

*This press pack accompanied the UK launch of the first generation Lexus IS200 in spring 1999. 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 IS archive web page. Additional assets and information relating to the first generation IS200 may be obtained from the Lexus press office if required.*

# Table of Contents

## Lexus IS200

### Lexus IS200 hits the UK

Key points .....	3
Short story .....	4
UK pricing, range and badging .....	4
Market potential .....	6
Specification adjusted price comparisons .....	6
Extended service intervals .....	10
Parts prices Vs competitors .....	11
Insurance groupings and security .....	13
Third Lexus for Europe .....	14
New Contender in Compact Sports Sedan .....	20
The Driving Experience .....	23
Handles like a Thoroughbred .....	30
The Individual Athlete Sedan .....	33
Lexus Luxury and Comfort .....	37
Engineered for Safety .....	44



Lexus IS200 equipment.....	56
Technical Specification .....	58



## **Key Points**

- \* **Dynamic new executive sports saloon model**
- \* **On sale 20 May in the UK**
- \* **Three specification grades: 'S', 'SE' and 'Sport'**
- \* **On-the-road prices from £20,500 to £23,000**
- \* **Refined, powerful and smooth 2.0-litre six cylinder 24v engine**
- \* **VVT-i variable valve timing for optimum power and torque**
- \* **Precise six-speed manual transmission on all grades**
- \* **Four-speed automatic transmission optional on 'S' and 'SE' grades**
- \* **Rewarding rear wheel drive chassis with double wishbone suspension**
- \* **Innovative and stylish chronograph-look instrumentation**
- \* **Optional pop-up Lexus Navigator satellite navigation system**
- \* **Anti-lock brakes and 'switchable' traction control standard on all grades**
- \* **Twin front airbags standard on all grades**
- \* **Front seat side airbags and seatbelt pre-tensioners standard on all grades**
- \* **Climate control air-conditioning standard on all grades**
- \* **In-dash 6 disc CD autochanger, RDS stereo radio cassette premium sound system standard on all grades**





## **Short Story**

The IS200 is Lexus' new challenger in the compact executive sector of the UK car market competing against established models such as the BMW 3-series, Audi A4 and Mercedes-Benz C-class. It will go on sale in the UK on 20 May 1999 through a dedicated network of Lexus dealers committed to delivering standard setting customer service.

Unveiled at the Geneva Motor Show in 1998 and also shown at Birmingham in the same year, the IS200 is the smallest Lexus model launched in the UK since Lexus (GB) was established in 1990.

The IS200 marries a rewarding rear-wheel drive chassis to aggressive contemporary looks, a stylish interior and an equipment count which is sure to put the IS200 on the wish lists of many customers bored of the usual executive offerings in this class.

The IS200 is a sporting proposition which loses none of the refinement, quality and sheer owner appeal of its bigger GS300 and LS400 brothers which have built up such an enthusiastic and evangelical owner base in the UK.

## **UK pricing, range and badging**

The Lexus IS200 is a sleek four door saloon available in three trim grades clearly positioned to mirror the grades offered on the larger GS300 model. In price ascending order the grades are: 'S', 'SE' and 'Sport'.

The IS200 range begins with the 'S' derivative priced at £20,500 on-the-road followed by the 'SE' (£22,000) which boasts a higher equipment count and topped by the 'Sport' (£23,000) which features a number of detailed mechanical and cosmetic enhancements designed to satisfy the demanding driver.

A positive shift 6-speed manual transmission is standard on all three grades and



an electronically controlled four-speed automatic gearbox, which includes cruise control, is a £1,195 option on 'S' and 'SE' grades.

All Lexus IS200 models offer engine speed-sensitive power-assisted steering, twin front airbags and side airbags, electronic front seatbelt pre-tensioners with force limiters and anti-lock brakes as standard. Together with a standard traction control system, 'first-in-class' double wishbone suspension and large discs brakes, the IS200 is one of the safest as well as one of the most rewarding drives on the road.

## LEXUS IS200 S PRICING AND SPECIFICATION COMPARISON WITH MAIN COMPETITORS INCLUDING OPTION PRICES.



SPECIFICATION	Lexus IS200 2.0 S	Alfa Romeo 156 2.0 Twin Spark	Audi A4 1.8	BMW 318i	Mercedes C180 Classic
On-the-road price	£20,500.00	£20,203.50	£20,418.20	£19,895.00	£20,440.00
Power / BHP	153	155	125	118	122
Twin airbags	✓	✓	✓	✓	✓
Front Side airbags	✓	✓	✓	✓	✓
Climate control air conditioning	✓	✓	✓	£895.00	£2,524.89
Alloy wheels	✓	£479.40	✓	✓	£773.67
Electric front/rear windows	✓	✓	£385.40	£300.00	✓
6 Disc CD Player	✓	£299.04	£403.03	£425.00	£380.00
Cruise control	Std. on auto	n/a	£398.33	£465.00	Std. on auto
Specification adjusted price:	£20,500.00	£20,981.94	£21,604.96	£21,980.00	£24,118.56
IS200 Spec-adjust Price Advantage	n/a	2.30%	5.20%	6.80%	15.10%

Specification and prices are believed to be correct at time of going to print but cannot be guaranteed and are subject to change.



## **Lexus IS200 Market Potential**

The IS200 will compete with other premium brand vehicles in the upper medium or 'D' sector of the UK car market. This sector accounts for over 480,000 sales annually, or approximately 24 per cent of the total UK car market.

The IS200 is the first Lexus product to penetrate this segment and UK sales are predicted to reach 5,100 during the remainder of 1999 rising to 8,000 in the year 2000.

The sales split between IS200 model grades is predicted to be:

'S'	20%
'SE'	55%
'Sport'	25%

Sales to fleet customers are very high in the 'D' segment and account for roughly 34 percent of the total segment sales. The recently established Corporate Sales Department at Lexus (GB) Ltd will handle IS200 fleet sales.

## **Specification adjusted price comparisons**

Specification adjusted price comparison - adding the extras to the competition needed to match IS200 standard specification - show the Lexus is better value against a range of competitors.

For example, the volume-selling IS200 'SE' grade model shows a 5.0% specification adjusted price advantage over the Alfa Romeo Twin Spark Sport 1 model and a massive 33% advantage over the Mercedes-Benz C180 Elegance.



**LEXUS IS200 SE PRICING AND SPECIFICATION COMPARISON  
WITH MAIN COMPETITORS INCLUDING OPTION PRICES.**

SPECIFICATION	Lexus IS200 2.0 SE	Alfa Romeo 156 2.0 Twin Spark Sport 1	BMW 318i SE	Audi A4 1.8 SE	Mercedes C180 Elegance
On-the-road price	£22,000.00	£21,197.55	£21,195.00	£22,179.53	£23,440.00
Power / BHP	153	155	118	125	122
Twin airbags	✓	✓	✓	✓	✓
Front Side airbags	✓	✓	✓	✓	✓
Climate control air conditioning	✓	✓	✓	✓	£2,524.89
Alloy wheels	✓	✓	✓	✓	✓
Electric front/rear windows	✓	✓	£300.00	✓	✓
Electric tilt and slide sunroof	✓	£611.00	£895.00	£801.35	✓
Headlamp washers	✓	✓	£225.00	£218.55	£313.64
Heated front seats	✓	n/a	£320.00	£353.68	£306.76
Leather interior	✓	£549.90	£1,450.00	£1,330.10	£1,790.51
6 Disc CD Player	✓	£299.04	£425.00	£403.03	£380.00
Cruise control	Std. on auto	n/a	£465.00	£398.33	Std. on auto
Electric driver's seat	✓	n/a	£1055.00*	£930.60	£365.93
<b>Specification adjusted price:</b>	<b>£22,000.00</b>	<b>£22,657.49</b>	<b>£26,330.00</b>	<b>£26,615.17</b>	<b>£29,121.73</b>
<b>IS200 Spec-adjust Price Advantage</b>	<b>n/a</b>	<b>2.91%</b>	<b>16.45%</b>	<b>17.35%</b>	<b>24.50%</b>

\*Elec.seats + Driver mem.

Specification and prices are believed to be correct at time of going to print but cannot be guaranteed and are subject to change.

**LEXUS IS200 SPORT PRICING AND SPECIFICATION COMPARISON  
WITH MAIN COMPETITORS INCLUDING OPTION PRICES.**

SPECIFICATION	Lexus IS200 2.0 Sport	Alfa Romeo 156 2.0 Twin Spark Sport 2	BMW 318i SE	Audi A4 1.8T Sport	Mercedes C180 Sport
On-the-road price	£23,000.00	£21,625.25	£21,195.00	£24,668.18	£23,440.00
Power / BHP	153	155	118	150	122
Twin airbags	✓	✓	✓	✓	✓
Front Side airbags	✓	✓	✓	✓	✓
Climate control air conditioning	✓	✓	✓	✓	£2,524.89
Alloy wheels	✓	✓	✓	✓	✓
Electric front/rear windows	✓	✓	£300.00	✓	✓
Electric tilt and slide sunroof	✓	£611.00	£895.00	£801.35	✓
Sports suspension	✓	✓	£310.00	✓	✓
Rear boot spoiler	✓	£179.78	£415.95	£323.59	£573.62
Headlamp washers	✓	n/a	£225.00	£218.55	£313.64
Heated front seats	✓	n/a	£320.00	£353.68	£306.76
Leather interior	✓	✓	£1,450.00	£1,330.10	£1,790.51
6 Disc CD Player	✓	£299.04	£425.00	£403.03	£380.00
Electric driver's seat	✓	n/a	£1055.00*	£930.60	£365.93
<b>Specification adjusted price:</b>	<b>£23,000.00</b>	<b>£22,715.07</b>	<b>£26,590.95</b>	<b>£29,029.08</b>	<b>£29,695.35</b>
<b>IS200 Spec-adjust Price Advantage</b>	<b>n/a</b>	<b>-1.24%</b>	<b>13.51%</b>	<b>20.77%</b>	<b>22.55%</b>

\*Elec.seats + Driver mem.

Specification and prices are believed to be correct at time of going to print but cannot be guaranteed and are subject to change.



### Current share of UK 'D' segment by premium competitor

BMW 3-series (318i-328i models)	9590	38.1%
Mercedes C-class (C180-C240 models)	3987	15.8%
Saab 9-3	2743	10.9%
Honda Accord (2.0/2.2 models)	2572	10.2%
Audi A4 (1.8-2.6 models)	2392	9.5%
Volvo S40	2187	8.7%
Alfa Romeo 156	1638	6.5%

UK sales figures up to the end of March 1999

### Extended Service Intervals

<b>IS200 (manual)</b>	<b>Time</b>
no first service	0.0
10,000/1year	0.6
20,000/2year	1.7
30,000/3year	0.6
40,000/4year	1.9
50,000/5year	0.6
<b>Total</b>	<b>5.4hrs</b>

Thanks to the advanced VVT-i engine technology, the IS200 does not require a first, one thousand mile service at all, and major services are at 20,000 miles, or two year intervals.

Every 10,000 miles, or 12 months the vehicle requires a safety check that takes just 0.6 hours. This involves an oil and oil filter change and safety items check which includes the brake pads, lights, fluid levels and tyres. The IS200 uses long life 60,000 mile spark plugs and the timing belt only needs replacing at 100,000 miles.

The 2.0-litre 24v straight six VVT-i engine also has a number of maintenance free components including valve lifters, direct ignition and fuel filter. The exhaust





system is made of stainless steel and the brakes have long life pads. The engine only requires regular mineral grade oil and not the more expensive synthetic and semi-synthetic types.

Although Lexus is a premium brand, it does not believe in charging premium prices for servicing and parts. In fact, since the inception of IS200, the aim has been to make the servicing and parts replacement costs for the car appreciably cheaper than rivals. Not only is the IS200 an intelligent choice in the showroom it will also be an intelligent choice when it comes to servicing and maintenance.

### **Parts prices Vs competitors**

The Lexus IS200 shows that maintenance of a premium brand car does not necessarily mean paying premium prices.

Taking a basket of common parts including oil filter, air filter, front and rear brake pads, spark plugs and timing belt, the IS200 works out to be significantly cheaper than both the Audi A4 1.8T and the BMW 318 SE.

Taking the cost of those parts typically damaged in a front end accident, the IS200 works out to be 46% cheaper than the BMW 318 SE, 29% cheaper than the Audi A4 1.8T and 17% cheaper than the Mercedes-Benz C180.

For those parts which require replacing in a typical rear end accident, the story is even stronger with the IS200 being as much as 73-35% cheaper than the same competitor vehicles mentioned above.





## COMPETITOR PRICING ANALYSIS - Lexus IS200

Part	Lexus IS200	Audi A4 1.8T	BMW 318SE	Mercedes C180
Bonnet (Hood)	£148.75	£217.00	£242.55	£229.08
Front Wing	£99.41	£128.00	£120.36	£122.48
Headlamp (excluding bulb)	£79.95	£135.00	£165.00	£164.34
Front Bumper Cover	£96.56	£228.00	£127.66	p+low £120.55
Front Panel	£99.81	£151.00	£102.00	£60.29
Front Indicator	Part of Headlamp	not applicable	£14.60	£33.28
Radiator	£199.45	£104.00	unit £340.43	exch £100.73
Radiator Grille	£55.36	£42.00	£29.78	£85.83
<b>Total Front</b>	<b>£779.29</b>	<b>£1,005.00</b>	<b>£1,142.38</b>	<b>£916.58</b>
<b>% Diff. vs. IS200</b>	<b>0.0%</b>	<b>29.0%</b>	<b>46.6%</b>	<b>17.6%</b>

Rear Bumper Cover	£84.95	£268.00	£184.81	£117.67
Bootlid	£147.50	£220.00	£242.55	£170.25
Rear Quarter Panel	£135.25	£82.00	£191.49	£162.03
Rear Light (excluding bulb)	£44.60	£70.00	£60.00	£37.86
Trunk Floor	£56.91	£40.00	£152.11	£245.95
Rear Panel	£52.00	£28.27	£74.15	£76.69
<b>Total Rear</b>	<b>£521.21</b>	<b>£708.27</b>	<b>£905.11</b>	<b>£810.45</b>
<b>% Diff. vs. IS200</b>	<b>0.0%</b>	<b>35.9%</b>	<b>73.7%</b>	<b>55.5%</b>

Oil Filter	£9.01	£4.80	£6.05	£6.53
Air Filter	£14.94	£13.00	£15.58	£11.25
Front Brake Pads	£38.52	£55.00	£37.50	£51.34
Rear Brake Pads	£29.99	£39.00	£37.50	£21.11
Timing Belt	£18.39	£29.00	£22.30	£22.53
Spark Plug each	£6.60	£6.59	£6.38	£1.77
Spark Plugs Req'd / 60K	£39.60	£26.36	£38.28	£35.40
<b>Total Maintenance</b>	<b>£150.45</b>	<b>£167.16</b>	<b>£157.21</b>	<b>£148.16</b>
<b>% Diff. vs. IS200</b>	<b>0.0%</b>	<b>11.1%</b>	<b>4.5%</b>	<b>(1.5%)</b>

<b>Total all parts</b>	<b>£1,450.95</b>	<b>£1,880.43</b>	<b>£2,204.70</b>	<b>£1,875.19</b>
<b>% Diff. vs. IS200</b>	<b>0.0%</b>	<b>29.6%</b>	<b>51.9%</b>	<b>29.2%</b>

Sources : Body Panels - Thatcham Parts Analysis & Manufacturer / Maintenance Parts - The Parts Price Guide, QC Publications & Manufacturer



### **Insurance groupings and security**

IS200 has been designed to satisfy the highest security requirements in the world - the UK's. IS200 meets the UK Government's Home Office policy to deter and prevent vehicle theft (New Vehicle Security Guidance). Indeed in August 1999, What Car? magazine tested the IS200's security features and awarded it the first ever 100 out of 100 perfect points score. They named the IS200 as the most secure car on sale in the UK.

The Association of British Insurers has awarded the IS200 derivatives with the following insurance groups:

‘S’ and ‘SE’: 12E

‘Sport’: 13E

A key embedded transponder engine immobiliser is fitted as standard to all Lexus IS200 models as is a factory fitted Thatcham-approved category 1 perimetric and volumetric alarm system. The alarm siren also has its own battery back up.

A double locking system is also standard fit on all grades with freewheeling locks. All alloy wheels have locking wheel nuts and the audio and navigation systems are unique fit items and will not work if separated from the vehicle.

All grades display a visible VIN plate and all the windows are etched with a security code. Additionally, up to 60 parts are covertly marked to aid police identification of the vehicle. The boot can also be ‘deadlocked’!



## **A Dynamic Third Lexus for Europe**

- **Distinctive challenger to European compact sports sedans**
- **Exceptional driving dynamics from front engine, rear drive configuration**
- **'Classical' straight six, 2-litre engine with 'hi-tech' Variable Valve Timing – intelligent (VVT-i)**
- **Equal driving pleasure from six-speed manual or four-speed auto transmissions**
- **Superb ride and handling from sophisticated double wishbone suspension**
- **First car in class with 17-inch wheels for optimum handling and braking performance.**

The Lexus IS200 is designed to challenge the very best European compact sports sedans, one of the most competitive market places in the industry.

IS200 is aimed at drivers of premium cars and sporty compacts, many of whom once enjoyed the agility, precision and character of 'hot hatchback' models. Today they still maintain a passion for driving, but want more personality and character from their executive cars.

The luxurious Lexus LS400 established the brand as capable of building the best cars in the world. The more aggressive and sporty Lexus GS300 added distinctive styling and performance.

Now Lexus IS200 offers the traditional brand values of intelligence, integrity and exclusivity, but most importantly adds something new, exciting and different - the dynamic ability to make driving a pleasure.

IS200 incorporates the latest technologies in active and passive safety, yet regains for the enthusiastic driver, the feeling that they are in control.





Lexus IS200 chief engineer, Mr Nobuaki Katayama, describes the key characteristics of the new sedan as 'individual' and 'athletic'.

"The new Lexus had to have a strong identity to be the choice for the customer who wants to stand out from the crowd," he says. "At the same time, it has the qualities of a true athlete - strength, power, control and response.

"Finally we had to have a car that was true to Lexus brand values - integrity, exclusivity and intelligence. Now the car is launched I believe we have a truly world class compact sports sedan, capable of attracting our target customers."

### **Driving Enjoyment**

Lexus IS200 was designed to put some of the enjoyment back into driving. Its front engine, rear-wheel drive configuration offers the best overall package of driver control and performance.

The straight-six, two-litre engine was chosen because it has ideal power and torque characteristics for a sports sedan - characteristics further boosted by Variable Valve Timing - intelligent, to improve low engine speed torque and high engine speed power.

The 1988cc engine develops 153 bhp (114 kW) at 6,200 rpm and maximum torque of 144 lb ft (195 Nm) at 4,600 rpm. Perhaps more importantly, the engine is smooth, powerful and sweet sounding throughout the rev range.

Uniquely in this class, Lexus IS200 is equipped with a six-speed, close ratio manual gearbox to ensure optimum gearing under all driving conditions. Equipped with the manual gearbox, Lexus IS200 will reach a maximum speed of 134 mph (215 km/h) and accelerate to 62 mph in 9.5 seconds (11.2 seconds automatic). A computer controlled four-speed automatic is available as an option on 'S' and 'SE' grades.



The automatic gearbox can not only adapt the gear change timing to suit an individual driving style but can also sense when Lexus IS200 is travelling up or down hill-holding the car down a gear when appropriate to improve safety and driver control.

Yet, thanks to its outstanding aerodynamic package (including ground-effects underbody shielding), lightweight and sophisticated engine management control, Lexus IS200 is remarkably stable and smooth under high speed conditions. The striking body shape has one of the lowest drag coefficients in its class (Cd of 0.28 for the 'S' grade and 0.29 for the 'SE' and 'Sport').

Engineers have designed the car with the best possible weight distribution, bringing heavy objects, such as battery and fuel tank, towards the centre and moving the engine back behind the front axle line. The yawing moment of inertia results in predictable and controllable handling.

Lexus IS200 has been developed and tuned for European roads with extensive testing across France, Great Britain, Belgium and Germany including the famous Nurburgring circuit. Highly sophisticated multi-linked double wishbone suspension is fitted front and rear to enable the best possible balance between comfortable ride and precise handling.

A full package of soundproofing measures, including extensive use of recycled soundproofing felt, has ensured Lexus IS200 delivers quiet performance – without insulating the driver entirely from the outside environment.

Running on 17-inch wheels as standard on the 'SE' and 'Sport' Grades, Lexus IS200 is able to use large diameter disc brakes, which ensure the car stops as well as it goes.



### **Compact Yet Spacious**

The distinctive and individual design of Lexus IS200 conceals a remarkably spacious interior. Despite being shorter than many rivals at just 4.4 metres overall length, IS200 has longer interior cabin space, more width and better headroom.

Despite the compact body size, Lexus IS200 has a spacious boot with a 400 litre capacity - enough to accommodate four sets of golf clubs.

### **Fully Equipped**

Lexus IS200 offers better value-for-money by including as standard equipment many items, which are extra-cost options on many European rivals.

Fully automatic climate control air conditioning, a fully integrated audio system including six-CD auto changer, electric windows with 'jam-protection' and alloy wheels are just some examples. IS200 also has remote control central locking and a fully integrated anti-theft system which meets Thatcham's Category One requirements. A double locking door system is also standard.

A built-in on-board Lexus Navigator system with neat pop-up display screen is a £2,100 optional extra on all three grades.

The innovative style set by the exterior design is carried over to the interior. A chronograph-style, combination meter dominates the instrument panel, enhancing the sports appeal and giving excellent visibility.

Typical detail touches of design and engineering include self-clearing exterior driving mirrors which are coated to prevent the build-up of dirt and water droplets on their surface.





### **Built-In-Safety**

Active and passive safety has been a major priority in the design of Lexus IS200. Precise steering, positive suspension and powerful brakes are all integral parts of the safety package.

Standard equipment includes switchable traction control and four-channel anti-lock braking. Driver and front passenger SRS airbags, plus side SRS airbags are also standard equipment along with pre-tensioned front seatbelts with force limiters.

Lexus IS200 passes all major European crash-test legislation and also passes Toyota's own unique safety standards which are even more severe to ensure class leading collision safety. It is particularly effective at offering passenger protection in offset and side impacts, the two most common real-world accidents.

### **Customer Support**

Lexus IS200 is backed by a comprehensive customer support package, which offers complete peace of mind. The three-year, 60,000 miles mechanical warranty is standard across Europe and Lexus boasts a 12-year anti-corrosion perforation warranty. Paint work is under warranty for 3 years.



### **Full Colour Range**

Lexus IS200 is available in a full range of eight distinctive body colours to suit the style of the owner. These include white, grey or silver metallic and black with more vibrant colours coming as red, dark green, blue metallic or super white pearl mica.

Three interior treatments are available - a discreet and sporty black cloth on the 'S' grade with a hard-wearing, man-made suede-like material in black or ivory on the 'SE' and 'Sport' grades.





## **New Contender in Compact Sports Sedans**

- **Innovative rival to European brands**
- **Designed and developed for Europe**
- **Lexus brand values in compact sedan market**
- **Driver enjoyment through intelligent engineering**
- **Fully inclusive specification**

The Lexus IS200 enters one of the most competitive segments of the European car market and offers compact sports sedan customers a real 'aspirational' alternative to existing rivals. The Lexus model brings brand values of integrity, exclusivity and intelligence to the market, alongside striking good looks and innovative engineering.

Lexus IS200 is more compact than its main rivals in the segment yet boasts a spacious and comfortable interior. It makes no secret of its athletic ability. The strong frontal styling and dramatic wedge shape are designed to convey impressions of power and movement.

The interior design is sporting in tone but, as one would expect from Lexus, welcoming and comfortable. There is a blend of innovative technology - chronograph instruments, pop-up in-car navigation display - with practicality - full airbags, one-touch power windows, fully automatic air conditioning.



## **The European Market**

Lexus IS200 was designed and developed for the European market. Its sophisticated front and rear wishbone suspension, smooth six-cylinder engine and slick six-speed manual gearbox are developed to satisfy European tastes for maximum driver enjoyment with outstanding ride and handling ability.

Lexus IS200 will appeal to the sports compact customer looking for something different and exclusive but at an affordable price. It is more modern, more exciting than the obvious purchases in the segment which are losing some of their sporting appeal for regular buyers.

Customers in this segment are predominantly male high achievers in management, or self employed, though there are an increasing number of potential female customers. Most will be between 35-45 years old, with a family and see the car as both a recognition of achievement and a statement of individuality or confidence.

There is also a significant proportion of 'empty-nesters' - couples whose children have left home and who find themselves, once again, with the freedom to enjoy spending money and making personal choice. Some of these older customers will be downsizing from the large-car luxury market, where they have been loyal to European brands for many years.



## **Market Size**

The compact executive segment in Europe is around 600,000 units a year and is forecast to grow to almost 700,000 within a couple of years. It is dominated by the German market which takes just over half of all European sales; UK sales are 13% of the market, Italy 9% and France 6%.

## **A Strong Sales Story**

The Lexus brand brings with it a reputation for excellence which is second to none. The concept of 'the pursuit of perfection' is well understood and eagerly awaited by customers in this segment.

Lexus IS200 can deliver sporting performance through its innovative engineering; passion in action.

And it breaks new ground in the segment by introducing a fully-inclusive specification at an affordable price. Customers do not have to pay extra for fully automatic air conditioning, alloy wheels, six CD audio system or remote control central locking. The Lexus way.



## The Driving Experience

- Designed by enthusiasts to bring back driving pleasure
- Powerful, high torque 6-cylinder engine for rapid response
- Computer controlled Variable Valve Timing - intelligent
- Close ratio six-speed manual gearbox
- Intelligent, four-speed automatic gearbox as option

The new Lexus is smooth, stylish and comfortable, yet it is no overweight executive cruiser designed to insulate the driver from the outside world.

Turn the key and the straight-six engine growls into life. Flick up and down through the six-speed gearbox to enjoy the power. Hustle the car down Europe's bumpy back roads to appreciate the sophisticated suspension.

Lexus IS200 is a compact sports sedan, created by enthusiasts to put the enjoyment back into driving. Chief engineer, Nobuaki Katayama, developed his design philosophy during four years working for Toyota's successful motorsport division on the World Rally Championship and Le Mans programmes.

"Most luxury sedans are easy to drive, but I think it would be fair to say some of them are no longer fun to drive," says Katayama. "I knew we needed to make the driver feel more involved, more in control. We needed to bring back some of the excitement of driving."





### **Powerful, Smooth Engine**

The engineering team chose a straight six, two-litre engine with Variable Valve Timing-intelligent (VVT-i) for Lexus IS200 because it gives just the right balance of power and torque for maximum driver enjoyment. It sounds good too!

The 1G-FE engine is a 1988cc, 24-valve, twin overhead camshaft unit which develops 153 bhp (114 kW) at 6,200 rpm and produces maximum torque of 144 lb ft (195 Nm) at 4,600 rpm. Bore and stroke are square at 75mm each and, for maximum performance, a high compression ratio of 10:1 is used.

Straight line performance is excellent for a car in this class with this engine displacement. Equipped with the close ratio, six-speed manual transmission Lexus IS200 will top 134 mph and will accelerate from rest to 62 mph in just 9.5 seconds. With the four-speed automatic transmission Lexus IS200 achieves a top speed of 127 mph and accelerates from rest to 62 mph in 11.2 seconds.

Yet Lexus IS200 is not just quick in a straight line. Thanks to the natural characteristics of the straight six - boosted by the effects of the VVT-i - torque is particularly good at low engine speeds. More than 117 lb ft (160 Nm) is available from 2,000 rpm to the rev limit of 6,500 rpm.

The result: smooth, linear acceleration through the gears, with rapid throttle response for safe overtaking and maximum driver enjoyment.

"Lexus IS200 reacts like an athlete," says Katayama. "It is ready to respond - powerful, supple and agile - at any time."

The sophisticated 24-valve cylinder head, with Variable Valve Timing-intelligent, allows maximum power to be extracted at high engine speeds but without extracting punishing fuel consumption. The Lexus IS200 will return 29.1 mpg on the combined cycle.



The Lexus IS200 already complies with European Step III emissions standards which are scheduled to take effect in 2000.

### **Variable Valve Timing - intelligent**

The Variable Valve Timing - intelligent (VVT-i) fitted to Lexus IS200 allows the engine management computer to vary the engine intake valve open and close timing according to driving conditions and engine loading.

Using VVT-i results in improved power and torque output plus better fuel economy and cleaner emissions due to more efficient fuel burning.

The VVT-i system operates by changing the position of the camshaft drive pulley relative to the camshaft. This system, also available on Lexus GS300 and LS400, has the benefit of offering continuously Variable Valve Timing - intelligent and allowing the engine management computer to specify the optimum drive pulley position for the full range of driving conditions.

Under high load and high engine speeds, when maximum power output is required, the intake valves open late to create intake inertia. Under high load and low engine speeds, when maximum torque is required, the valves open early.

### **Module Integrated Intake System**

The straight six, 1G-FE engine is a naturally balanced and rigid, high performance, low noise engine. But further improvements in performance, weight reduction and noise levels have been achieved by the adoption of the Module Integrated Intake System.

The design integrates the air cleaner, throttle body, intake manifold, acoustic control induction system and air connector into a single system. The intake manifold and air connector are made of plastic to improve performance through weight loss and heat insulation effects.



The Acoustic Control Induction System varies the effective length of the intake manifold to improve power output at all engine speeds. The two chambers of the intake manifold are separated by a butterfly control valve which is activated by the throttle valve opening angle and the engine speed.

### **Low Maintenance Direct Ignition**

Lexus IS200 is fitted with low maintenance direct ignition which not only improves ignition timing accuracy but also eliminates the need for a distributor and enhances the overall reliability of the ignition system. Each of the six cylinders has its own individual ignition coil to fire the spark plug. The spark plug caps are integrated into the coil to reduce high voltage leakage.

### **Electronic Throttle Control**

Lexus IS200 uses an electronic 'drive-by-wire' throttle system (ETCS-i) which provides precise control over throttle settings. In a conventional throttle body, the throttle valve opening is determined by the amount of accelerator pedal effort. With ETCS-i, the engine control computer calculates the optimum valve opening for the driving conditions and uses a servo motor to actuate the valve.

The use of ETCS-i means the traction control system, the 'snow' mode gearbox setting, the cruise control and the idle speed control can all be operated through a single throttle valve.





### **Slick Gear Shifts**

Lexus IS200 is available with a choice of manual or automatic gearboxes. Both offer slick, positive gear shifts which complement the characteristics of the engine and add to the driving enjoyment.

The six-speed manual gearbox - the first six-speed box to be standard equipment in a car of this class - has been developed especially for IS200. The short throw, positive action lever ensures rapid selection as the driver flicks up or down through the close ratios to extract maximum performance.

The shift gate is laid out in a conventional double-H pattern and a reverse warning buzzer is provided as standard equipment. This sounds briefly to warn the driver that reverse gear has been selected.

Transmission casings are made of lightweight die cast aluminium and the main casing is integrated with the clutch housing for extra rigidity. A triple cone synchroniser is used for the first and second gears to reduce the amount of shift effort.

For true sports handling, a Torsen-style limited slip differential is available with the six-speed manual transmission as standard on the 'Sport' grade. This improves traction through tight corners and acceleration under slippery conditions.

### **Intelligent Automatic**

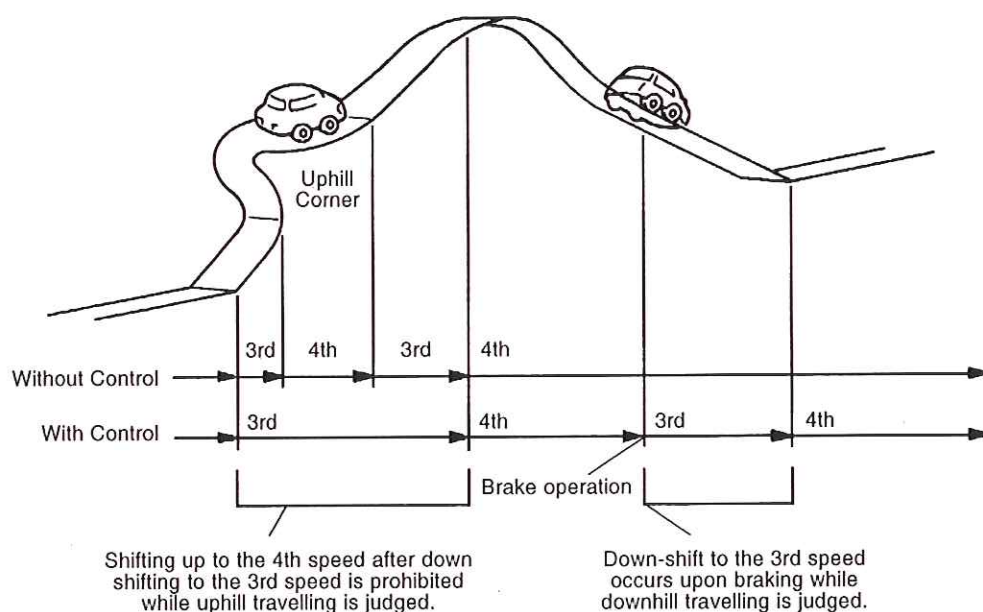
The four-speed, A45DE automatic gearbox has been especially adapted for the sporty driving style of Lexus IS200. It is fully computer controlled and 'intelligent'. Not only will it ensure the car is in the optimum gear for every road condition, it also learns a driver's preferred style and can adapt within seconds to more sporty - or more sedate - motoring.





The electronic control system senses driving information and road conditions from the main engine control unit and selects the shift timing pattern accordingly. It can retard the engine timing slightly during gearshifts to improve the feel and, very briefly, engages third gear before first when shifting from neutral to drive. This reduces vehicle squat.

The gearbox can also sense whether Lexus IS200 is travelling uphill or downhill and adapts its shift pattern accordingly. While driving uphill on a winding road the gearbox will hold the car down in a lower gear to ensure a smooth drive. Conversely, on a downhill section, the gearbox will hold a lower gear longer to provide engine braking and improve driver control.



A shift lock mechanism prevents the Lexus IS200 from being shifted out of 'Park' unless the ignition switch is on and the brake pedal is pressed. There is a manual override button.



### **Snow Switch**

On both manual and automatic transmissions a 'snow switch' is provided. This operates on the electronic throttle control and reduces engine power for improved driver control under slippery road conditions.

### **Extra Traction on the 'Sport' grade**

For true sports handling, a Torsen-style limited slip differential is available as standard on the 'Sport' grade. This improves traction through tight corners and acceleration under slippery conditions.



## **Handles Like a Thoroughbred**

- **Optimum weight balance for maximum control**
- **Suspension developed and tuned for Europe**
- **Biggest brakes in the class**
- **Rigid, strong chassis for safety and performance**
- **Underbody aerodynamics reduce drag, improve driving performance and fuel consumption**

Lexus IS200 had to be rear-wheel drive. The front engined, rear-wheel drive configuration offers the best possible driver control and best possible driver enjoyment.

But rear-wheel drive only works well if the car is properly balanced. A low yawing moment of inertia must be achieved to make the car controllable in performance driving.

Lexus IS200 designers achieved the correct balance, within a compact overall body, by reducing front and rear overhangs and moving heavy items inside the wheelbase.

The engine itself is moved backwards under the bonnet and has its centre of mass 56.5mm behind the front axle line. The battery sits at the rear of the engine compartment and the fuel tank is placed underneath the rear seats.

### **Sophisticated Suspension**

There is no compromise in the suspension design for Lexus IS200 - fully independent, double wishbone, front and rear, and tuned over hundreds of miles of track and road testing in both Japan and Europe.



Chief engineer Katayama says the development period reminded him of the day and night testing programmes for Le Mans and the World Rally Championship.

"We carried out countless hours of testing in Japan and twice drove the development cars right across Europe to fine tune the suspension and test the quality of every component," he says.

"This included tests through twisty roads in the south of France, 125 mph on the German autobahns and a slightly more sedate speed over the cobblestones of Belgian cities. We also did track testing at the famous Nurburgring circuit and on tracks in Tasmania."

The double wishbone suspension was essential to enable Lexus engineers to achieve exactly the right balance between positive steering feel, ride comfort and handling.

Both suspension systems are mounted on sub-frames which not only improve ride comfort but also help to reduce road noise and vibration transmitted to the bodyshell itself.

Positive control is provided by the power assisted rack and pinion steering.

### **Large Tyres and Big Brakes**

Lexus IS200 is the only car in this class to ride on 17-inch tyres as standard equipment ('SE' and 'Sport' grades).

The 215/45R17 tyres offer excellent ride comfort and, because of their larger diameter, none of the harshness of smaller low profile, high performance tyres. Grip is superb, not just on dry road conditions but also in the wet where handling of high performance compact sedans is often compromised by less exacting choices.





Lexus IS200 is fitted with the most effective braking system in the class to support its high performance status. Front and rear discs are large diameter, with ventilated discs fitted to the front.

Stopping distance, with either hot or cold discs, is among the best in the class to emphasise Lexus IS200's role as a performance leader in all aspects of high speed driving.

### **Chassis**

Finely tuned suspension is only as good as the chassis it is mounted on.

Lexus IS200 has a highly rigid bodysell with reinforcing material added in critical areas to ensure optimum torsional and bending stiffness. High tensile sheet steel is used extensively to keep weight down while maintaining strength and durability.

Aerodynamic shielding on the underfloor has improved airflow under the vehicle and created a virtually flat-bottom, 'ground' effect similar to that achieved by race cars. Front and rear fairings, just ahead of the wheels, further improve aerodynamic performance and stability at speeds over 100 km/h.

Lexus IS200 has one of the lowest drag coefficients in the class (0.28 on the 'S' ~ 0.29 on the 'SE' and 'Sport') ensuring sparkling acceleration, low noise levels and low fuel consumption, despite its high performance engine and drivetrain.



## **The Individual Athlete Sedan**

- **Distinctive, no compromise styling**
- **Clear wedge shape to emphasise sports performance**
- **Dramatic sports interior**
- **Chronograph type main instruments**

Lexus IS200 excites with its performance package. But it also looks the part. In a world where even compact sports sedans are looking increasingly similar, Lexus IS200 stands apart from the crowd.

"We wanted to create a car that had a strong identity," says chief engineer, Nobuaki Katayama. "The styling had to be bold and distinctive. It needed to appeal to the emotions of the driver and, like an athlete, it had to be intelligent, dynamic and aggressive."

Attention to detail is a critical element in Lexus design. The IS200 was no different. It had to reflect Lexus values - Lexus quality - but in a compact sports body. In pursuing their goal of creating 'an individual athlete design' the designers could allow no compromise.

The result is an intriguing balance of high performance and modern technology. Specific visual elements which help create the intangible Lexus look are the strong wheel arch flares, the low body line and the modern lamps, both front and rear.

More than ten small scale models were built before the full scale shape was developed. Then three more full scale 'clays' were worked before designers and managers were happy with the final styling. Lines and surfaces were tuned until the last minute.



## **Lexus Family**

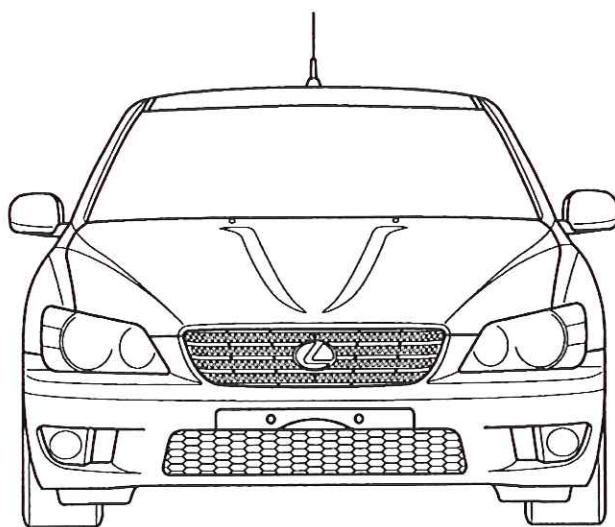
This car is plainly a Lexus. The familiar Lexus grille, finished in gun-metal grey to give it a more sporty look, is a distinctive feature of the frontal styling. The Lexus symbol dominates and is repeated on the boot lid and the centre of the steering wheel boss.

Strong wheel arches, a low body line and the modern, clear glass lamps - both front and rear - contain styling cues from the Lexus GS300, the brand's aggressive sports sedan from a larger class.

## **Powerful Body Lines**

The wide, stable design of Lexus IS200 is best appreciated from the front. A powerful bulging bonnet line emphasises the high performance package but the overall effect is one of strength.

The centre of gravity is low and track wide with the angled headlamps, low slung air-dam and built-in fog lamps adding to the sports effect. The strong horizontal lines of the grille reinforce the sense of width while the round headlamps give a clear expression to the look.





Although the bonnet is actually quite short it appears large and strong, adding a sense of purpose. It dips sharply down towards the grille, emphasising the dynamic overall shape and, incidentally, significantly improving air flow over the body.

The sharply wedged silhouette of Lexus IS200 in side view emphasises the sporty nature of the car. It clearly marks the Lexus out as quite unlike any other compact sports sedan on the road.

The large, alloy wheels give the car visual weight while the bulging bonnet, raked A-pillar and forward slant to the C-pillar create a sense of urgency.

Lexus IS200 is more compact than class rivals with an overall length of 4,400mm, width of 1,720mm and height of 1,410mm. But the strong horizontal lines and short front and rear overhangs give the body a solid mass feeling.

The short body overhangs are more than just styling devices, of course. They help contribute to the car's exceptional balance by reducing yawing moment of inertia. They also allowed designers to create a more spacious interior with excellent length, width and head room for all passengers.

Lexus family styling cues are also apparent on the rear. The simple, round form expresses strength and mirrors the frontal design. The distinctive rear foglights mounted on the boot lid are reminiscent of GS300 and also allow a wide boot opening and low loading height.

The combination rear lamps, incorporating the turn indicator and reversing light, are also characteristic.





### **Individual Interior**

The Lexus IS200 interior styling reflects the distinctive style of the exterior. It is sporty but spacious. The aim was to ensure a fun-to-drive feel but retain the excitement in the driver's mind.

Sit in the figure hugging sports seats; grip the three-spoke, real leather steering wheel and the driving position is as natural as any sports car. Driver and passengers will equally appreciate the comfortable seats, light and roomy cabin and innovative dashboard.

Dominating the instrument panel is the chronograph style combination meter which is both innovative in style and easy to read. It is an expression of the precise, sporty character of the Lexus IS200.

Minor gauges within the speedometer include an instantaneous fuel consumption reading while automatic gearbox models also get a gear-shift indicator. Other minor gauges include engine temperature, battery indicator and fuel gauge. The rev counter is clearly visible with the maximum engine speed 'redline' at the top of the meter and always in vision.



## **Lexus Luxury and Comfort**

- **High specification package included in price**
- **Fully automatic air conditioning and in-dash type audio system with 6-disc CD changer standard**
- **Pop-up Lexus Navigator system available as option**
- **Extension of rust guarantee period**

The Lexus philosophy is that a car should come fully equipped with few extra-cost options and IS200 is no exception.

Drivers and passengers will quickly feel at home in the Lexus. The fully trimmed doors shut with a reassuring 'clunk' and the high quality fabric has been selected to complement the interior design. There is even a soft pad provided in the armrest.

Seats in the IS200 are designed to offer maximum driver and passenger comfort for long distance touring yet also provides plenty of support during performance driving. Dual-hardness foam is used in the seat cushion with a softer base cushion, which is comfortable and flexible for easy entry and exit.

The sports seats are fully adjustable to achieve the best possible driving position and are finished, as standard equipment, in a hard wearing choice of materials. A leather and suede-like covering and an eight-way multi-adjustable power driver's seat is also standard on 'SE' and 'Sport' grades.

A ski-hatch, installed in the rear centre armrest is standard and enables the storage of long objects such as skis or fishing rods and is accessible from the boot.

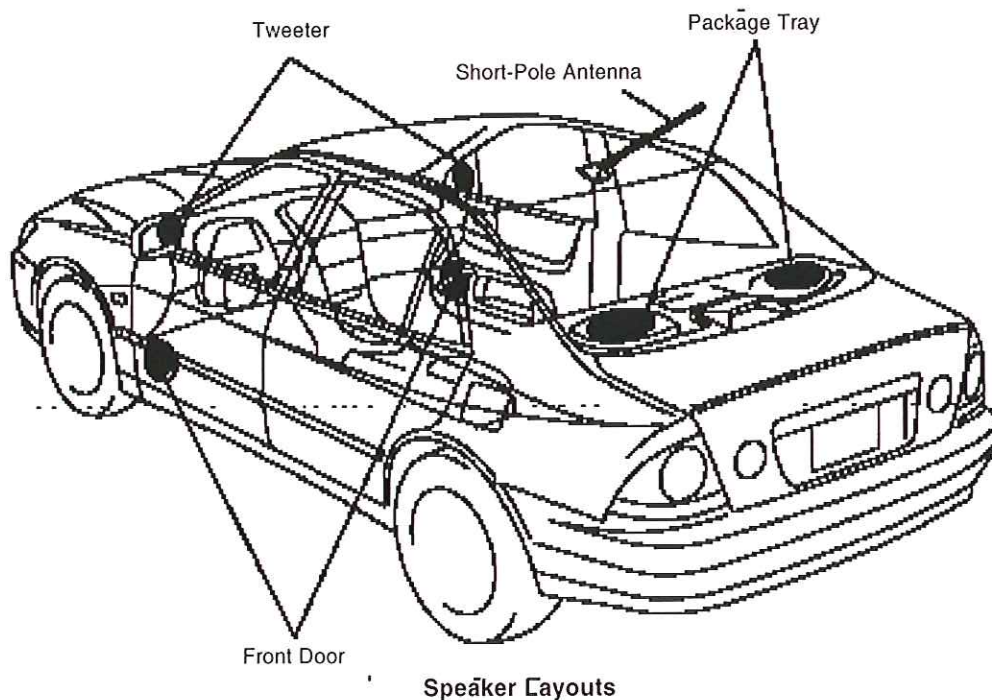


## Fully Equipped

The interior also reflects the sporty nature of IS200. Controls are grouped around the driver to create a 'cockpit' with all essential items easily to hand. The two-tone metallic effect finish of the dashboard is hi-tech and sporting in style. It is a theme carried over to ornamental portions of the door trim.

The sweeping centre console houses audio and air conditioning controls. Storage space between the front seats includes cup holders for front and rear passengers while the detachable remote control optional Lexus Navigator system is also mounted here.

A six-speaker audio system is fully integrated into the centre console and includes a six-disc CD changer on the 'S' grade model. As a safety and convenience measure, the audio equipment controls have been redesigned and simplified for ease of operation, despite the technical complexity of the system. 'SE' and 'Sport' grades are fitted with an eight speaker system as standard for even greater listening pleasure.







Extra boot space has been created by incorporating the CD changer into the audio unit itself. It is also more convenient. No longer does the driver or passenger have to go to the boot to change the CD stack. He/she merely 'feeds' the discs into a single slot.

A short pole, sports aerial is standard equipment.

Remote control central locking, electric power windows all round, with one-touch control and jam-protection for the driver's side are standard equipment. So are heated, electrically folding exterior mirrors, front and rear fog lamps, illuminated vanity mirrors and a passenger seat belt warning.

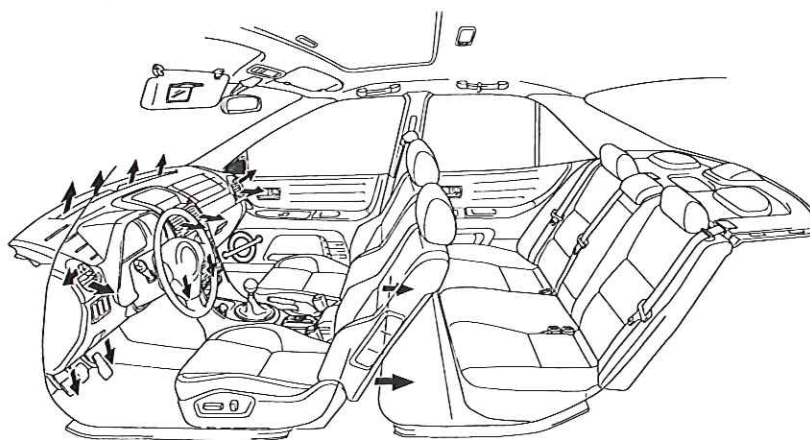
Cruise control is standard equipment on automatic gearbox models.

Front doors have courtesy lights as standard equipment to illuminate the area around the car when entering or exiting at night. These also act as a safety feature by ensuring the visibility of the open door to other vehicles.

### **Fully Automatic Air Conditioning**

A full climate control air conditioning system is standard equipment on all models. This provides temperature regulated airflow to all areas of the cabin and also houses the display of outside temperature or digital clock.

➡ Air Flow







The outside temperature display flashes for 10 seconds when the reading shows 3°C or less.

For additional safety all air conditioning controls are clear and easy-to-use with large dials and push type switches. The required interior temperature can be set by the dial control and, with the system switched to automatic, carefully measured and controlled air flow will be directed to the appropriate part of the cabin.

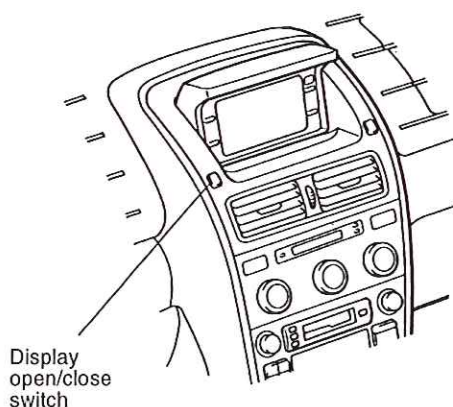
An electric tilt and slide glass sun-roof, equipped with one-touch control and jam-protection, is standard on the 'SE' and 'Sport' grades and is not available on the 'S' grade.

### Optional Lexus Navigator system

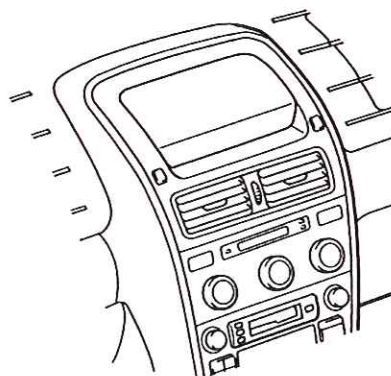
A fully integrated on-board navigation system is one of the options that can be specified with Lexus IS200 for £2,100 extra.

A pop-up display is fitted to the top of the centre console where it is easy to see and read from any seat, so either driver or passenger can navigate. When the navigation system is not being used the display folds back into the console for neatness.

Display in use



Display stored





Control of the navigation system is provided by switches in the centre console, which can easily be reached from any of the passenger seating positions. This means the navigation equipment can be operated by rear seat passengers if necessary.

The navigation system offers instructions via the screen or through a voice synthesiser which is accurate and fast. It reacts quickly to rerouting and can be programmed with 'way' points, points to avoid and other route planning preferences.

It can also display the remaining distance to the destination and estimated time of arrival.

### **Window Glass**

All models are fitted, as standard, with ultra-violet reducing window glass which cuts the entry of sun and ultra-violet light into the cabin, creating a more comfortable interior. On the 'Sport' grade, the rear window and rear door glass is replaced with darkened glass for additional privacy.

### **Self-clearing Door Mirrors**

The self-clearing exterior rear view mirror is one of the neatest new developments on Lexus IS200 and typical of the attention to detail throughout the car.

The mirror glass is coated with titanium-silica which helps reduce the surface tension within a rain drop and causes it to spread out into a flat film, improving driver visibility. At the same time, a photo-catalytic effect caused by the titanium in the coating breaks down any organic matter sticking to the mirror surface. The organic matter is washed away as the rain water flows across the mirror.



Exterior mirrors on both driver and passenger sides are coated. They also feature an aspherical portion on the outside edge of each mirror to create a larger field of view and reduce 'blind' spots.

A wide view interior rear view mirror is also standard on 'SE' and 'Sport' grades.

### **Anti-theft Security**

Lexus IS200 is equipped with an engine immobiliser system which prevents the engine starting unless the correct key is inserted into the ignition lock.

All door locks are mechanically protected with a double locking system and have a freewheel function. If an attempt is made to unlock a door, or the luggage compartment, by force or using the wrong key the lock cylinder will simply rotate in its housing.

A full anti-theft system complying with the certification requirements of the British-based Motor Insurance Research Repair Centre (Thatcham) is fitted as standard. Key features of the security system include a radio wave intrusion sensor (neatly installed in the interior dome light) and a self-powered siren which is hidden within the body of the car to prevent external access.

### **Sports Grade extras**

The IS200 'Sport' includes a torsen-type limited slip differential for extra traction, sports two-tone steering wheel, lightweight aluminum drilled pedals, dark glass and stainless steel scuff plates on the door sills. A subtle rear spoiler is also fitted.

Additionally both 'SE' and 'Sport' grade IS200 models are fitted with a bigger 15mm diameter rear anti-roll bar for improved steering response and handling.



### **Extension of Anti-Corrosion Warranty**

Following the commitment of Lexus to the highest standards of quality and in line with the innovative approach that Lexus has taken with this new car, IS200 will be the first Lexus to feature an anti-corrosion perforation warranty of 12 years. Together with the current comprehensive 3 years/60,000 mile warranty, IS200 provides a class leading warranty coverage.





## **Engineered for Safety**

- **Impact absorbing bodyshell**
- **Head impact absorbing interior structure**
- **Driver, passenger and side SRS airbags standard**
- **Front seat belts with pretensioners and force limiters**
- **Anti-lock brakes and traction control standard**

Lexus IS200 customers expect safety to be an integral part of the car's design, not an optional extra which they will have to pay for. Therefore, the IS200's ability to avoid accidents in the first place - and fully protect the occupants should it be necessary - has been a fundamental concern to the designers.

Active and passive safety systems have been designed using some of the most sophisticated computer simulations in the world. Every aspect of the car's behaviour has been studied, first at the design stage with simulators and then, in reality, on the crash test rig.

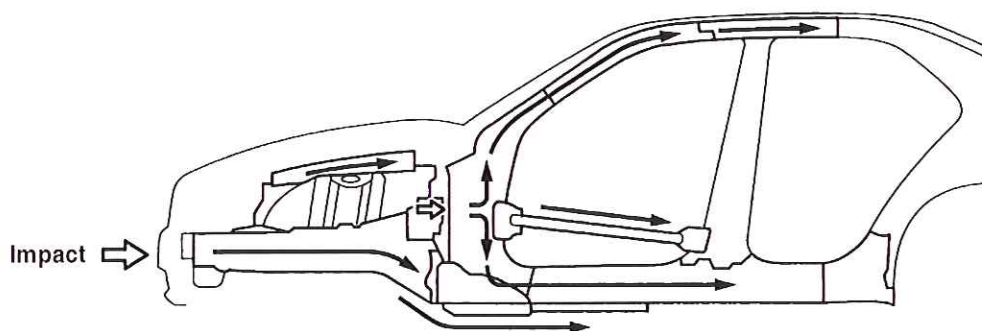
Lexus IS200 has been subjected to and passed internal Company crash tests which are more demanding than current legal limits. It is particularly effective in offset and side-impact accidents - those which occur most frequently in real life.



### Light, Rigid Bodyshell

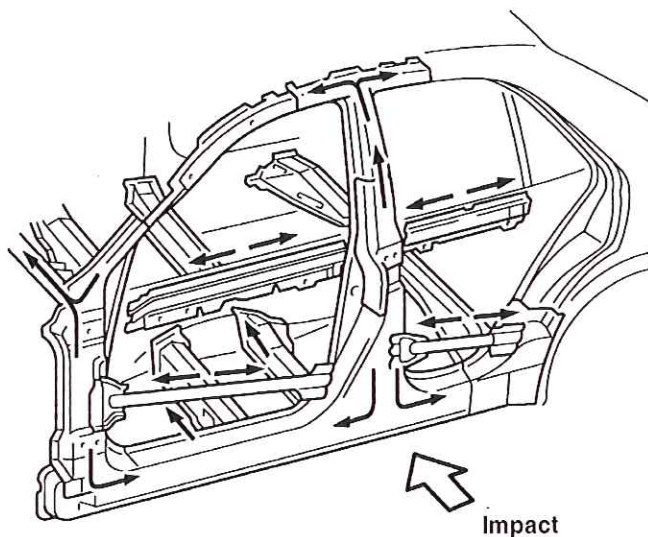
The key to occupant protection on Lexus IS200 is a rigid, passenger compartment which resists deformation, surrounded and cushioned by an impact energy absorbing bodyshell which channels energy away from the central structure.

In a frontal collision, the engine compartment of Lexus IS200 gradually collapses to absorb the impact energy, transferring it around the passenger compartment through the main structural members. A similar process occurs in rear-end collisions where the luggage compartment collapses to absorb the impact energy.



Lexus IS200 has side impact protection beams which are an integral part of the bodyshell structure in both front and rear doors. These dissipate energy into the door frame and then across the floor pan via the crossmembers.

Doors are strengthened around the window frames and energy absorbing material is provided in the door trims to dampen the impact energy further.



At the same time, consideration has also been given to the damage caused to other vehicles, which may be involved in the accident. Large bumper reinforcements help transfer collision impact energy away from the point of impact in offset crashes and increase the area over which the energy is absorbed.

### **Secondary Impact Protection**

A head impact protection structure has been newly developed to reduce the danger of head injuries caused by occupants hitting the pillars or roof-lining during a secondary collision. This structure, which absorbs impact energy, is applied to the windscreen and centre pillars and is integrated into the roof lining.

### **Full SRS Airbags Standard**

In order to maximise occupant protection in the event of a collision, all Lexus IS200 models are equipped with driver and front passenger SRS airbags as standard. Also standard are externally mounted SRS side airbags for driver and front seat passenger.

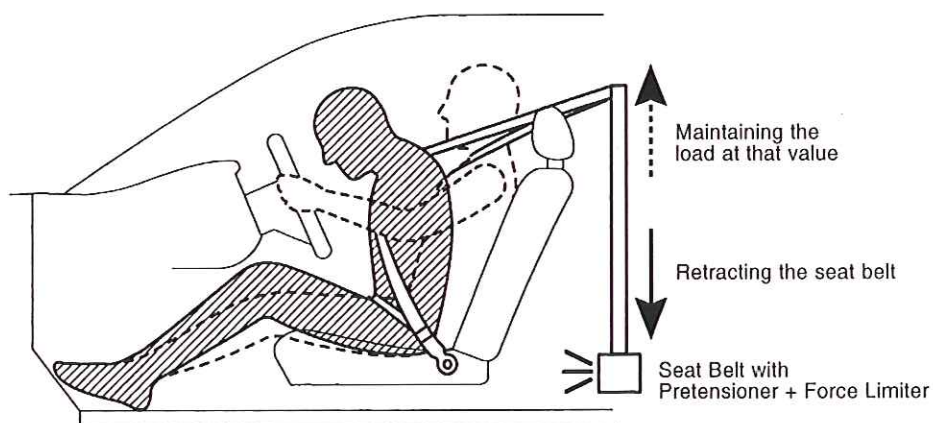


These side airbags are installed in the seat backrests ensuring they are always correctly positioned to offer maximum protection of the head and upper chest. The neat installation also helps maintain a slim, smart looking, sports seat design.

### Safe Seating

Full lap and diagonal, three-point seat-belts are provided for all passengers, including the centre rear seat, and all seats have adjustable headrests.

Both front seat belts feature electric pre-tensioners and force limiters which are designed to complement the work of the air bag in reducing injury. At the moment of impact the pre-tensioners tighten the belt to hold the occupant firmly into the seat. Then, as the load on the chest builds-up, the force limiter gradually relaxes the belt to allow the occupant to move forward slightly, reducing the load on the chest as the energy is absorbed by the airbag.



Both front seat belts are height adjustable with the shoulder anchor moving to five positions.

The steering column is equipped with an energy absorbing mechanism designed to reduce intrusion into the passenger cell, further reducing the risk of injury.



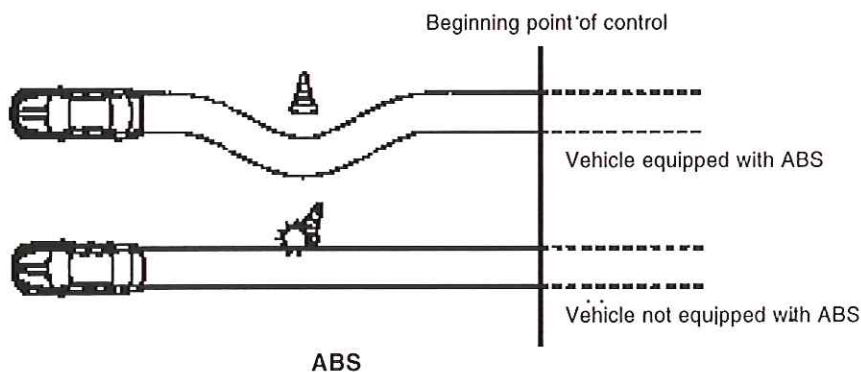


## Active Safety

Of course, it is preferable that accidents should be avoided in the first place. With its wide track, double wishbone suspension and large diameter disc brakes, Lexus IS200 is naturally stable. Progressive handling, even at the limit, through good weight balance helps ensure driver control at all times.

A fully integrated traction control and anti-lock braking system is standard equipment on all Lexus IS200 models. The control system provides stability during heavy braking and acceleration, both in a straight line and during hard cornering.

The ABS, which is a full four channel, four sensor system operating independently on each of the wheels, senses wheel lock under slippery conditions and regulates the brake pressure accordingly. It enables the driver to retain steering control during emergency braking manoeuvres and is particularly effective in accident avoidance.



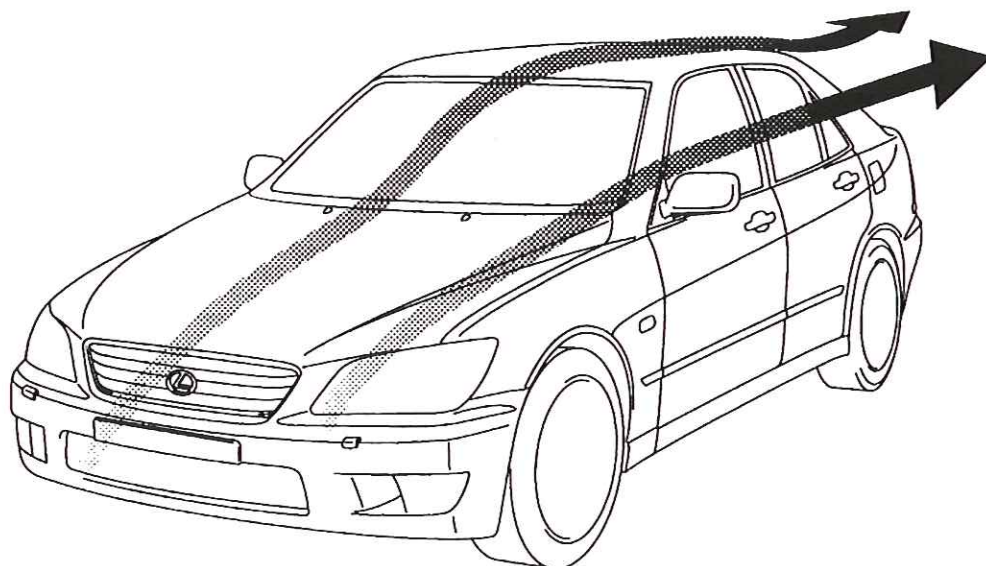


The switchable traction control, operating on the rear wheels, senses wheel spin under acceleration and the on-board computer instantly limits the power. At the same time the computer alters braking pressure to maintain stability.

A warning light on the dashboard alerts the driver if the traction control has been switched off while a second light flashes if the system is operational - warning the driver of slippery road conditions.

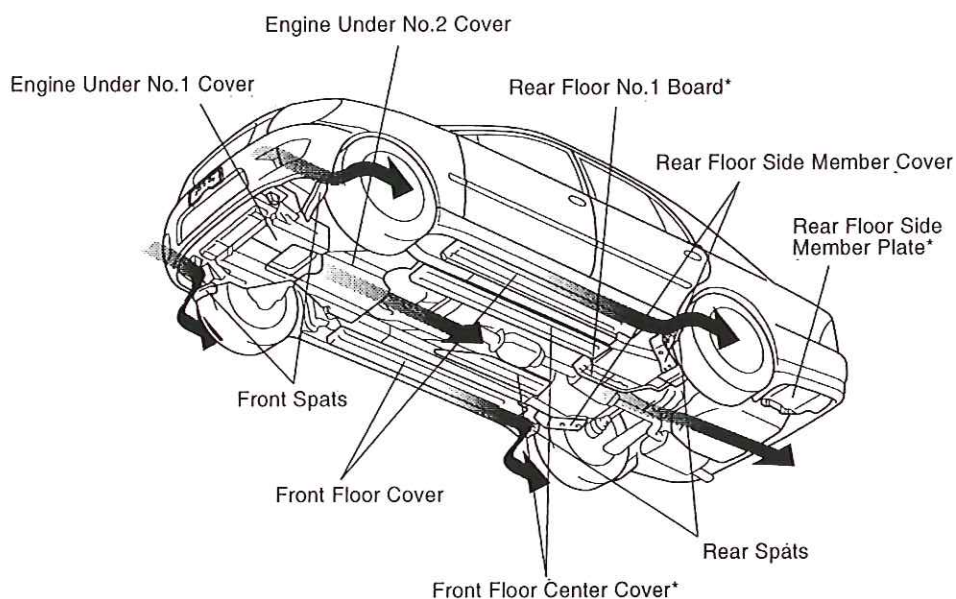
The stylish Lexus IS200 bodyshell is light but rigid, designed to offer strength and occupant protection in the event of an accident, a stable platform for the car's superb ride and handling and a quiet, comfortable environment for maximum driving enjoyment.

The sleek shape is more than just an accident of styling. It is also highly aerodynamic to give Lexus IS200 one of the lowest drag coefficients (Cd: 0.28~0.29 depending on grade) in its class, improving fuel consumption and reducing wind noise.





Flush mounted mouldings have been used wherever possible and the airflow at the front of the car has been smoothed by the use of seals behind the radiator grille. An aerodynamic underbody tray has been developed to smooth the airflow under the car and small spats ahead of the wheels reduce air resistance from the tyres.



\*: Option

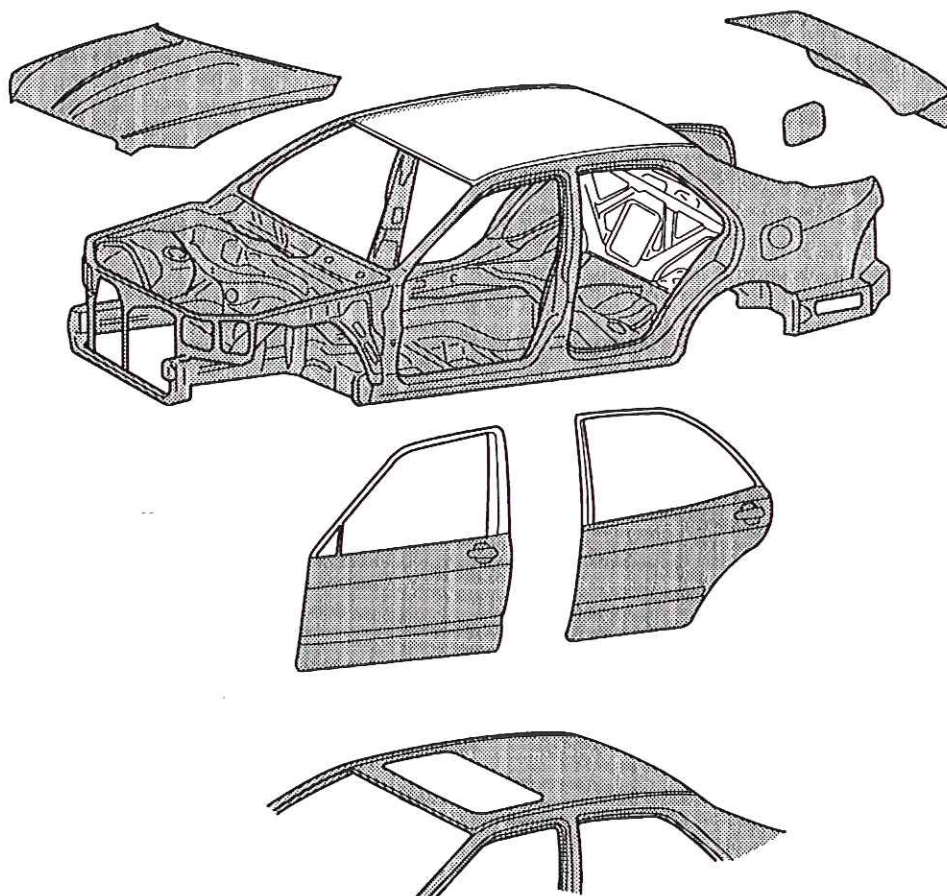
### Bodyshell Construction

High strength sheet steel has been used extensively throughout the body to reduce weight while retaining rigidity. The panels, crossmembers and reinforcements have been carefully placed for maximum strength.

A dash panel cross member improves stiffness at the rear of the engine compartment and the front suspension mounts have been strengthened. The rear partition panel is carefully located and the corners reinforced to improve torsional rigidity. A large reinforcement joins the back window frame to the rear quarter panel to improve the joint between the roof and the rear pillars.



Rust resistance is enhanced by the extensive use of anti-corrosion steel, in all areas apart from the roof and interior parts, and anti-corrosion treatment. Wax, sealer and anti-chipping paint is applied to all easily corroded parts such as the bonnet, doors and door sills.



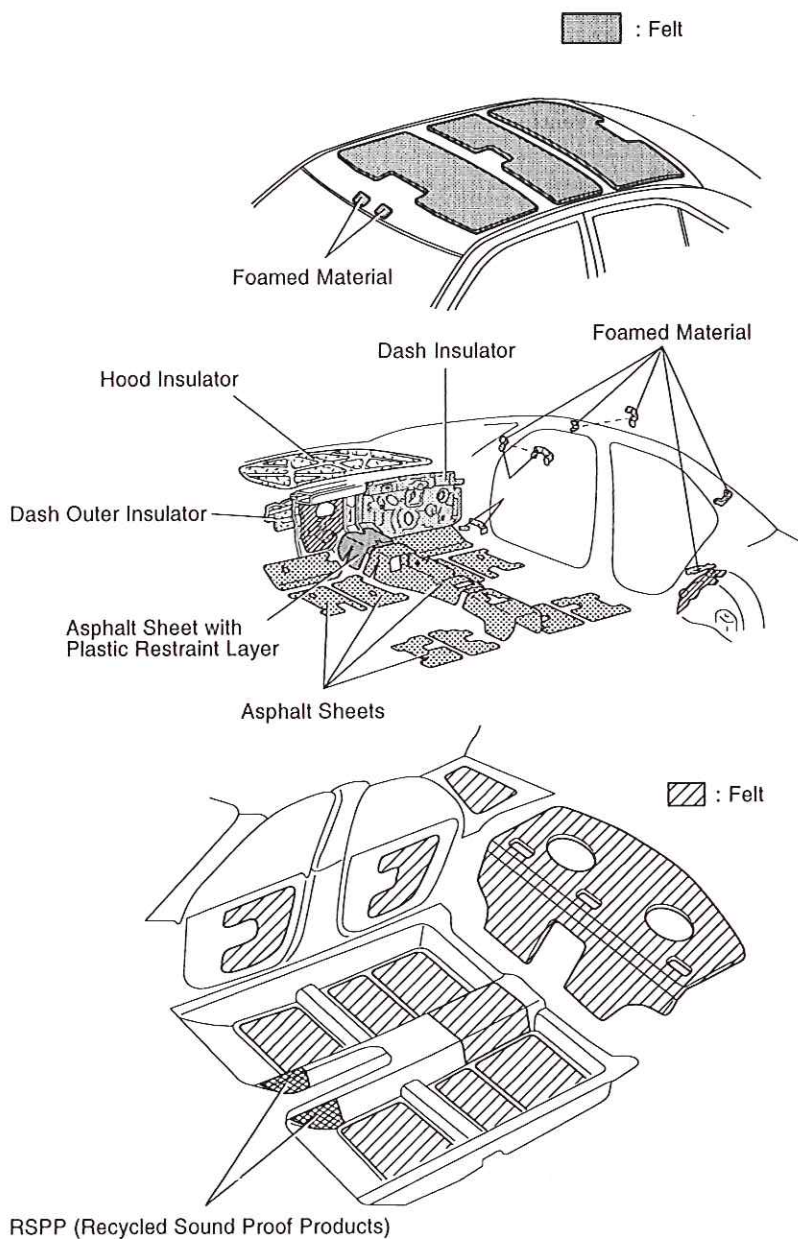
The front edge of the bonnet has an undercoating of soft anti-chip primer to reduce damage from small stones.





## Noise Reduction

Despite its sporty performance and driving enjoyment, Lexus IS200 remains a quiet and relaxing car to drive. Good insulation against noise, vibration and harshness (nvh) is a key factor in reducing driver fatigue on long journeys and contributing to active safety.





Asphalt sheet is applied to the front and centre floor areas to suppress road noise and felt, made from recycled sound proof products, lines the floor area under the carpet.

Foam fills cavities in the pillars and door sills to cut wind noise and reduce road noise transmission. A bonnet insulating sheet suppresses engine noise while a rubber seal extends around the bonnet opening to further reduce sound.

### **Engine Mounts**

Liquid filled front engine mounts are used to reduce noise and vibration transmission. The engine uses three mounting points, two at the front and one at the rear.

### **High Performance Brakes**

Lexus IS200 has powerful and effective brakes to match its high performance. The disc brake diameter sizes are maximised by the use of 16 and 17-inch wheels.

The 296mm (11.65 inch) diameter front discs are ventilated while solid 307mm (12.09 inch) diameter discs are fitted on the rear. Twin piston calipers are fitted at the front.

Full, four channel independent anti-lock braking operates on all four wheels with traction control on the two rear wheels (For more detail see Safety chapter).



### **Front suspension**

Lexus IS200 front suspension has been developed to provide driving stability and response, which matches the sporty characteristics of the car.

The geometry has been adapted to provide anti-dive control during heavy braking and extra negative camber, for greater stability, during compression. High mounted upper suspension arms reduce the forces applied to the structure and allow the fitting of softer bushes, improving ride comfort and stability.

Gas filled shock absorbers provide consistent handling characteristics, even under hard . A front anti-roll bar is fitted.

### **Rear suspension**

The sophisticated rear suspension is critical to Lexus IS200's high speed stability and excellent ride and handling.

The double-wishbone design consists of L-shaped upper arms, two non-parallel lower arms, toe control arms and coil spring and shock absorber units. These have the springs mounted on the lower section to reduce boot space intrusion and improve shock absorber travel by reducing the bending moment.

A certain amount of compliance has been built into the suspension to improve ride comfort on rough roads and torsional rigidity has been increased to improve toe-angle control during braking.



## Steering

The power steering on Lexus IS200 is tuned for maximum precision and sensitivity. Rack and pinion steering gear is used with an engine speed sensing power unit.

Tilt adjustment is standard equipment on all models and the steering column has an energy absorbing mechanism which reduces intrusion into the passenger compartment in the event of an accident.

Like it but don't want to re-type it? Both this and the pictures can be downloaded from the Net on: <http://www.newspress.co.uk>

For further information contact one of the following:

James Thomas on 01737 785272 or by e-mail at [james.thomas@lgb.lexus.co.uk](mailto:james.thomas@lgb.lexus.co.uk)

Erica Batchelor on 01737 785308 or by e-mail at [erica.batchelor@lgb.lexus.co.uk](mailto:erica.batchelor@lgb.lexus.co.uk)

Sam Williams on 01737 785307 or by e-mail at [samatha.williams@lgb.lexus.co.uk](mailto:samatha.williams@lgb.lexus.co.uk)

Scott Brownlee on 01737 785266 or by e-mail at [scott.brownlee@lgb.lexus.co.uk](mailto:scott.brownlee@lgb.lexus.co.uk)





## IS200 SPECIFICATION BY GRADE FOR THE UK MARKET

		S	SE	Sport
Safety	Driver's airbag	✓	✓	✓
	Front passenger airbag	✓	✓	✓
	Front seats side airbags	✓	✓	✓
	Electronic sensing front seatbelt pre-tensioners with force limiters	✓	✓	✓
	Five 3-point seat belts with Emergency Locking Retractor (ELR)	✓	✓	✓
	Outer rear seat belts with Automatic Locking Retractor (ALR)	✓	✓	✓
	Height adjustable front seatbelts (5-position)	✓	✓	✓
	Driver and front passenger seatbelt reminder lights	✓	✓	✓
	Five adjustable headrests	✓	✓	✓
	Traction Control (switchable)	✓	✓	✓
	Anti-lock Braking System (4-channel independent)	✓	✓	✓
	Outside temperature display (flashes when 3 deg. or below)	✓	✓	✓
	High-mounted rear stop lamp	✓	✓	✓
	Energy absorbing steering column	✓	✓	✓
	Side impact beams in all side doors	✓	✓	✓
	Upper interior head impact protection	✓	✓	✓
	Energy absorbing side door structure	✓	✓	✓
	Energy absorbing crumple zones front and rear	✓	✓	✓
	High integrity cabin	✓	✓	✓
	Child proof locks on rear doors	✓	✓	✓
	All-round disc brakes (ventilated front, solid rear)	✓	✓	✓
Instruments & Controls	Twin front and rear fog lamps	✓	✓	✓
	Auto cancel rear fog lamp	✓	✓	✓
	6-speed Manual transmission	✓	✓	✓
	4-speed Auto.(inc. cruise control) with 'Power' & 'Normal' modes	Option	Option	n/a
	Snow Mode gearbox setting	✓	✓	✓
	Outside temperature display	✓	✓	✓
	3-position intermittent front wipers with mist function	✓	✓	✓
	Chronograph-style instrument meters	✓	✓	✓
	Instantaneous fuel consumption meter	✓	✓	✓
	Digital clock	✓	✓	✓
	Digital odometer with two trip meters	✓	✓	✓
	Electronic headlamp levelling	✓	✓	✓
	Automatic headlamps on/off function	✓	✓	✓
Comfort & Convenience	Reverse gear warning buzzer on M/T	✓	✓	✓
	Door ajar warning	✓	✓	✓
	Lights on audible warning	✓	✓	✓
	Climate-control air conditioning	✓	✓	✓
	Power assisted steering (speed-sensitive)	✓	✓	✓
	Electric front and rear windows	✓	✓	✓
	Driver's window 'one-touch' up/down with anti-jam facility	✓	✓	✓
	Electric tilt/slide glass sunroof with shade and anti-jam facility		✓	✓
	Central locking with remote activation	✓	✓	✓
	Electrically adjustable and retractable heated exterior mirrors	✓	✓	✓
	Exterior mirrors with aspherical wide-view section	✓	✓	✓
	3-spoke leather-trimmed steering wheel	✓	✓	✓
	Tilt-adjustable steering column	✓	✓	✓
	Interior wide-view rear mirror with anti-glare prism		✓	✓
	Green tinted (ultraviolet-reducing) glass	✓	✓	✓
	Two interior courtesy lights	✓	✓	✓
	Sunvisors with illuminated vanity mirrors	✓	✓	✓



Comfort & Convenience continued	Ashtray and illuminated cigar lighter	✓	✓	✓
	Front passenger grab handle	✓	✓	✓
	Rear passenger grab handles with coat hooks	✓	✓	✓
	Front windscreen de-icer	---	✓	✓
	Heated rear window with timer	✓	✓	✓
	Interior boot lid pull handle	✓	✓	✓
	Fully trimmed boot with cargo hooks for securing luggage	✓	✓	✓
	Boot straps (for securing accessory first aid kit and warning triangle)	✓	✓	✓
	Boot release from interior and by remote key operation	✓	✓	✓
	Remote fuel flap release	✓	✓	✓
	GPS 'Lexus Navigator' full-colour system with remote control	Option	Option	Option
Audio	Integrated unique fit audio	✓	✓	✓
	FM/AM/LW radio with 24 preset settings	✓	✓	✓
	RDS with PTY and TA settings	✓	✓	✓
	Cassette Player (Dolby B-type)	✓	✓	✓
	6-disc in-dash CD Autochanger	✓	✓	✓
	6 speaker system	✓	---	---
	8 speaker system		✓	✓
	Flexible removable roof-mounted radio aerial	✓	✓	✓
Security	Six disc Mini disc autochanger	Option	Option	Option
	Transponder key engine immobiliser (Thatcham cat. 1 approved)	✓	✓	✓
	Remote-control Alarm (Thatcham cat. 1 approved)	✓	✓	✓
	Double locking	✓	✓	✓
	Steering column lock	✓	✓	✓
	Integrated unique fit audio	✓	✓	✓
	Locking wheelnuts	✓	✓	✓
	Security window etching linked to 24hr helpline	✓	✓	✓
	Visible VIN	✓	✓	✓
	Vehicle parts marking traceable to VIN	✓	✓	✓
Seating, Upholstery & Trim	Tracker vehicle recovery system	Option	Option	Option
	Driver and front passenger seat recline and slide adjustment	✓	✓	✓
	Driver's seat height adjustment	✓	✓	✓
	Heated front seats	---	✓	✓
	Electrically multi-adjustable driver's seat		✓	✓
	Chenille fabric trim	✓	---	
Storage	Leather & 'Ecsane' (suede-like) trim combination		✓	✓
	Lockable illuminated glove box	✓	✓	✓
	Upper storage tray (not with Lexus Navigator option)	✓	✓	✓
	Front seatback pockets	✓	✓	✓
	Door storage bins (front and rear)	✓	✓	✓
	Ski hatch access from boot through to cabin	✓	✓	✓
Exterior & Body	4 cupholders (2 front and 2 rear)	✓	✓	✓
	Body coloured bumpers	✓	✓	✓
	Body coloured door handles and exterior mirrors	✓	✓	✓
	Underfloor aerodynamic shielding	✓	✓	✓
	Headlamp washers		✓	✓
	16" alloy wheels with locking wheelnuts (tyre size 205/55 x 6.5JJ)	✓	---	---
	17" alloy wheels with locking wheelnuts (tyre size 215/45 x 7JJ)	---	✓	✓
	Full-sized spare located in boot	✓	✓	✓
	Sports Package*	---	---	✓
	Pearlescent paint	Option	Option	Option
	Mesh front grille	Option	Option	Option
	Rear spoiler	Option	Option	✓
	Alloy scuff plates	Option	Option	✓
	Chrome exhaust finisher	Option	Option	✓
	Front/side/rear skirts	Option	Option	---

\* Sports Package comprises limited slip differential, drilled aluminium pedals, rear contact spoiler, stainless steel scuff plates, stainless steel exhaust pipe finisher, rear dark tinted glass and two-tone steering wheel.



## TECHNICAL SPECIFICATIONS LEXUS IS200

### DIMENSIONS AND CAPACITIES

#### Exterior Dimensions

Length	4,400 mm
Width	1,720 mm
Height	1,420 mm
Wheelbase	2,670 mm
Track (front)	1,495 mm
(rear)	1,485 mm
Min. Running Ground Clearance	135 mm

#### Interior Room Dimensions

Length	1,890 mm
Width	1,440 mm
Height	1,165 mm (1,125 mm)*

#### Boot Space

Luggage Capacity	400 l (14.0 cu ft)
------------------	--------------------

#### Overhang

Front	750 mm
Rear	980 mm

#### Fuel Tank

Fuel Tank Capacity	70 l (15.4 gallons)
--------------------	---------------------

#### Weights

Kerb Weight	1360 kg ('S' and 'SE' manual) 1435 kg ('Sport') 1370 kg ('S' and 'SE' automatic)
Gross Vehicle Weight (man - auto)	1820 kg - 1825 kg
Towing Capacity (trailer with brake)	1200 kg

Angle of Approach	18.4°
-------------------	-------

Angle of Departure	17.3°
--------------------	-------

Drag Coefficient (Cd)	0.28** ~ 0.29
-----------------------	---------------

()\* With sunroof

\*\* 0.28 with 16 inch wheels on 'S' grade





ENGINE CHARACTERISTICS	
Engine Type	1G-FE 6-cylinder in-line
Valve Mechanism	24-Valves, DOHC (with VVT-i)
Bore x Stroke	75.0 x 75.0 mm
Compression Ratio	10.0:1
Fuel Injection Type	Sequential Electronic Fuel Injection
Octane Rating	95 RON, unleaded
Displacement/Capacity	1988cc
Max. Output	153 bhp (114 kW) / 6200 rpm
Max. Torque	144 lb ft (195 Nm) / 4600 rpm

TRANSMISSION		
Type	Front engine installation, rear-wheel drive	
Gearbox Type	6-speed manual	4-speed automatic (ECT-iE)
Gear Ratios 1st	3,874	2,826
2nd	2,175	1,493
3rd	1,484	1,000
4th	1,223	0,730
5th	1,000	-
6th	0,869	-
Reverse	3,672	2,703
Differential Gear Ratio	3,909	4,100

SUSPENSION	
Front	Double wishbone type, coil springs (with stabiliser)
Rear	Double wishbone type, coil springs (with stabiliser)

STEERING	
Steering Gear Type	Rack and Pinion
Power Steering Type	Integral Type
Steering Gear Ratio	15.7
Turning radius (kerb to kerb)	5.1 m





BRAKES	
Type Front	296 mm - Ventilated discs
Rear	307 mm - Solid discs
Parking Brake Type	Duo-Servo
Brake Booster Type and Size	7" + 8"

WHEELS & TYRES		
	'S' Grade	'SE' and 'Sport' grades
Wheels	Aluminium, 6.5JJ	Aluminium, 7.0JJ
Tyres	205/55R16	215/45ZR17

PERFORMANCE		
	6-speed manual	4-speed auto
Max. speed	134 mph (215 km/h)	127 mph (205 km/h)
0-62 mph	9.5 sec.	11.2 sec.
0-400 m	16.7 sec.	17.8 sec.

FUEL CONSUMPTION		
	6MT	4AT
Fuel consumption - urban (l/100km/mpg)*	13.3/21.2	13.6/20.3
Fuel consumption - extra urban*	7.8/36.2	7.7/36.7
Fuel consumption - combined*	9.7/29.1	9.3/28.8

\* Testing weight of 1470 kg

Like it but don't want to re-type it? This and further Lexus information and pictures can be downloaded from the Net on: <http://www.newspress.co.uk>

For further information contact one of the following:

Scott Brownlee on 01737 785266 or by e-mail at [scott.brownlee@lgb.lexus.co.uk](mailto:scott.brownlee@lgb.lexus.co.uk)

Alun Parry on 01737 785272 or by e-mail at [alun.parry@lgb.lexus.co.uk](mailto:alun.parry@lgb.lexus.co.uk)

Sam Williams 01737 785307 or by e-mail at [samantha.williams@lgb.lexus.co.uk](mailto:samantha.williams@lgb.lexus.co.uk)

Ref:0621R