

LEXUS HISTORY

1983



BRAND

August 1983. At a secret meeting in Japan, Toyota's Chairman Dr Eiji Toyoda sets a challenge to a team of strategists, engineers and designers: "Can we create a luxury car to challenge the very best?"

CARS

More than 400 prototype vehicles are built, 100 are crash tested and more than 4.3 million test kilometres are driven in Japan, the USA and Europe

INNOVATIONS

More than 1,400 engineers and 2,300 technicians rise to the challenge.

60 designers, 24 engineering teams, and 220 support workers are engaged in the "F1" project. Every detail was exhaustively thought through - build tolerances were at least twice as accurate as competitors.

1989



BRAND

The Lexus brand is born.

CARS

The first LS 400 is launched, incorporating hundreds of new patents and setting new standards for quality and value. 2,919 are sold in the first month after launch.

INNOVATIONS

At the Lexus Tahara plant the welding process for the LS 400 was totally automated making welds 1.5 times stronger than those on conventionally welded vehicles.

1990



BRAND

Lexus is launched in Europe with a single model range, the LS 400.

INNOVATIONS

On the LS 400, aerodynamic considerations led to the underside of the vehicle having a smooth floor pan and a number of special fairings to direct airflow away from components. This gave the LS 400 class-leading under body aerodynamics.

1991

BRAND

Lexus starts its dominance in JD Power customer satisfaction surveys in USA, becoming the first brand to win the 'triple crown' of sales satisfaction, initial quality and being rated overall top brand for customer satisfaction.

Lexus becomes the USA's number one luxury import brand, outselling BMW and Mercedes-Benz.

CARS

A new coupe, the SC 400, is launched for the American market. Its design is the work of the CALTY centre in California.

1993

CARS

The new Lexus GS 300 was launched in Europe at the Frankfurt Motor Show.

1995

CARS

The second generation LS 400 was launched. The philosophy of steady evolution of Lexus cars was evident in its design.

1997

BRAND

A V8 4-litre engine with VVT-i was used in the HPS concept car. This intelligent valve technology revolutionised high-performance motoring.

LEXUS HISTORY

1998

BRAND

Lexus becomes the USA's top-selling luxury brand for the first time, outperforming domestic manufacturers Cadillac and Lincoln.

CARS

The RX 300 is launched creating a completely new market segment - the premium SUV

INNOVATIONS

The RX 300 4x4 is fitted with a V6 3.0 litre VVT-i engine and an automatic transmission with Power, Normal and Snow modes.

1999

CARS

The IS 200 compact sports sedan is introduced in Europe; the first Lexus model to be specifically developed for the European market.

INNOVATIONS

IS 200 features the best of Lexus equipment, including aluminium driving pedals and chronometer-style instruments.

2000

CARS

The first generation RX 300 goes on sale in Europe.



2001

BRAND

Lexus receives its first JD Power & Associates gold award in the UK

CARS

Lexus's European model range expands to five cars with the launch of the SC 430 coupe-convertible. Its sleek lines and classic styling were created by the Lexus European Design Center (ED²)

INNOVATIONS

The SC 430 is equipped with an elegant, all-weather aluminium hardtop that can be retracted in 25 seconds.

2002

BRAND

In Germany, the IS achieved a customer satisfaction index of 86%, the highest score of all cars listed in the JD Power survey.

This year saw Steven Spielberg ask Lexus to help design a car for Tom Cruise to drive in his latest blockbuster, *Minority Report*, a film set in 2054.

2003

CARS

An all-new RX 300 goes on sale in Europe.

INNOVATIONS

Technology highlights in the second generation RX 300 included air suspension, intelligent Adaptive Front Lighting, an automatic tailgate and Park Assist.

LEXUS HISTORY

2004

BRAND

Lexus's L-finesse design direction is unveiled, inspired by traditional Japanese aesthetic values

CARS

The LF-C concept makes its debut at the New York Motor Show, establishing the hallmarks of the new Lexus Design direction, portraying incisive simplicity and advanced technology.

INNOVATIONS

The RX 400h is launched - the world's first premium hybrid SUV. Its Lexus Hybrid Drive powertrain gives it the fuel consumption and emission levels of a much smaller, compact vehicle.

2005

BRAND

Toyota Motor Corporation launched the Lexus brand in Japan.

Lexus joins the world's largest design event, the Salone del Mobile di Milano (Milan Design Week). Through collaborations with world-renowned designers that create unique installations, Lexus aims to express its vision of a true luxury brand and its unique interpretation of design.

CARS

Lexus's L-finesse design philosophy is applied to new production vehicles - the second generation IS and third generation GS sedans. They capture the core qualities of the design language, defined as "incisive simplicity" and "intriguing elegance".

INNOVATIONS

The new IS, unveiled at the Geneva motor show, is offered with Lexus's first diesel engine, in addition to a 2.5-litre V6 petrol unit.

2006

CARS

The LS 460, fourth generation of the Lexus flagship, is launched.

The new RX 350, replacing the RX 300 offers greater fuel economy, acceleration and dynamics.

INNOVATIONS

The world's first premium high performance hybrid sedan is launched. The GS 450h offers a unique combination of performance, economy and low emissions.

Four world firsts in anticipatory safety are introduced in the LS: Advanced Obstacle Detection System, Emergency Steering Assist, Rear Pre-Crash Safety system and Driver Monitoring System.



2007

BRAND

The LS 460 is voted "World Car of the Year 2007".

CARS

The new IS F, the first of Lexus's "F"-marque cars is launched in Europe at the Geneva motor show

INNOVATIONS

The LS 600h and LS 600h L takes Lexus Hybrid Drive technology into the super-premium limousine market.

2009

CARS

Lexus presents its LF-Ch concept car at the Frankfurt motor show, signalling its interest in launching its first model to compete in the European C-premium market

Lexus introduces the third generation RX 350 and RX 450h reinventing the vehicle that created the premium SUV market.

The all-new IS 250C hard-top convertible and the all-new second generation GS 460 go on sale.

2010

CARS

World premiere of the CT 200h, premium compact hybrid at the Geneva motor show



LEXUS HISTORY

2011

BRAND

A unique Lexus full hybrid LS 600h L Landaulet featuring a one-piece, transparent polycarbonate roof served as the official Royal Wedding car on the occasion of the marriage of His Serene Highness Prince Albert II of Monaco.

CARS

The first LFA production vehicle arrives in Europe, one of only 500 of hand-assembled supercars that are planned for production.

The CT 200h, the world's first full hybrid premium compact hatchback, becomes Lexus's fifth hybrid to go on sale in Europe.

INNOVATIONS

Lightweight, powerful and balanced, the Lexus LFA features advanced Carbon Fibre Reinforced Plastic (CFRP) construction for its chassis and bodywork to deliver a light, incredibly strong and impact-resistant structure.

2012

BRAND

The final Lexus LFA is built on December 14, 2012, ending the supercar's production run of 500 units.

CARS

World premiere of LF-LC concept vehicle in Detroit which is named best concept car in the annual Eyes On Design Awards at the 2012 North American International Auto Show in Detroit.

Fourth-generation GS 350 and GS 450h go on sale, completely redesigned, inside and out. They reflect the brand's new design philosophy, with styling cues such as a distinctive new front grille shape that will become a feature of all future Lexus vehicles.

2013

BRAND

Lexus works with The Weinstein Company in an unprecedented collaboration between the motor and film industries to establish the Lexus Short Films series. Together the companies host the premiere of the first five films at the Cannes Film Festival in May.

CARS

The third-generation IS sedan is launched.

2014



BRAND

Lexus works with will.i.am for the Striking Angles campaign for the new NX crossover model. The musician-artist designs a one-off version of the car, unveiled during Paris Fashion Week. In UK, Lexus is ranked first in the What Car?/J D Power customer satisfaction for a 12th year.

CARS

The Lexus NX crossover and RC F high-performance coupe are launched.

INNOVATIONS

The Lexus Torque Vectoring Differential (TVD) is the world's first installation of a torque transfer-type torque-vectoring system in a front-engined, rear-wheel drive sports coupe. TVD enhances traction and control for extraordinary levels of handling and performance.

2015



BRAND

Lexus partners with experts in super conductive technology to create one of the most advanced hoverboards ever developed. The project forms part of its vibrant Amazing in Motion international brand campaign.

Lexus becomes the first vehicle manufacturer to win the "Best Entertaining" honour in the Milano Design Awards for its "Lexus - A Journey of the Senses" exhibit at Milan Design Week.

CARS

The fourth generation RX is launched.

INNOVATIONS

Lexus introduces its Lexus Safety System+ package of advanced active safety features, designed to help prevent accidents happening and lessen the consequences if an impact does occur. Features include a Pre-Crash System, Lane Departure Alert and an Adaptive High-beam System.

The visionary Lexus LF-FC (Lexus Future-Flagship Car/Fuel Cell) Concept offers a glimpse of the design and technology under consideration for a future flagship sedan that could reach the market around the end of the decade.

2016



BRAND

Lexus forms a creative collaboration with the actor Jude Law to launch the "The Life RX". The international promotional campaign is designed to amplify the qualities and appeal of the new luxury SUV, the 2016 Lexus RX.

CARS

The production version of the LF-LC, the Lexus LC, is unveiled. The flagship luxury coupe will reach showrooms in 2017.

INNOVATIONS

Lexus develops its Multi Stage Hybrid System for the LC 500h, a next generation technology designed specifically for performance vehicles.