



Lexus At The British International Motor Show

17 September 1998

A world public debut for its third and smallest UK model, the new IS200 is the focus on the Lexus stand at the Birmingham NEC (Stand 108, Hall 1).

The IS200 goes on display in the UK at a timely moment in the luxury car maker's short eight year history on these shores. By August this year, Lexus had already broken all its previous full year sales records thanks to the strong appeal of the all-new GS300 model and the heavily revised LS400 luxury saloon.

One glance at the IS200 and there's little doubt about its intentions. Aimed squarely at bored BMW 3 Series and Audi A4 drivers, the rakish and muscular IS200 saloon features athletic styling touches and one of the most exciting and original interior designs seen on this class of car. Inside the IS200 takes many of its design cues from chronograph sports watches - just take a look at the instruments in the sculpted dashboard and you'll know what we mean.

IS200's mechanical credentials are equally as strong. A newly developed 2.0-litre 24v straight-six engine with variable valve timing gives optimum power, torque and fuel economy across a wide rev range. Like all UK Lexus models, drive is to the rear wheels and in the IS200's case, through either a six-speed manual or four speed, electronically controlled automatic transmission. Fabulous 17 inch alloy wheels are standard on most derivatives and as you'd expect from Lexus, the IS200's list of standard equipment is reassuringly comprehensive with no need for many of the costly optional extras offered by other luxury car manufacturers.

The exciting new IS200 will be available in three specification levels from May next year through an all-new Lexus dealer network sure to build on the marque's unparalleled levels of customer service.

Also on display for the first time is the Sport version of the latest Lexus GS300 model. Unmistakable for its massive 18 inch alloy wheels and low profile tyres, the GS300 Sport will have more road presence, equipment, refinement and sheer driver appeal than rivals when it goes on sale next January. The new GS300 Sport is being given its first public debut at the NEC.

The Lexus LS400 luxury saloon is displayed in its latest all-conquering guise complete with a variable valve timed 4.0-litre V8 engine and five speed automatic transmission.

The LS400 is the car which created the Lexus legend back in 1990 and re-wrote road testers' notebooks on luxury car refinement.

Boasting one of the most comprehensive standard equipment lists of any car available in the UK, the LS400 comes with Vehicle Stability Control and traction control as standard, the unique Lexus

Navigator satellite navigation system with touch-screen operation, and a myriad of thoughtful touches such as automatic pollution-sensing air conditioning.

The LS400 is also available with an optional Dynamic Handling Pack specially developed by Lexus (GB) to provide a tauter ride for greater driver feedback whilst maintaining superb ride comfort.

Larger 17 inch alloy wheels with wider, lower profile tyres create a more aggressive look whilst a lower ride height, re-tuned springs, dampers and anti-roll bars give more responsive handling.

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