- March 2011 2011 CT 200h, Lexus' fifth hybrid, goes on sale.

# HS 250h Chronology

- January 2009 The 2010 Lexus HS 250h world debuts at 2009 North American International Auto Show as the world's first dedicated luxury hybrid.
- August 2009 The 2010 HS 250h goes on sale.

# LX Chronology

- January 1996 The 1996 LX 450 Sport Utility Vehicle goes on sale, launching Lexus into the popular sport-utility market.
- March 1996 Two months after its debut, the LX 450 climbs to the top of the luxury sport utility vehicle segment, surpassing Range Rover in units sold.
- December 1997 Lexus introduces the all-new redesigned LX 470 at the Los Angeles Auto Show.
   The new LX features a powerful all-new V8 engine, roomier size and sophisticated adjustable-height suspension.
- March 1998 The all-new second-generation LX, the 1998 LX 470, goes on sale.

- September 2002 The 2003 LX 470 receives numerous luxury enhancements including a
  redesigned front fascia and instrument panel, a 5-horsepower increase, a new 5-speed automatic
  electronically-controlled transmission, voice command navigation system, seat-mounted side airbags
  and side front and rear curtain airbags, as well as available Night View, Lexus Link and rear seat
  entertainment systems.
- May 2005 The 2006 LX 470 receives minor changes that include redesigned rear combination lamps, revised front grille, new 18-inch five-spoke wheel design with graphite finish, three new exterior colors, standard Mark Levinson® Premium Audio System and Lexus Link (available from October production). The revised engine adds VVT-i, increasing horsepower to 275 and torque to 332 lb.-ft. A new direct-type Tire Pressure Monitor System has been added and towing capacity has increased to 6,500 lbs. (with appropriate hitch).
- April 2007 Lexus introduces (for early 2008 arrival) the all-new, more powerful, more capable and
  more luxurious LX 570 full-size luxury utility vehicle at the New York International Auto Show. A
  new 383-hp, 5.7-liter V8 and multitude of technological advancements endows the third-generation
  LX model with significantly increased performance, as well as new safety features.
- January 2008 All-new 2008 LX 570 goes on sale.

### **GX** Chronology

- September 2002 Lexus introduces its third luxury utility vehicle, the all-new V8-powered GX 470 for the 2002 model year. The new SUV includes seating for up to eight and the latest Lexus safety technology. The GX is sized and priced between the RX 330 and the LX 470.
- September 2003 Newly available Kinetic Dynamic Suspension System (KDSS) is an industry first, electronically controlling sway resistance of the front and rear suspension anti-roll bars on the 2004 GX 470. New roll-sensing side curtain airbags and Tire Pressure Monitoring System.
- November 2004 Revised 4.7-liter V8 gains Variable Valve Timing with intelligence (VVT-i) for 2005 model year; horsepower increased from 235 to 263; certified as Ultra Low Emissions Vehicle II (ULEV II).
- September 2006 Enhanced navigation and rear seat entertainment system become available for the 2007 model. Mark Levinson<sup>®</sup> DVD Premium Audio System is added as an option and an MP3/iPod<sup>®</sup> audio input plug becomes a standard feature.
- September 2007 2008 GX 470 receives revised exterior styling details and minor interior trim changes.
- December 2009 Lexus introduces the all-new GX 460 for the 2010 model year. The second-generation SUV includes seating for seven with a power-fold third row and 4.6-liter V8 engine that is more powerful and efficient than the one it replaces.

### **RX** Chronology

- 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 3.5liter 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 2010 RX 350. On sale February, 2009.

## RX Hybrid Chronology

- January 2004 The world's first luxury SUV hybrid, the Lexus RX 400h debuts at the North American International Auto Show in Detroit.
- April 2005 The 2006 RX 400h, the world's first luxury hybrid vehicle, goes on sale featuring a
  gas/electric powertrain and new Vehicle Dynamics Integrated Management (VDIM) stability control
  system.
- December 2005 The front-wheel drive model of the RX 400h is introduced.
- 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.
- November 2008 Introduced at Los Angeles Auto Show as the 2010 RX 450h. On-sale July 2009.