



Record Sales In Record Time For Lexus

2 October 2006

Hybrid models make up quarter of sales

Lexus has beaten its previous full-year sales record - in just nine months. The fast growing luxury brand roared past its previous 12 month record of 11,335 - set in 2001 - before the end of a record September.

The reasons for the upsurge in sales are new models such as the IS 250 and RX 350, the availability of diesel for the first time in a Lexus with the IS 220d, and the brand's unique ability to offer hybrid powered luxury cars (RX 400h and GS 450h) that give the performance of bigger engined cars, but at tax friendly, low emission rates due to the incredible efficiency of the petrol/electric hybrid engine system.

"Increased sales are always welcome and to achieve record sales in record time in a declining market is a very strong endorsement that Lexus is offering what the customer wants," commented Steve Settle, Director of Lexus (GB) Ltd. Approximately one quarter of Lexus sales are for hybrid powered cars.

The records will not last long as Lexus launches a new flagship model, the LS 460, early in the New Year.

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Note to editors: In 1991, its first year in the UK market, Lexus sold 671 cars. Prior to 2006, its record year for sales was 2001, with 11,335 registrations. In 2005 Lexus sold 10,548 cars and achieved a 0.43 per cent share of the UK new car market. At 29 September 2006, year-to-date sales were 11,794 units. (Lexus GB figure).