



Lexus To Launch Luxury 44 In Europe

7 September 1999

Lexus is presenting the RX Concept car - a luxury 4x4 - at this year's London Motor Show in October as a precursor to entering this market sector next year.

The four wheel-drive RX300 is the best selling Lexus model in the United States where Lexus is the leading luxury/executive brand. A European version of the RX will be available from autumn 2000 as part of the continuing expansion of the Lexus product line-up. The concept car to be displayed at the show features large 19" wheels, a distinctive front view and a unique leather interior. It will be unveiled at the IAA in Frankfurt in September.

BIG IN THE STATES

In the United States, the RX300 is a smash hit with customers. Currently, it is the top selling Lexus model, accounting for 37% of sales - almost 40,000 units - from January to July this year.

The Lexus RX300 takes a whole new approach to the 4x4 market: it is a capable off-roader, but with the styling and interior space of a sporty estate combined with the ride comfort and luxury people expect from a Lexus.

The RX300 is equipped with a powerful three-litre V6 Variable Valve Timing-intelligent (VVT-i) engine, producing a 161 kW (220hp). Its interior is versatile and sets itself apart through an ingenious layout and design.

A HINT OF THE FUTURE

The Lexus RX Concept car is a hint of the future for the Lexus brand in Europe. The unique design of the RX Concept offers the usual high levels of Lexus driving comfort and on-road performance and is aimed at satisfying the diverse tastes of luxury car buyers.

EPOC (Toyota's European Office of Creation) is responsible for the distinctive exterior of the RX Concept. It features 'one volume' silhouette and new treatments of exterior materials and colours that may be used on future Lexus products. The interior of the RX Concept incorporates brushed alloy highlights, a liquid crystal central computer display and sumptuous black leather trim with stylish 'baseball' stitching.

The RX Concept also contains many of the detail design features that a Lexus customer has come to expect. These start with the spectacular high-gloss Millennium Silver paint finish, parabolic multi-reflector headlamps and matching chrome Lexus badges. Even the roof rack bars are carefully integrated into the 'one volume' styling, flowing smoothly from the windscreen to just above the rear

doors.

Another key feature of the RX Concept car is the use of specially-designed 19-inch wheels which, combined with a carefully tuned and lower ride height, add to the car's distinctive and dynamic proportions. These are further enhanced by the extended lower bumper area which incorporates an aluminium alloy protection moulding and projector beam fog lamps at the front and a further lowered rear bumper valance featuring in alloy, the keynote Lexus individual exhaust outlets.

Note to Editors

The Lexus RX Concept car will be unveiled at a press conference on the Lexus stand (B10 in Hall 6) at the Frankfurt Motor Show. The short conference starts at 15:45 on Press Day, Tuesday, 14 September. Any accredited members of the press attending the show are welcome to attend.

ENDS