

This press pack accompanied the UK launch of the second generation LS in May 1995. Some changes were made to the model range during its time on sale, which can be tracked using the Timeline feature available on the LS archive web page. Additional assets and information relating to the LS range may be obtained from the Lexus press office if required.



Press Information

May, 1995

THE LEXUS LS400 - PERFECTION PURSUED

THE new Lexus LS400, which was launched in January this year, achieved the impossible by improving the world's finest luxury car. Indeed, over 1700 improvements have been made to the original LS400.

These changes have produced a car that is faster, safer, lighter, roomier, more economical, more aerodynamic and, remarkably, even more refined.

The Lexus marque has a short, but significant history. In August 1983, Eiji Toyoda, then Chairman of Toyota Motor Corporation, announced the company's intention to build the world's finest luxury performance saloon.

Less than six years later, in May 1989, the first production Lexus LS400 came off the line at the Tahara plant in Japan. Its introduction in Britain in 1990 took the motoring world by storm, establishing a new marque, and proving a phenomenal sales success in perhaps the toughest sector to launch a new brand.

The challenge for the new Lexus LS400 was to surpass a car which has become synonymous with the ultimate in engineering integrity and an unprecedented marketing success.

All areas of the car, no matter how exceptional in the original LS400, have been the focus of minute attention and subsequent improvement wherever possible.

The new car has clearly evolved its understated, timeless appearance from the first LS400. The stylists set out to create a more contemporary, rounded body, with a remarkably low drag co-efficient of 0.27 (compared to 0.29 for the earlier LS400) - a figure which most sports cars can only dream of.

Changes to the front wings have benefited visibility and the rear now features an upswept tail making reversing in confined spaces even easier. Even though the wheelbase is 35mm longer, the shorter front overhang ensures that the turning circle is reduced by 0.2m to 5.3m.

Computer aided engineering has enabled the weight of the LS400 to be reduced without compromising safety and luxury. Around 40 per cent of the total body shell weight is now made from high-tensile steel sheet and some 90kg of weight has been lost without resorting to the expense of aluminium. The engine was reduced by 11kg and suspension by 3.5kg. Exterior parts are now 15 per cent lighter and the air conditioning system 12 per cent.

This attention to detail has similarly increased the cabin length by 70mm, produced more rear leg space, and improved shoulder, hip, foot and headroom - all without affecting the overall length and width of the LS400.

Boot space has also been substantially increased to 17 cu ft, with a widening of the width of the boot aperture by 140mm to assist loading. A boot pull handle is another neat addition.

The door panel gaps have been tightened by 1.1mm to 6.5mm, and the bottom edge of the doors made almost perfectly flush with the curved top edge of the sills. All door apertures have been enlarged for passenger comfort and the front ones protrude 20mm less from the top-rear corner to minimise the risk of injury.

Another area in which the Lexus LS400 is renowned is the refinement of its engine. Power from the uncannily smooth quad-cam, four-litre (3969cc) V8 32-valve engine is boosted from 241bhp to 260bhp @ 5400rpm with improvements to low and mid-range torque to provide effortless performance. Maximum torque is 269 lb ft @ 4600 rpm.

Top speed is 155 mph, and acceleration to 60mph from rest is a smooth 7.4 seconds. Naturally, fuel economy has also been improved, with a class-leading 25.6 mpg (ELA) figure, recognising the need to conserve energy even at the highest level of luxury. On urban cycle, the LS400 returns 21.2 mpg, whilst at a constant 56mph it achieves 35.8mpg and 29.4mpg at a steady 75mph.

For fuel economy and high performance, the engine has pentroof combustion chambers, sequential fuel injection, electronically-controlled ignition with electronic spark advance, long-life platinum-tipped spark plugs, and equal-length intake manifolds.

The engine in the new LS400 includes a higher compression ratio (10.4:1 from 10.0:1) which, with revisions to the fuel injection system and the addition of a new air flow meter, improve power and torque. The sequential fuel injection is now independent in all eight cylinders, giving better response and reducing exhaust emissions, and the airflow meter has changed from the vortex type to a high-precision, low-resistance hot wire type.

But, the Lexus is also recognised as a silent performer - and amazingly, noise, vibration and harshness (NVH) levels are even better in the new LS400. This has been achieved not only by focusing on the elimination of high-frequency noise and reducing vibration to an undetectable level, but by creating acoustics which produce the impression that external noises are distant.

The new Lexus LS400 features a revised version of the ultra-smooth four-speed electronically-controlled automatic gearbox. It has the same 'intelligent' system allowing the transmission to exchange information with the engine and achieve the smoothest possible gearchanges. But, new software enables the system to change gear much faster.

Safety is paramount in the LS400 which has a larger Crash Impact Absorbing Structure front and rear designed to disperse impact energy in the event of an accident. Side-impact protection has been improved with two braces and an energy-absorbing-pad augmenting the side-impact beams. The LS400 exceeds the stringent USA side-impact standards scheduled for introduction in 1997.

The four-wheel, double-wishbone suspension has been fine-tuned for better response and stability, not just ride comfort. The sophisticated anti-lock braking system now uses opposing, four-piston discs at the front, while twin airbags, a three-point seatbelt for the central rear seat and a high rear brake light all improve passive and active safety. Speed-sensitive power steering and cruise control benefit safety and maximise driving pleasure.

The first aid kit has been relocated from the boot to underneath the front seats, for easier access in the event of an incident.

The electrically-powered front seats have been completely redesigned, not only for comfort but to improve hold during acceleration and cornering. The driver's seat

memory includes the position of head rest and the tilt and telescopic adjustment of the steering wheel.

The elegant interior is furnished in leather and Californian burr walnut. The instrument panel features analogue instruments with super-thin, self-illuminating, cold-cathode tube technology for high contrast and unparalleled clarity.

The steering wheel and column retract telescopically and tilt up to facilitate entry and exit. Switches and controls have been re-organised for ultimate convenience with the reach for the audio and air conditioning controls moved 15mm closer and higher to the driver. A one-touch slide-open function has been introduced for the sunroof.

Other improvements inside the elegant cabin area include independent air conditioning controls for driver and passenger, larger cup-holders, and retracting coat hooks.

The LS400 also features power-adjustable seat-belts, pre-wiring and rear screen antenna for a Lexus digital telephone, heated door mirrors, front windscreen heater, outside temperature gauge, an illuminated entry system with delay facility and illuminated seat-belt buckles. The equipment level naturally includes one-touch electric windows and power remote boot and fuel flap release.

A sophisticated full security system with immobiliser is fitted with automatic activation of the horn and lights if entry is forced. The system features multi-function keyless entry, with a flat 'credit card' spare key which can be carried easily.

The LS400 is a complete package and does not have a costly list of optional extras unlike some of its competitors. For example, the top quality seven-speaker compact disc audio system is probably the best available as standard in any car. Its CD autochanger is safely located in one of the two gloveboxes. The system also features a cassette player and a three-band RDS tuner with EON. Naturally, the ICE system is protected by an integrated theft-deterrent device.

Up to 10 CDs can be stored in the lower compartment of the dual console box, and the upper box is pre-wired for a digital telephone.

Lexus is not simply the luxury division of Toyota, but a marque in its own right renowned for its pursuit of excellence in both the product and ownership experience.

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Special Lexus dealerships have been established, and even when on the same sites as Toyota dealerships, they offer separate facilities reflecting the highest standards that customers in this sector are entitled to expect.

Lexus personnel are specially trained and from the first enquiry they develop a personal relationship with the customer to facilitate excellence of customer service. An exclusive Lexus area is incorporated into the service workshop and dedicated technicians, qualified to 'Master Technician' standards, use the latest technology to provide expert back-up. Indeed, Lexus owners can see their car being serviced, and the Lexus technicians are always available to discuss the customer's vehicle.

Many areas such as ABS in the LS400 have Electronic Control Units (ECUs) equipped with self-diagnosis systems, ensuring immediate and accurate warning of problems to the driver, and when interrogated through the car's Total Diagnostic Communication Link, a diagnosis monitor enables the ECU data to be read and effect any repairs.

Naturally, an appropriate courtesy vehicle is provided if the customer's own vehicle is off the road. Home or office collection and delivery is another facet of the service.

The Lexus Service Plan enables owners to take care of servicing costs for up to three years in a simple one-off payment. This covers all parts, labour and oil costs and the only items not covered are routine consumables, such as tyres, brake pads and wiper blades.

Lexus owners benefit from a full three year, 60,000 mile manufacturer's warranty, six-year corrosion perforation warranty and a 3 year paint and surface rust warranty. They also become members of the exclusive Club Lexus for three years on a complimentary basis. This includes RAC membership to provide round the clock emergency assistance in the UK and Europe, overnight accommodation, medical assistance and hire car.

Club Lexus also entitles owners to an extensive range of leisure and business services and provides access to many cultural events and activities such as the National Youth Orchestra concerts of which Lexus is a valuable sponsor.

TECHNICAL SPECIFICATION

		LEXUS LS400
Engine	Type	4 litre V8, four cam, 32-valve
	Capacity	3969 cc
	Bore and stroke	87.5 mm x 82.5 mm
	Compression ratio	10.4:1
	Maximum horsepower	260bhp @ 5400rpm
	Maximum torque	269 lb ft @ 4600 rpm
	Fuel system	Sequential multi-point fuel injection
Gearbox	Transmission	4 speed automatic with intelligent electronically controlled transmission (ECTi)
Performance	Maximum speed	155mph
	0-60mph	7.4 seconds
Fuel consumption	Urban cycle	21.2 mpg
	Constant 56mph	35.8 mpg
	Constant 75mph	29.4 mpg
	Fuel type	Unleaded petrol
	Tank capacity	85 litres (18.7 gallons)
Suspension	(Front & Rear)	4 wheel independent double wishbones, coil springs, hydraulic shock absorbers with anti roll bars
Brakes	(Front & Rear)	315mm ventilated discs/307 ventilated discs with ABS
Steering		Rack and pinion, speed-sensitive variable power assistance
Turning radius (tyre)		5.3 m (kerb to kerb)
Towing capacity	Trailer with brake	2000 kg
	Trailer without brake	750kg
Dimensions	Overall length	5005mm
	Overall width	1830mm
	Overall height	1435mm
	Wheelbase	2850mm
	Tyre size	225/60WR16 (including spare)
	Kerb weight	1725kg
Boot capacity	Seat up	17.0 cu ft (VDA)
Price		£44,475

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