



Lexus Crowned Britains Best Car Brand in the 2019 Which? Awards

21 June 2019

Lexus has been named Best Car Brand in the 2019 *Which?* Awards, in recognition of its industry-leading technology and the high quality of its vehicles. Fittingly, the award coincides with the 30th anniversary of the founding of the Lexus brand.

Which?, Britain's leading champion of consumer rights and independent reviewer of products and services, honoured Lexus in a number of areas, including technology and reliability.

Lexus is long-established as a technology leader in the luxury car market with its pioneering development of self-charging hybrid power. Since introducing the Lexus RX 400h in 2005, the world's first premium hybrid vehicle, it has constantly improved the performance and efficiency of the technology and built an extensive and unparalleled model range that extends from the newly launched UX compact SUV to the flagship LC coupe and LS saloon.

The combination of brave design, *takumi* craftsmanship and application of advanced technologies for safety, performance and on-board luxury are helping Lexus achieve strong market growth. With the added appeal of the best customer service, UK sales are up by more than 11 per cent to date in 2019, compared to 2018's performance.

Ewan Shepherd, Director of Lexus in the UK, said: "This is an award we are deeply proud of as it rewards not just the quality of the cars we make, but also the quality of the service and work delivered by everyone who works for Lexus across the country, at every level.

"In motor industry terms, we are still a young brand, but in the 30 years since we started, we have redefined excellence in customer service and have made it a pillar of our business. Our principles of treating our customers as guests in our home, and giving them amazing experiences, remain central to everything we do."

This is the 13th year of the *Which?* Awards, presented to the UK's best companies, those which go the furthest to satisfy their customers. The winners are chosen by an expert panel, based on the results of thousands of product tests and feedback from customers.

ENDS