



Sixth Consecutive Year of UK Growth Helps Lexus Achieve Record European and Global Sales

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- Lexus UK sales rise for the sixth year running with 13,917 vehicles sold in 2016
- Lexus Europe posts highest annual sales volume yet, rising 16.5 per cent on 2015's results to 74,316 vehicles
- Lexus global sales reach record high of 677,615 vehicles, up four per cent on the previous year

Lexus enjoyed a sixth consecutive year of growth in the UK in 2016 with 13,917 new vehicle sales, a rise of 4.9 per cent on 2015's total. The increase comes as the Lexus continues to extend its market reach and appeal, revitalising and expanding its model range and establishing a powerful new brand image.

The NX crossover became Lexus's most popular UK model, with an 11.3 per cent rise in sales to 4,118 units. In terms of growth, the new RX luxury SUV demonstrated its powerful appeal, with sales almost doubling year-on-year – up 93.1 per cent to 2,777 units.

Ewan Shepherd, Director, Lexus UK, said: "I'm delighted Lexus in the UK has continued to grow, with a sixth consecutive year of sales increases. What's particularly pleasing is that we are seeing so many customers who are new to the brand, coming to Lexus for the first time from other manufacturers.

"We're reaping the reward of our widest range of cars yet, offering Lexus quality and excitement to customers in more parts of the market than ever before."

Lexus Europe sales

Lexus's achievements in the UK helped the brand to impressive sales in Europe, which proved once again to be one of its fastest-growing global markets. Lexus Europe sold 74,316 vehicles last year, an increase of 16.5 per cent on 2015. Hybrids accounted for 60 per cent of that total, reaffirming Lexus's hybrid technology leadership in the premium car market. Where western Europe is concerned, the hybrid share climbed to 98 per cent.

As in the UK, the NX was Lexus's best-selling model in Europe, with 26,105 sold, followed by the new RX at 18,074 – up 163 per cent year-on-year.

Several countries achieved new sales records, including Russia, France, Italy, Spain, Belgium, Sweden, Norway, Poland, Hungary, the Czech Republic and Slovakia.

In Russia, Lexus Europe's largest market, sales rose by 19 per cent compared to 2015, to 24,120 vehicles, in spite of the national premium market declining overall by four per cent. This helped increase Lexus's premium market share to 16 per cent.

Lexus global sales

Lexus International achieved a fourth consecutive annual (calendar year) sales record in 2016, with volume rising by four per cent to 677,615 units.

Tokuo Fuichi, Lexus International President, said: "We are pleased with our global sales in a very challenging luxury market where customers have more choices than ever. Such sales help validate the customer focus of our brand, our products and Lexus's design direction globally.

"As we continue to expand, our hope is to maintain this steady and sustainable growth, balancing the growth and sales between our established markets and emerging regions."

Established Lexus operations in Japan, Europe, China, East Asia and Oceania all posted new annual sales records. For Japan it was a fifth consecutive new high, at 52,149 units, propelling Lexus to the number two position in the nation's luxury car market. Sales in China broke through the 100,000 threshold for the first time, reaching 109,151 units.

During 2017 Lexus will bring the flagship LC coupe to the market, together with a reborn LS saloon. These two models signal Lexus's brand direction with brave design, exhilarating performance and visionary technologies. In addition, the UX Concept revealed at the Paris motor show in September 2016 embodies some of the latest Lexus thinking about the small crossover vehicle category.

Yoshihiro Sawa, Lexus International Vice President, added: "2017 will see us developing our Lexus brand as the all-new LC coupe and LS saloon reach the market. The styling language, performance, identity and emotion communicated by these two important models will help better communicate our evolving luxury lifestyle brand image to global consumers."

Product news

This year will see the LC 500 and LC 500h arrive in showrooms, a new flagship coupe range that will appeal to customers who want superior dynamics and breakthrough styling in one seductive vehicle. Lexus's Multi Stage Hybrid technology also first appears in the LC 500h coupe. This innovative system uses mechanical multi-speed transmission and software to help maximise the quality of the driving experience. For the driver, it helps create a sensation, acceleration and reflexes like those generated by the 10-speed automatic transmission that is fitted to the V8 petrol-powered LC 500.

At the start of the year, the North American International Auto Show witnessed the world debut of the all-new LS 500 and Lexus's new 3.5-litre twin-turbo V6 engine. Producing 415bhp/310kW, this unit breaks new ground in terms of efficiency and per-litre output in its class. The new LS will go on sale later in 2017.

The all-new LS was also honoured with an EyesOn Design award for the Best Interior Design at NAIAS, repeating the success of the LC coupe which collected two of the prestigious design

awards at the previous year's show.