

This press kit accompanied the UK launch of the GS 300h – an addition to the fourth generation GS range in January 2013. Some changes were made to the model range during its time on sale, which can be tracked using the Timeline feature available on the Lexus GS archive web page. Additional assets and information may be obtained from the Lexus press office if required.

THE LEXUS GS 300h

KEY FACTS

- **GS 300h adds second full hybrid powertrain option to the GS range**
- **CO₂ emissions from 109g/km secure significant tax advantages for company car drivers**
- **GS 300h takes the GS into new market areas with introduction of new SE entry level grade**
- **Three further grades – Luxury, F Sport and Premier – delivering true Lexus quality, style and craftsmanship**
- **Ride and handling tuned for a strong combination of stability, agility and comfort, with an engaging drive**
- **On the road prices from £31,495; available to order now with customer deliveries from January 2014**

The introduction of the new GS 300h moves Lexus hybrid power firmly into the mainstream of the premium saloon market, a car that comes with all the established qualities of the latest-generation GS, but with an excellent cost of ownership profile.

Taking CO₂ emissions for a GS to a new low of 109g/km, it qualifies for an attractive benefit-in-kind tax rate for company car drivers. A compelling tax position is reinforced by classically Lexus levels of refinement, luxury and customer service in a genuine “have your cake and eat it” proposition to customers.

In terms of interior and exterior styling and equipment grade structure, the new GS 300h largely follows the pattern established by the more powerful GS 450h launched last year, with the addition of a new SE entry level trim and a number of new design, technology and safety features. The critical difference is in its adoption of the latest Lexus Hybrid Drive powertrain, similar to that deployed in the new IS 300h, which delivers even better fuel economy and lower emissions.

The new GS 300h SE leads the range in efficiency, delivering 109g/km CO₂ emissions and 60.1mpg combined cycle fuel economy, securing the best cost of ownership benefits of any GS model yet.

FULL HYBRID POWERTRAIN

- **Second generation Lexus Hybrid Drive**
- **Full Hybrid powertrain with 220bhp**
- **Rear-wheel drive, using seamless E-CVT transmission**
- **CO₂ emissions from 109g/km, combined cycle fuel economy from 60.1mpg (figures for SE model)**

The rear-wheel drive GS 300h uses a second generation Lexus Hybrid Drive system, which combines a 141bhp (105 kW) electric motor with a 2.5-litre, four-cylinder, 16-valve, DOHC Atkinson cycle petrol engine equipped with latest generation D-4S fuel injection, Dual VVT-i intelligent variable valve timing and a high-efficiency exhaust gas recirculation system. The engine develops 178bhp (133 kW) at 6,000 rpm, and 221Nm of torque between 4,200 and 5,400rpm.

The system uses a seamless, electronically controlled continuously variable transmission, which reinforces the characteristically smooth, quiet and refined Lexus hybrid driving experience. Total system output is 220bhp (164kW).

As a full hybrid, the GS 300h can be driven at low speeds for short distances purely on its electric power. According to conditions, the system will automatically switch to EV mode, but the driver can also engage it manually using the EV button on the centre console.

DRIVING DYNAMICS

- **Dynamic quality supported by rigid bodyshell and suspension tuned for best combination of stability, agility and comfort**
- **Drive Mode Select lets driver switch between (according to grade) Eco, Normal and Sport modes to suit driving preference and conditions**
- **Adaptive Variable Suspension (F Sport and Premier grades)**

Just as with the GS 450h, the GS 300h has been engineered to deliver an engaging driving experience.

The bodywork has been developed for excellent aerodynamic efficiency, with details such as exceptionally narrow panel gaps, underbody elements and aero-stabilising fins helping achieve a drag coefficient from Cd 0.26.

The highly rigid body ensures precise steering response, while the front double wishbone and multilink rear suspension systems are tuned for agility, steering feel and, in particular, rear stability to ensure Lexus-style ride comfort.

The Adaptive Variable Suspension, fitted as standard to the F Sport and Premier models, fine tunes the car's ride by independently adjusting suspension performance at all four wheels in response to driver inputs, vehicle body motion and road surface conditions.

As with the GS 450h F Sport, the GS 300h F Sport benefits from tuned suspension that further enhances the efficiency of the AVS, increasing body control and steering response.

DRIVE MODE SELECT

The Drive Mode Select system allows the driver to choose between Eco, Normal, Sport and, on F Sport and Premier models, Sport Plus driving modes, to make the most of either the car's environmental efficiency, or its dynamic qualities.

A separate button below the selector allows EV mode to be selected, in which the car will travel for short distances at low speed exclusively under electric power, with zero fuel consumption and tailpipe emissions.

In Eco mode, engine power output, throttle opening and the air conditioning are controlled to maximise fuel economy. Eco mode can be selected by turning the control dial anti-clockwise. Doing so turns illumination of the dashboard meters and the Eco mode indicator to blue.

In Sport mode throttle and steering response is sharpened. To engage Sport, the selector dial is turned once, clockwise. The meter lighting turns red and Sport mode is shown on the instrument panel.

Sport Plus mode is provided on models that are fitted with Adaptive Variable Suspension. It combines the change in powertrain responsiveness provided by Sport mode, together with control of the car's adaptive suspension to give more sporty driving dynamics. Two clockwise turns of the selector dial are required to engage Sport Plus, which, again, triggers red meter lighting and indication of the mode on the instrument panel.

DESIGN

- **GS 300h adopts latest GS design inside and out**
- **Exterior characterised by powerful rendition of the signature Lexus spindle grille**
- **Great range of driver's seat adjustment for comfort and support**
- **Cabin displays characteristic Lexus attention to quality and craftsmanship**

EXTERIOR

The GS 300h shares the same powerful, contemporary exterior design as the GS 450h, including a strong treatment of Lexus's signature spindle grille. It further develops Lexus's L-finesse design philosophy, giving the GS great road presence.

Ten exterior colours are available: Velvet Black (solid) is the standard finish; the optional metallic shades are Arctic Pearl, Mercury Grey, Sonic Silver, Obsidian Black, Celestial Black, Crimson Red, Atlantic Blue, Meteor Blue and, exclusive to the F Sport, F Sport White.

INTERIOR

The beautifully crafted cabin marks a further evolution of Lexus's interior design thinking.

The dual-zone, driver-focused cockpit features a driver's seat with an extensive adjustment range for both position and support. The positioning of the controls and use of advanced human-machine interface technologies help create an ergonomic environment designed to help keep the driver alert and comfortable during long journeys.

Innovative technologies that improve the quality of life on board include the S-Flow energy-saving air conditioning system (fitted to the Premier grade model), with integrated climate management and Lexus nano-e technology to maintain excellent cabin air quality. The Lexus Premium Navigation system comes with one of the world's largest full colour multimedia screens and a second generation version of Lexus's computer mouse-like Remote Touch Interface controller.

A 17-speaker Mark Levinson premium sound system (standard for the Premier, an option for the Luxury and F Sport) delivers concert hall-style sound quality.

The introduction of the GS 300h brings with it two new features for the full GS range: a new boot-type design for the shift lever and a colour head-up display.

Consistent with the design of the GS 450h, the GS 300h provides plenty of space for all occupants, with a particular focus on head and leg room. The seats provide comfort and support to suit a wide range of body types, while the wide door apertures make it easy to get in and out of the car, particularly in terms of head room.

The choice of upholsteries, trims and detailing display the premium quality and attention to detail for which Lexus is renowned. The cloth upholstery on the SE is offered in Ivory or Black, with complementary black gloss trim; the smooth leather on the Luxury (optional for the SE), is available in Ivory, Light Grey or Black, again with gloss black trim; the F Sport's specific leather shades are Ivory, Black or Garnet, with aluminium trim; and the Premier's high-grain leather can be specified in Ivory, Black, Saddle Tan or Topaz Brown.

EQUIPMENT

- **Four equipment grades – SE, Luxury, F Sport and Premier**
- **Standard features across the range include 10 airbags, front and rear parking sensors, HID xenon headlamps, cruise control, auto headlights and wipers**
- **Introduction of new colour head-up display (Premier grade)**

The GS 300h follows the pattern set by its more powerful GS 450h model in terms of equipment specification, but extends its market presence with the addition of a new SE entry level grade.

Even though it is the gateway to the GS 300h range, the SE comes with a raft of luxury features, including 17-inch alloys, 10 airbags, electric steering wheel adjustment, 12-speaker sound system with DAB radio and DVD player, cruise control, push button start, front and rear parking sensors, HID (xenon) headlamps, and electrically adjustable front seats. Leading options are the new Lexus Premium Navigation system, with a 12.3-inch full colour display, and leather upholstery (which also adds heating/ventilation front seat functions).

Extra items in the Luxury trim include smooth leather upholstery, front seat heating and ventilation, Lexus Premium Navigation, 18-inch alloys and a Blind Spot Monitor pack with Rear Cross Traffic Alert.

The F Sport adds features such as exterior and interior styling elements, perforated leather sports seats, 10-spoke 19-inch wheels and Adaptive Variable Sports Suspension.

At the top of the range, the GS 300h Premier takes in a Mark Levinson 17-speaker premium sound, system, 18-way electric front seat adjustment with memory, high-grain leather upholstery, a new colour head-up display, AVS and LED fog lamps.

LEXUS HOTSPOT

New GS 300h customers can specify the Lexus Hotspot to increase on-board connectivity options while on the move. The Hotspot – an accessory fitted at Lexus Centres – provides everyone on board with an independent, high-speed WiFi connection when the car is switched on.

It uses a pair of 3G diversity antennas to provide the best possible connectivity, even when the Lexus is travelling at speed.

The system not only guarantees better performance than that from a smartphone-enabled hotspot, it also avoids the excessive drain on battery power and other limitations associated with using a smartphone.

The Lexus Hotspot is an exclusive Lexus accessory, hard-wired into the car's battery to ensure a constant power source.

SAFETY

- **Extensive active safety and driver assistance systems**
- **Introduction of Rear Cross Traffic Alert system, in addition to Blind Spot Monitor**
- **Adaptive Front-lighting System with Automatic High Beam (F Sport and Premier grades)**
- **10 airbags fitted to all GS 300h models**

The GS 300h addresses safety with an impressive array of active safety and driver assistance systems, deploying advanced Lexus technologies.

Standard features across the range include ABS with Brake Assist and Emergency Brakeforce Distribution, traction control, vehicle stability control and Vehicle Dynamics Integrated Management, which co-ordinates

key handling and safety systems to achieve smooth, co-ordinated and effective intervention at the right time.

All versions also come with Hill Assist Control, speed-sensitive Electric Power Steering and a Tyre Pressure Warning System. Ten airbags are provided, including knee airbags for both driver and front seat passenger.

BLIND SPOT MONITOR

The Blind Spot Monitor uses radars mounted on the corners of the rear bumper to detect vehicles overtaking in adjacent lanes.

Working at speeds above 25mph (40km/h) and when the relative speed of the two vehicles is less than around 17mph (28km/h), the system activates a warning light in the door mirror. If the turn indicators are working at the time, the light will flash at a faster frequency.

REAR CROSS TRAFFIC ALERT

The GS range's comprehensive array of active, passive and preventive safety features has been further extended in the GS 300h, with addition of a Rear Cross Traffic Alert. Standard on all models bar the SE, this uses the same radar technology as the Blind Spot Monitor to alert the driver to vehicles approaching from either side when reversing out of a parking space. As part of the package, the specification includes auto-dimming door mirrors.

ADAPTIVE FRONT-LIGHTING SYSTEM WITH AUTOMATIC HIGH BEAM

The Adaptive Front Lighting System – AFS – automatically swivels the headlamp beam, helping light up a bend as the driver steers into it.

The system, fitted to F Sport and Premier models, was developed for the latest generation GS with a more advanced control which increases the swivel angle of one headlamp only at lower speeds, to give better visibility at junctions. Both lamps are swivelled at higher speeds for better illumination and less glare for oncoming vehicles.

The headlamps also have an automatic high beam function. A camera in the inner mirror detects light sources on the road ahead, including the headlamps of oncoming vehicles, the tail lamps of vehicles in front, and street lighting, and automatically switches the high beam on and off accordingly, so the driver doesn't have to use the manual beam control.

COST OF OWNERSHIP

- **Segment-leading CO₂ emissions secure low benefit-in-kind company car tax rates**
- **GS 300h delivers significant annual tax savings for company car users**
- **Low road tax and service, maintenance and repair costs**

Lexus is strengthening the appeal of its GS range for company/business car users with the introduction of the new GS 300h, which delivers class-leading benefit-in-kind tax rates of 13 per cent, thanks to segment leading CO₂ emissions from 109g/km (SE grade) from its 2.5-litre full hybrid powertrain.

This qualifies the SE model for Band B road tax (VED), with nothing to pay in the first year of ownership and just £10 annually thereafter. Other models in the range all come within Band C, which means just a £30 road tax bill after the first zero charge year.

Compared to its key premium market diesel and hybrid competitors, the GS 300h SE delivers compelling annual tax figures that can save customers up to more than £7,000 over a three-year period, compared to the BIK tax performance of its premium market hybrid rivals. Set against diesel-powered competition, the GS 300h SE can yield BIK tax savings of as much as £4,000 over the same timespan.

MODEL	P11D VALUE	CO ₂	BIK YR1	BIK YR2	BIK YR3	3YR BIK (40% tax rate)	VARIATION VS GS 300h SE	VARIATION VS GS 300h SE + LEATHER/ NAV
Lexus GS 300h SE	£31,440	109	£1,635 (13%)	£1,761 (14%)	£2,012 (16%)	£5,408	-	-
Lexus GS 300h SE with leather and navigation	£35,430	109	£1,842 (13%)	£1,984 (14%)	£2,267 (16%)	£6,093	£685	-
Audi A6 2.0h TFSi petrol hybrid	£43,780	145	£3,678 (21%)	£3,853 (22%)	£4,203 (24%)	£11,733	+£6,325	+£5,640
Audi A6 2.0 TDi SE	£32,460	132	£2,727 (21%)	£2,856 (22%)	£3,116 (24%)	£8,699	+£3,292	+£2,606
BMW 520 2.0d SE	£33,025	119	£2,378 (18%)	£2,510 (19%)	£2,774 (21%)	£7,662	+£2,254	+£1,569
BMW 535 3.0i AH petrol hybrid	£47,425	149	£3,984 (21%)	£4,173 (22%)	£4,553 (24%)	£12,710	+£7,302	+£6,617
Mercedes-Benz E220 CDi SE	£34,215	120	£2,600 (19%)	£2,737 (20%)	£3,011 (22%)	£8,348	+£2,941	+£2,255
Mercedes-Benz E300h BlueTec diesel hybrid	£39,825	109	£2,071 (13%)	£2,230 (14%)	£2,549 (16%)	£6,850	+£1,442	+£757
Jaguar XF 2.2d Luxury	£33,765	139	£2,971 (22%)	£3,106 (23%)	£3,377 (25%)	£9,454	+£4,047	+£3,361

Figures from KiwkCarCost, correct at 29 November 2013

The GS 300h comes with low routine service, maintenance and repair costs thanks to the proven hard-wearing and reliable quality of the Lexus Hybrid Drive powertrain and the absence of components that would normally need attention or replacement, such as a clutch, starter motor and alternator. And in place of a conventional timing belt, the GS uses a maintenance-free timing chain.

The hybrid technology also has a positive impact on brake and tyre wear, significantly extending the lifetime of pads, discs and tyres. Furthermore, the nickel-metal hydride hybrid battery is designed to last the entire life of the car.

PRICES, VED AND WARRANTY

The on-the-road prices and VED bands for the new GS 300h are as follows; insurance groups will be announced later: -

MODEL	OTR PRICE	VED BAND
GS 300h SE	£31,495	B

GS 300h Luxury	£37,495	C
GS 300h F Sport	£41,745	C
GS 300h Premier	£43,745	C

The new vehicle warranty for the GS 300h provides five years'/60,000 miles' cover for the hybrid components. With the introduction of the new GS 300h, Lexus is withdrawing the petrol V6-powered GS 250 from the UK market.