



Lexus Celebrates 10 Million Global Vehicle Sales

25 February 2019

- Landmark achievement includes 1.45 million self-charging hybrid cars
- Record worldwide sales of 698,330 vehicles in 2018, up 4.5 per cent on 2017
- 30th anniversary of Lexus – brand launched in 1989

Lexus today announced it sold its 10 millionth vehicle on 19 February, adding to the momentum that has seen the brand break multiple sales records around the world in 2018, including in Europe.

Lexus pioneered self-charging hybrid power in the luxury car market with the introduction of the RX 400h in 2005. Today it offers the largest line-up of premium electrified models in the world and has amassed more than 1.45 million hybrid vehicle sales. In 2018, its worldwide hybrid sales total leapt by almost 20 per cent.

Global sales of all Lexus vehicle reached 698,300 units in 2018, a 4.5 per cent increase in volume on 2017's performance and a new record.

In Europe, Lexus has sold around 875,000 since the brand made its debut in the region in 1990. Sales in 2018 totalled 76,188, a new record and a fifth consecutive year of growth. In the UK, 12,405 Lexus were sold last year, while the cumulative total across 29 years of trading reached 224,407 vehicles.

In the last five years, Lexus sales have risen 76 per cent in Europe, supporting the brand's ambition of selling 100,000 vehicles in the region annually in 2020. Its ambitions will be helped with the introduction of two all-new models – the ES saloon and the UX compact SUV, the latter taking Lexus into a new and vibrant market segment.

"Lexus continues to enjoy substantial growth around the world, expanding its footprint in emerging markets as well as reaffirming its strength in established ones," said Lexus International President, Yoshihiro Sawa. "The brand's clear focus on amazing products and guest experiences provided by the finest dealers will support its global growth for years to come."