



Lexus RX300 Beats All Rivals In Record July Market

7 August 2003

Lexus has recorded its best July sales figures yet as the new RX300 sustains its powerful market performance. Both in July and in the period since its launch in May, RX300 has comprehensively outsold all other petrol-powered luxury SUVs.

Total RX300 sales have now reached 1,090 which is more than those of petrol versions of the Mercedes-Benz M-Class, Jeep Grand Cherokee, Volvo XC90, Volkswagen Touareg, Land Rover Discovery and Audi allroad combined and more than 380 ahead of the BMW X5 tally.

It isn't just in the petrol sector that the RX300 is achieving such outstanding success. Taking the luxury SUV segment as a whole, its sales have consistently outstripped those of the XC90 and Touareg, models which are also new to the market this year.

The results demonstrate the power of the RX300's class leading package of quality, performance, reliability and supreme value for money. No other luxury SUV can match its combination of premium equipment levels and competitive price, or Lexus's unbeaten reputation for delivering the ultimate in customer care and service.

Overall, Lexus's July sales soared by almost 31 per cent over the same period last year, giving the brand a 0.43 per cent market share. As well as the excellent performance of the RX300, the IS200 sports saloon continued to impress in both private and business sales, achieving an increase of 5.6 per cent ahead of July 2002.

Karl Schlicht, Director of Lexus GB, said: "The original RX300 created the luxury SUV market and now the new generation model is taking it to even higher levels. Car buyers have been quick to respond to RX300's unmatched levels of quality and value for money, while overall the Lexus brand remains without peers when it comes to the ownership experience.

"Our network of Lexus Centres has done outstanding work in introducing the new RX300, creating an environment and offering service and facilities that are unmatched in the industry.

"The tremendous success of RX300 is just the beginning of an exciting series of new product developments that we are sure will be met with equal enthusiasm by customers."

Luxury SUV petrol model registrations*

MODEL**JULY 2003 MAY TO JULY 2003**

Lexus RX300

352 1,090

BMW X5

202 707

Mercedes-Benz
M-Class

95 306

Jeep Grand Cherokee

75 283

Volvo XC90

32 182

Volkswagen Touareg

75 178

Land Rover Discovery

22 78

Audi allroad

14 33

Luxury SUV registrations - petrol and diesel*

MODEL**JULY 2003 MAY TO JULY 2003**

Land Rover Discovery	849	2565
BMW X5	462	1526
Mercedes-Benz M-Class	463	1236
Lexus RX300	352	1090
Jeep Grand Cherokee	262	888
Volvo XC90	179	771
Audi allroad	95	281
Volkswagen Touareg	95	226

*Source for figures SMMT

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