



Rich Mix For New Lexus IS

2 November 2005

While other car brands are ending the year having to discount to win sales, Lexus is enjoying a strong demand for the high end derivatives of the soon to be launched IS 250.

Over a third (35 per cent) of the 1,300 advance orders for the all new car have been placed on the fully-loaded SE-L (£28,000) and 46 per cent are for the SE grade (£25,400).

The new IS is a typical Lexus with a standard specification that is very high so there is little on the option list, however that has not stopped nearly half of the early buyers (45 per cent) ordering the £2,710 Multimedia Pack. This comprises the Mark Levinson premium audio system with 14 speakers and 5.1 digital surround sound, a new satellite navigation system, a six-DVD changer, a seven-inch VGA screen, Bluetooth connectivity, voice activation and Rear Park Assist Monitor (rear view camera).

Deliveries of the new IS 250 start in just over two weeks (19 November) with the much anticipated IS 220d diesel model coming in January.

ENDS