



COMPANY BACKGROUND



This document provides an overview of the Lexus brand in the UK and its global history. For more detailed current information please visit the relevant sections of the Lexus media web site, media.lexus.co.uk. Updated: November 2018.

LEXUS IN THE UK

Lexus made its debut in Britain in 1990, following the marque's international launch in North America the previous year. In terms of scale, its beginnings were modest: just one model was offered for sale, the LS 400 limousine. Its impact, however, was exceptional, changing people's perception of what a luxury car should be.



The LS 400 was the first Lexus model to be sold in the UK.

Furthermore, the excellence of the LS 400 was supported by a customer care and service programme that set new standards for the industry. Lexus has since established itself as a leading prestige brand around the world.

The model range has developed steadily to offer vehicles that meet a broad range of modern driving tastes and styles, but this growth has not detracted from the principles of quality, performance and attention to detail which are fundamental to Lexus.

Lexus does not just compete with its rivals on established terms, it is a successful and industry-leading pioneer of new technology for performance, efficiency, safety and comfort, delivering cars that are technically advanced, less polluting and more fuel efficient, without compromising quality, comfort and driving character.

Self-charging hybrid power has been central to Lexus's development of cars that use less fuel, have lower exhaust emissions and are both refined and engaging to drive. Lexus Hybrid Drive

was first introduced in the RX 400h – the world’s first full hybrid SUV – followed by the GS 450h luxury saloon, the flagship LS 600h limousine and, in 2009, the successor to the RX 400h, the RX 450h. Subsequently every new Lexus model range has included hybrid versions; today hybrids account for more than 95 per cent of all new Lexus cars sold in the UK.

Lexus continues to achieve the motor industry’s highest levels of customer satisfaction, as demonstrated by an unprecedented 11 successive Gold Awards in the annual J.D. Power and Associates UK customer satisfaction survey and a host of other quality awards in Europe and North America.



The introduction of the RX 450h marked significant improvement in the power, fuel economy and emissions levels achieved by the Lexus Hybrid Drive system.

The scope of Lexus’s technical accomplishment extends further to the realms of ultra-high performance and supercar engineering, by models that carry the special Lexus “F” designation: the IS F saloon, the LFA supercar, the RC F performance coupe and the GS F saloon.

The LFA, flagship of the Lexus F portfolio, was conceived as a distillation of Lexus’s engineering capabilities, a unique model representing the pinnacle of production road car performance and design. Production was limited to just 500 hand-crafted examples.

The special performance qualities of the “F” models are also reflected in the F Sport versions of Lexus’s mainstream model range, cars that feature sportier styling features and additional engineering adjustments for sharper, more responsive handling for a more engaging driving experience.

THE LEXUS CHALLENGE

To understand how Lexus has managed to make such an impact in such a relatively short period, you need to go back to 1983 when Toyota Chairman Eiji Toyoda set the challenge for the company to create a luxury car that would rival the world's best.

The challenge was taken up and two years later the first prototype of what would become the production LS 400 was running. A dedicated team of engineers worked to ensure every aspect of the car met the highest standards: drivetrain, aerodynamics, chassis engineering, ride and handling, brakes, electronics, bodywork, noise and vibration levels and interior appointments.

Underpinning all this work was the belief that a high quality car should deliver long-term ownership and driving pleasure. To this end, an "anti-ageing" programme was initiated. Its purpose was to ensure that a Lexus with 50,000 miles on the clock would not look, feel, sound or drive perceptibly differently from a brand-new one. The engineering team identified and concentrated on 96 key areas of the vehicle that are critical to its durability.

They spent more than five years studying the fading tendencies of paints, plastics, rubbers and fabrics; the wear, noise and vibration characteristics of mechanical components; corrosion; and the prevention of squeaks and rattles. This required an intensive testing programme in which the prototypes were subjected to sustained running in the harshest conditions imaginable.

The name – LS for Luxury Sedan, 400 for the 4.0-litre V8 engine – was chosen in 1988, a couple of months before the car was revealed in public for the first time, alongside its smaller sister, the ES (Executive Sedan) 250, at the Detroit Motor Show. When the cars reached American showrooms, in September 1989, the response was immediately positive: in the first month more than 4,200 cars were sold.

INTRODUCTION IN EUROPE

Lexus's early success in America provided a perfect springboard for the next stage of its development plan, the introduction of the brand in Europe. This was achieved in 1990 with the launch of the LS 400 into a marketplace traditionally dominated by Europe's own, long-established prestige manufacturers. In that first year, a modest 1,158 Lexus cars were sold in Europe, but at the same time more and more people were learning about the qualities that make Lexus special, in terms of both its products and its service to its customers.



The Lexus GS 300 was launched in 1993.

The LS 400 remained Lexus's sole standard-bearer in Europe until 1993 and the launch of the GS 300 luxury performance saloon. Since then the model range has grown steadily to give Lexus a presence in many areas of the prestige car market.

The first generation IS executive sports saloon joined the European line-up in 1999, followed by the RX luxury SUV a year later.



The IS has been one of Lexus's best-selling models in the UK since the first generation model was launched in 1999.

The growing impact of Lexus was revealed in 2001 when it took the Gold Award in the J.D. Power and Associates UK Customer Satisfaction Survey, the first year in which it was eligible for consideration. It triumphed comprehensively, demonstrating that its ground-breaking customer care programme was the best in the industry in the opinion of the most important commentators – the customers themselves.

This was the first of 11 successive Gold Awards, with Lexus maintaining its top status year after year. In 2006 and 2007 the Lexus IS was the first-ranked individual model, with the RX 350 and 400h taking top spot in 2009.

Similarly, on the other side of the Atlantic, Lexus has reaped many more honours, both for the quality of its products and its unparalleled levels of service.

In 2005, the RX range took Lexus into the field of full hybrid power technology with the launch of the RX 400h. This introduced Lexus Hybrid Drive, featuring a 3.3-litre V6 petrol engine and compact but powerful electric motor. In performance terms, it was a match for rival V8 petrol-engine competitors, while its fuel economy and exhaust emissions were on a par with a conventional family saloon.



The original Lexus RX 400h.

As a “full” hybrid, the RX 400h could run solely on electric power, or petrol and electric power combined, according to driving conditions and driver input. For example, in slow moving town traffic, it would run emissions-free for short distances on its electric motor; when sharp acceleration was required, the output of the V6 engine would be augmented by the electric motor. A second electric motor located on the rear axle gave the RX 400h electric four-wheel drive capability – E-four – that is automatically engaged when conditions demand.

Lexus Hybrid Drive was further deployed in the GS 450h in 2006 and the flagship LS 600h, the world’s first hybrid power car to feature a V8 petrol engine and all-wheel drive, in 2007.



The LS 600h, the luxury flagship of the Lexus range.

In 2009 the RX 400h made way for an all-new RX 450h with a revised Lexus Hybrid Drive system that delivered improved CO₂ emissions and fuel economy, outperforming all diesel and petrol-powered rivals in the luxury SUV segment.

In the same year Lexus announced the culmination of its project to build an exclusive, thoroughbred supercar. Ten years in the making, the LFA was presented in production-ready form at the Tokyo motor show, heralding a production run of just 500 hand-built examples. Manufactured using advanced materials technology and capable of 200mph-plus performance from its high-revving V10 engine, the LFA is a testament to Lexus engineering passion, craftsmanship and excellence.

The global introduction of the CT 200h – the world's first full hybrid luxury hatchback – in 2011 was another landmark for Lexus and the motor industry. Its Lexus Hybrid Drive powertrain features a 1.8-litre VVT-i petrol engine and an electric motor which together deliver 134bhp. Emissions performance at the time of launch was a best-in-class 94g/km, with 68.9mpg combined cycle fuel economy.

In the same year Lexus delivered a new-generation GS range, initially offered in the UK with both self-charging hybrid and V6 petrol power options. At the end of the year it also heralded a significant upgrade of the LS 600h limousine and the reintroduction of the petrol V8-powered LS 460. The revised LS range included an F Sport version for the first time.

Lexus's all-new IS sports saloon made its public debut in Europe at the 2013 Geneva motor show. For the first time the range included a full hybrid, the IS 300h, which uses a combination of an electric motor and a four-cylinder 2.5-litre petrol engine. This development of Lexus Hybrid Drive technology achieved official CO₂ figures of 99g/km. The line-up also included the IS 200t, featuring Lexus's first turbocharged petrol engine.



The Lexus GS

Early in 2014 the GS became an all-hybrid range in the UK with the introduction of the new GS 300h and deletion of the GS 250 petrol model from the line-up. Lexus signalled further development of its international model range, revealing the new RC coupe, high-performance RC F and NX crossover.

The NX 300h and RC F were duly introduced in late 2014, with the NX 200t entering the market during the course of 2015. An all-new, fourth generation RX was revealed in full hybrid 450h form at the New York International Auto Show in April 2015, followed later the same month by a new RX 200t at the Shanghai motor show. Both the new RX and RC models reached their first UK customers at the start of 2016.

Lexus's development of a much stronger and more individual design identity reached a higher level in January 2016 with the world debut of the LC 500 at the Detroit motor show. In styling terms, the V8-powered 2+2 luxury coupe remained faithful to the radical lines of the LF-LC concept car which premiered on the same international stage four years previously. Two months later Lexus revealed the hybrid LC, the LC 500h, in Geneva. A further glimpse of

Lexus's future design thinking came later in the year at the Paris motor show with the world debut of the UX crossover concept. Subsequently the UX was confirmed for production with a market-ready version unveiled for the first time at the 2018 Geneva Motor Show. T

The UX will be introduced in 2019, together with the self-charging ES 300h, the first generation of the executive saloon to be made available in western Europe. The models will add momentum to Lexus's progress towards its goal of 100,000 annual new car sales in Europe by 2020.

LEXUS AND TOYOTA (GB) PLC

Lexus is a division of Toyota (GB) PLC. It is responsible for the marketing of the Lexus brand in the UK and supporting the national network of Lexus retailers. Its central UK office is at the Toyota headquarters, a state-of-the-art building near Epsom, Surrey.



Lexus's headquarters building in Epsom, Surrey.

THE LEXUS CENTRE NETWORK

Lexus sales and servicing in the UK are handled by a national network of around 50 dedicated centres, all of which have been designed and equipped to meet Lexus's industry-leading standards.

The concept is to provide a welcoming and user-friendly environment, offering a wide range of facilities whatever the customer's needs might be, from a children's play area to business meeting rooms.

The atmosphere is rendered more welcoming and relaxing with soft lighting, comfortable furnishings and an open environment in which people can feel relaxed and welcome to browse.

THE LEXUS PRODUCT RANGE

- CT 200h full hybrid luxury hatchback
- IS 300h sports saloon
- RC 300h sports coupe
- RC F performance coupe
- ES executive saloon (2019)
- UX compact crossover (2019)

- NX 300h crossover
- RX 450h luxury SUV
- RX L 450h seven-seat luxury SUV
- LC 500 and LC 500h luxury flagship coupe
- LS 500h luxury flagship saloon

LEXUS UK SALES

YEAR	SALES	YEAR	SALES
1991	671	2005	10,548
1992	695	2006	14,691
1993	1,355	2007	15,113
1994	1,996	2008	10,120
1995	2,074	2009	7,268
1996	2,012	2010	6,204
1997	2,054	2011	8,269
1998	3,269	2012	8,406
1999	6,904	2013	9,014
2000	8,934	2014	11,572
2001	11,335	2015	13,271
2002	9,452	2016	13,913
2003	9,527	2017	12,671
2004	10,047		

LEXUS MILESTONES

1983	August	Toyota chairman Eiji Toyoda sets the challenge for Toyota to build the world's finest luxury car, the beginning of the project that would yield Lexus.
1985	July	The first of 450 running prototypes is built.
1987	May	The design for the "F1" model is finalised.
1988	November	The "F1" is designated the LS400, with LS standing for Luxury Sedan and 400 denoting the 4.0-litre V8 engine. The smaller Lexus saloon is named the ES250 – Executive Sedan with 2.5-litre engine.
1989	January	The LS 400 and ES 250 are revealed to the public at the Detroit and Los Angeles motor shows.
	May	The first production LS 400 comes off the line at Lexus's Tahara factory.
	September	Public sales commence in North America. In the first month 2,919 LS 400 and 1,216 ES 250 are sold.
1990	June	Lexus is launched in Europe with a single model range, the LS 400.
1991	May	A new coupe, the SC 400, is launched for the American market. Its design is the work of the CALTY centre in California.

	December	Lexus becomes the USA's number one luxury import brand, outselling BMW and Mercedes-Benz.
1993	January	The Lexus GS 300 saloon is unveiled at the Detroit motor show. Sales begin in America and Europe later in the year.
1998	January	An all-new Lexus GS 300 and a revised LS400 are launched in Europe. In the USA, Lexus shows the RX 300, a model which creates a new market niche for premium SUVs.
	July	Lexus becomes the USA's top-selling luxury brand for the first time, outperforming domestic manufacturers Cadillac and Lincoln.
1999	May	The IS 200 compact sports saloon is introduced; the first Lexus model to be specifically developed for the European market.
	November	Lexus sales in North America pass the one million mark.
	December	Lexus is the UK's fastest-growing car manufacturer with sales up 104 per cent on 1998.
2000	September	Lexus SC430 is unveiled at the Paris motor show
	October	The first generation RX300 goes on sale in Europe.
	November	An all-new LS430 model arrives in Europe, powered by a new 4.3-litre 32-valve V8 engine. The same engine is introduced into the GS range to create the new GS430.
2001	April	Lexus takes the Gold Award as overall winner of the J.D. Power and Associates UK Customer Satisfaction Survey. It is the first year Lexus is eligible to take part.
	July	Lexus SC 430 UK sales begin. Advance orders already account for vehicle supply through to the spring of 2002.
	August	Lexus wins the What Car? Security Super Test for the second year running.
	October	Introduction of the IS300 and IS300 SportCross in the UK.
2002	January	Lexus announces a futuristic sports car design for the Steven Spielberg film Minority Report. Spielberg himself is a Lexus driver.
	February	Third year success for Lexus in the What Car? Security Test with the LS 430 winning its category for the second year.
	October	The IS 200 SportCross is introduced in the UK.
	November	Lexus claims the top spot in BBC Top Gear Magazine's satisfaction survey – the largest conducted in the UK.
2003	January	The Lexus GX 470 4x4 is launched in the North American market.
	April	Lexus is victorious for the third year running as Gold Award winner in the J.D. Power and Associates customer satisfaction survey.
	May	An all-new RX300 goes on sale in Europe.
	July	"Sport" versions of the GS300 and GS430 are added to the UK model range, featuring lowered suspension and additional body styling features.
	November	Second year success in the BBC Top Gear magazine satisfaction survey
	October	The new Lexus LS 430, the third generation of Lexus's flagship model is launched. Toyota Motor Corporation announces it will launch the Lexus brand in Japan in August 2005.
2004	January	The Detroit Motor Show reveals the next generation Lexus GS model and the hybrid power RX 400h
	March	Lexus is named best manufacturer in the Auto Express Driver Power Awards.

	April	Lexus wins its fourth successive Gold Award in the J.D. Power and Associates UK Car Customer Satisfaction Survey, achieving a record high score of 878 points out of 1,000.
	November	Lexus triumphs again taking top position in the BBC Top Gear magazine's satisfaction survey
2005	March	The all-new IS model is unveiled at the Geneva motor show, destined to be the first Lexus to offer the option of diesel power – a new 175bhp 2.2-litre unit – with sales starting before the end of 2005.
	April	Lexus continues to establish industry records with its fifth successive Gold Award in the J.D. Power and Associates UK Car Customer Satisfaction Survey. The all-new GS range is launched in Europe, the first production Lexus to be styled according to the company's new L-finesse design principles.
	May	The Lexus RX 400h debuts in Europe, the first premium SUV to use a hybrid power system. The Hybrid Synergy Drive uses a combination of 3.3-litre V6 petrol engine and front and rear electric motors to deliver strong performance, exceptional fuel economy and electric four-wheel drive capability.
	September	Lexus is named Green Fleet 4x4 Manufacturer of the Year in recognition of the advances made with the new RX 400h.
	November	Lexus displays the LF Ch concept car at the Tokyo Motor Show, a hybrid power limousine that offers strong pointers towards the styling of the next-generation LS model.
	December	The all-new Lexus IS 250 and IS 220d are launched. The IS 200d is the first diesel-powered Lexus, equipped with a 175bhp 2.2-litre engine. Lexus is named Manufacturer of the Year in the <i>Top Gear</i> magazine awards, with individual category wins for the new IS and RX models.
2006	January	The new LS 460 is unveiled at the North American International Auto Show in Detroit. It displays higher specification than ever before and is presented for the first time in standard and long-wheelbase body styles. Power is from a new 4.6-litre V8 engine. Lexus announces a worldwide sales launch in autumn 2006.
	April	The RX range gains a new 3.5-litre V6 petrol engine, with improved performance and efficiency. The new RX 350 replaces the previous RX 300. Lexus unveils the LS 600h at the New York Auto Show, the world's first hybrid power model to feature a V8 engine. The limousine, scheduled to go on sale in spring 2007, will feature all-wheel drive and deliver performance to match a conventional V12 model, but with stronger fuel consumption and lower emissions.
	May	The Lexus GS 450h is launched, the world's first hybrid-power car to feature a front-engine and rear-wheel drive powertrain.
	June	Lexus gains its sixth successive J.D. Power and Associates Gold Award for customer satisfaction. As well as continuing to deliver better results than any other manufacturer in the survey, it re-emphasised its market dominance with the award for the 'most improved' marque.
	December	End-of-year figures show Lexus achieving its best year for UK sales, with 14,491 units, an increase of almost 40 per cent on 2005.

2007	January	Lexus unveils the high-performance IS-F sports saloon at the Detroit motor show, equipped with a 5.0-litre V8 engine and eight-speed automatic transmission.
	April	Lexus wins its seventh successive J.D. Power and Associates Gold Award for UK customer satisfaction. The Lexus IS is the top-ranked individual model in the survey for the second year in a row.
	October	The hybrid power LS 600h and long wheelbase LS 600h L are launched in the UK, a new flagship for the Lexus range.
2008	January	The GS 460 replaces the GS 430, powered by a 4.6-litre V8 engine with Dual VVT-i and an eight-speed automatic gearbox.
	April	The high-performance IS F goes on sale in the UK. Lexus gains its eighth successive JD Power gold award as top-ranked manufacturer.
	November	The new Lexus RX 450h makes its world debut at the Los Angeles motor show.
2009	April	Lexus's JD Power awards tally increases with a ninth successive top manufacturer title and the RX 350/400h taking the top individual model award.
	July	The RX 450h full hybrid luxury SUV goes on sale in Europe and the UK, together with the new IS 250C coupe-convertible.
	September	Lexus presents its LF-Ch concept car at the Frankfurt motor show, signalling its interest in launching its first model to compete in the European C-premium market
	October	Lexus announces production of its most exclusive model yet, the V10-powered LFA, at the Tokyo motor show. Just 500 examples of this ultra-high performance model will be built.
2010	March	Lexus unveils the CT 200h full hybrid premium compact car and announces it will go into production at the end of the year for sale worldwide from early 2011.
	June	Lexus records its 10 th straight top manufacturer ranking in the J.D. Power and Associates UK customer satisfaction study. The RX is the individual top-ranked model for a second successive year.
	September	The IS 220d is superseded by the new IS 200d.
2011	January	The RX 450h SE-I Lifestyle (special edition model) and the IS 250 and 200d Advance grade are introduced.
	March	The CT 200h full hybrid luxury hatchback is launched in the UK and Europe. The LFA Nürburgring Package makes its debut at the Geneva motor show.
	April	Lexus signals its future design thinking with the reveal of the LF-Gh hybrid GT concept at the New York motor show. An LS 600h is converted into a one-off state landaulet for the occasion of the wedding of Prince Albert of Monaco.
	May	Lexus's unbroken run of success in the J.D. Power and Associates UK customer satisfaction study continues with an 11 th award as top ranked manufacturer. The Lexus IS achieves the highest points score of any individual model.
	August	The new GS makes its world debut at the Pebble Beach Concours d'Elegance in California

	September	Lexus is named Manufacturer of the Decade by Auto Express for achieving the best performance of any car maker in the annual Driver Power survey. The new GS 450h is unveiled at the Frankfurt motor show. A Lexus LFA fitted with the Nürburgring Package sets a new lap record for a current production car around the Nürburgring Nordschleife circuit.
2012	January	The Lexus LF-LC hybrid sports coupe concept is named the top design concept at the Detroit motor show and wins the “best in show” popular vote at the Chicago Auto Show.
	March	A new Lexus RX 450h is presented at the Geneva motor show, with a redesigned front end and interior. A new F Sport version is also revealed.
	July	The new GS range goes on sale in the UK. Lexus reveals details of the new LS 600h and LS 460 limousines, including the first F Sport version of the LS.
	September	Lexus signals new design and hybrid powertrain engineering with the LF-CC concept sports saloon at the Paris motor show.
	December	The LS 600h flagship limousine adopts latest Lexus styling and gains its first F Sport version
2013	January	The new, third generation IS sports saloon is revealed at the Detroit motor show.
	March	The new IS appears in Europe for the first time at the Geneva motor show. The range includes the first full hybrid IS, the IS 300h.
	April	The GS 300h makes its debut at the Shanghai motor show.
	July	Lexus is the number one-rated manufacturer in Auto Express’s Driver Power survey.
	September	Lexus presents its LF-NX crossover concept at the Frankfurt motor show, equipped with a new 2.0-litre turbocharged petrol engine.
	November	The RC Coupe is shown for the first time, at the Tokyo motor show.
2014	January	Lexus marks its 25 th anniversary and unveils the high-performance RC F coupe at the Detroit motor show. In the UK a new CT 200h is announced ahead of customer deliveries in March. All CT 200h models achieve sub-100g/km CO ₂ emissions.
	March	Lexus confirms the RC 300h coupe will go on sale in 2015.
	April	The production-ready NX crossover debuts at the Beijing motor show.
	May	Lexus is ranked first in the What Car?/J D Power customer satisfaction for a 12 th year.
	July	<i>Which?</i> magazine names Lexus as the UK’s best car manufacturer.
	August	Lexus retains best car dealer status in Auto Express Driver Power survey.
	September	Artist-musician will.i.am joins Lexus to help launch the new NX, designing his own one-off version of the crossover.
	November	The LF-C2 open-top roadster concept debuts at the Los Angeles motor show. First UK deliveries of the NX 300h hybrid crossover.
	December	The NX gains a top five-star rating in Euro NCAP safety testing and achieves the highest score of any model in its class in 2014.
2015	January	The GS F high-performance saloon is unveiled at the Detroit motor show.
	February	First deliveries of the RC F to UK customers.

	April	The new RX 450h debuts at the New York International Auto Show, followed later in the month by the RX 200t at the Shanghai motor show. Lexus collects six awards in Auto Express's Driver Power survey, including best manufacturer and, for the IS, best car.
	August	The Lexus Hoverboard makes its successful first public flight as part of Lexus's <i>Amazing in Motion</i> campaign.
	September	Launch of the revised GS range, featuring Lexus Safety System+ and a re-designed front end with LED headlights.
	October	UK orders start for the RC coupe.
2016	January	The LC 500 luxury coupe debuts at the Detroit motor show. First deliveries of the new RX and RC models to UK customers.
	March	World debut of the LC 500h, featuring the new Multi Stage Hybrid System, at the Geneva motor show.
	April	Worldwide cumulative sales of Lexus hybrids pass one million since the first model, the RX 450h, was introduced in 2005.
	September	The UX Concept crossover makes its world debut at the Paris motor show.
2017	January	Lexus unveils the all-new LS luxury flagship saloon at the Detroit motor show. The car receives an EyesOn Design award for excellence. The IS range is revised with new styling and dynamic performance improvements. The Lexus Sport Yacht concept is presented for the first time, powered by twin-V8 engines. Lexus designers work with movie colleagues to create the futuristic Skyjet pursuit aircraft for the science fiction film <i>Valerian and the City of a Thousand Planets</i> . Lexus announces its sixth successive year of growth in new car sales in the UK, contributing to new record sales for the brand in Europe and globally.
	March	The LC 500h, the hybrid version of the LC flagship coupe, is the centrepiece of Lexus's presentation at the Geneva motor show.
	June	Lexus is again named the UK's best manufacturer in the <i>Auto Express</i> Driver Power survey. It goes on to take the top ranking for both the country's best dealerships and best used cars.
	October	Lexus introduces a new NX range and an updated CT 200h in the UK.

Front cover image details

Top left: Lexus grille

Top right: Lexus RC300h

Middle: Lexus ES

Bottom Right: Lexus LC

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