



PRESS KIT

LEXUS WELCOMES YOU TO IBIZA TO EXPERIENCE THE 2020 RX, THE LATEST DEVELOPMENT OF THE WORLD'S ORIGINAL LUXURY CROSSOVER.

WE ALSO INVITE YOU TO LOOK BACK WITH US AT SOME OF OUR ACHIEVEMENTS IN THE 30 YEARS SINCE OUR BRAND WAS FOUNDED.

IBIZA, OCTOBER 2019







WELCOME TO IBIZA

The traditional Japanese hospitality principles of omotenashi have constantly been at the heart of our brand and our commitment to delivering the best possible customer service. Just as we are pleased to welcome you as our guests today, so we treat our customers with the same courtesy and attention you would extend to guests in the home. It's one of the qualities that sets Lexus apart, and we hope you enjoy experiencing omotenashi during your time with us.

We have learned a great deal during our first 30 years, and through constant improvement we have recorded some significant achievements. It's a story of innovation, brave design and the highest quality standards. Throughout, we have always listened to and valued the opinions of our customers and retailers, right around the world.

| LEXUS RX | 2020

During your time here with us you will have the first opportunity to experience the new 2020 RX. Evolutionary changes to the brand's core model include evolved styling, an even more comfortable and practical interior and enhanced ride, handling and responsiveness. As always, safety is the prime consideration and the new RX is the first vehicle in the world to feature a new BladeScan™ Adaptive High-Beam System, giving the driver a much greater field of night-time vision.

The attention to detail befits the RX's status as the originator of the luxury crossover market segment. To put its heritage into context, we have all four generations of the model on hand for you to drive. And we are also taking a look back at some of the milestones in our story, to reflect on some of the achievements we are most proud of.

We hope you have fun discovering how far the RX and we as a brand have come.









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THE PIONEER OF THE LUXURY SUV SEGMENT REACHES NEW HEIGHTS

MAIN FEATURES OF THE NEW RX

- An elegant, dynamic exterior, combined with a highly functional interior
- Enhanced stability and linear steering feel with the RX's signature ride comfort
- Segment-leading levels of safety provided by the world's first BladeScan™ Adaptive High-Beam System and the latest Lexus Safety System +
- Connectivity technology adds Apple CarPlay™ and Android Auto™, as well as touchscreen and touchpad control options
- The world's best-selling luxury hybrid SUV and best-selling Lexus model to date





The new RX luxury SUV reveals evolutionary changes to the brand's core model, which established the luxury SUV segment when it was first introduced in 1998. The new RX's exterior retains a powerful and sporty appearance, while the character line that runs from the front of the vehicle to the rear has been improved, giving the overall appearance exceptional flow and consistency. The result is an elegant, dynamic exterior that emphasises Lexus' new design language.

In terms of driving character, it embraces Lexus' engaging performance, following the path set by the LC and LS flagship coupe and sedan.

The engineers scrutinised every part of the vehicle, made enhancements to the rigidity of the body and suspension system, and added new shock absorber and brake control systems. The result is a vehicle with excellent handling feel and precision, and which faithfully traces the driver's intended lines.

The new RX is also equipped with the world's first BladeScan™ Adaptive High-Beam System and the latest generation of Lexus Safety System +.

2020 LEXUS RX



- Designers linked the lower bumper with the rear fenders, which blend with the window graphic on the bottom section of the rear pillar, lending a distinctively elegant and powerful shape to the rear.
- Furthermore, by positioning components such as the silencer and the underguard to accentuate the vehicle's width, the designers were able to provide the RX with a sporty, powerful rear.
- The signature Lexus spindle grille adds modulation to the 'L' pattern mesh and has a new frame that blends into the side of the front bumpers, creating a unified profile.
- New, slender headlamps give the front of the vehicle a new-found sharpness. At the rear, combination lamps feature an 'L' shape motif.

EXTERIOR

- Newly sculpted front and rear bumper designs achieve a flowing integration of character lines from front to rear, elevating the RX's dynamic appearance.
- Connecting the rocker panels to the bottom of the grille in a straight line delivers a feeling of heightened strength and stability.



AN ELEGANT, DYNAMIC EXTERIOR, COMBINED WITH A HIGHLY FUNCTIONAL INTERIOR

INTERIOR

- The third-row seats of the RX L now feature two different seating positions, providing up to an extra 95 mm of legroom.
- The second-row seats in the RX L have been reconfigured to offer the option of captain's seats, helping to create a spacious and comfortable cabin for RX's rear-seat occupants.

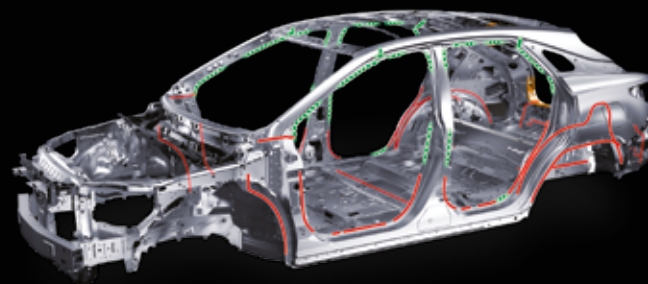


ENHANCED STABILITY AND LINEAR STEERING FEEL WITH THE RX'S SIGNATURE RIDE COMFORT



The new RX benefits from enhancements that contribute to driving pleasure, through changes to the suspension and increased body rigidity. Lexus Chief Engineer Takeaki Kato was determined to deliver a pleasurable driving experience with agile handling, and his engineering team worked closely with the production team to achieve this goal.

- Laser Screw Welding (LSW) and spot welding have been extensively employed throughout the vehicle, along with the increased use of high-strength adhesives (an additional 4.2 metres) in key areas. In combination with stiffening of the rear-anti-roll bar (now hollow and 1 mm wider in diameter) and greater hub rigidity, this gives more immediate response to steering inputs.



- The new RX features Active Cornering Assist (ACA) that suppresses understeer when stepping on the throttle in mid-corner, as well as dramatic improvements in the tuning of the steering, all of which results in a truly linear steering feel, allowing the RX to accurately trace the desired driving line in all driving conditions.

- The shock absorbers are equipped with a new Friction Control Device (FCD) which further reduces high-frequency vibrations caused by minute road surface imperfections. The shock absorbers promote flat cornering and exceptional responsiveness.





THE WORLD'S FIRST BLADESCAN™ ADAPTIVE HIGH-BEAM SYSTEM SYSTEM

BLADESCAN™ ADAPTIVE HIGH-BEAM SYSTEM

Lexus is a pioneer in automotive lighting technologies, and was the first auto maker to equip vehicles with LED headlamps and an Adaptive High-beam System (AHS) to give better illumination and improve safety.

In the new RX, Lexus introduces another world first with the BladeScan™ Adaptive High-Beam System. LED-sourced light shines onto two blade-shaped mirrors which rotate at high speed. The light is then directed to a lens to illuminate the road ahead. While the light does not appear to be moving, the BladeScan™ Adaptive High-Beam System precisely controls.

Because the effect of the high beam can be expanded in a more natural manner, the system illuminates areas that may be difficult to see with conventional high-beam systems, such as the shoulder of the road.

It also helps the driver to see pedestrians and road signs much earlier, without blinding the other drivers on the road. Night-time forward visibility has been improved to 56 m, compared to 32 m in the previous, array-type AHS.



LEXUS SAFETY SYSTEM +

- The Pre-Collision System uses an in-vehicle camera and front-grille-mounted millimetre-wave radar to help spot bicyclists during daytime and pedestrians during low-light conditions.
- By combining Dynamic Radar Cruise Control (DRCC) with Lane Tracing Assist (LTA), the new RX makes it easier for the driver to keep the vehicle in its correct traffic lane. If the system detects a potential lane departure, LTA alerts the driver with a visual warning and either a warning sound or steering wheel vibration (it may also apply a small steering correction).
- Road Sign Assist (RSA) acquires road sign information using a camera and from navigation maps and displays them on the driver's head-up display (HUD) and multi-information display. This reduces the risk of the driver failing to recognise signs, and encourages safe driving.



2020 LEXUS RX



CONNECTIVITY TECHNOLOGY ADDS APPLE CARPLAY AND ANDROID AUTO, AS WELL AS TOUCHSCREEN AND TOUCHPAD CONTROLS

- The new RX features a new touch-display screen. This is in addition to the Lexus-original remote touch interface, which itself has changed in format from a controller to a trackpad-type device.
- Ease of smartphone use is incorporated into the design, with a new phone holder and additional USB port, plus connectivity to Apple CarPlay™ and Android Auto™
- Voice control can be enabled via customers' phones to Apple Siri or Google Assistant. Likewise, drivers can select either Lexus navigation or smartphone versions.







BUILDING AN INTERNATIONAL BRAND

Since Lexus arrived on the world stage in 1989, we have constantly developed our business. Having started with just two models sold exclusively in the USA, we have steadily expanded both our product range and our global reach.

Even within a year from our launch, we established a presence in 17 different countries, including in Europe, while today the number is more than 90, making us a luxury brand with genuine international recognition.

The expansion continues today, not just in the automotive world, but taking our commitment to luxury, creativity and innovation into many different fields, from film and product design to ocean going yachts and amazing lifestyle experiences.



1989-1999

1989

United States

1990

Australia

Bahrain

Belgium

Canada

Finland

France

Germany

Hong Kong

Ireland

Kuwait

Netherlands

Oman

Qatar

Saudi Arabia

Switzerland

United Arab Emirates

United Kingdom

1991

Austria

*Guam**

New

Zealand

Puerto Rico

Sweden

1992

Denmark

Singapore

1993

Brunei

Italy

South Africa

Spain

Thailand

Yemen

1996

Cyprus

Israel

1997

Taiwan

1998

Brazil

Canary

Islands

Czech
Republic

Norway

Poland

Portugal

Russia

Ukraine

2000-2010

2001

Hungary

Republic of Korea

2002

Estonia

Jordan

Romania

2004

*Barbados**

2005

China

Japan

2007

Indonesia

Malaysia

Slovenia

2008

Azerbaijan

Mongolia

Chile

2009

Philippines

2010

Kazakhstan

2011-PRESENT

2012

Costa Rica

Panama

Peru

2013

Bolivia

2014

Vietnam

2016

Turkey

2017

Dominican

Republic

India

2018

Argentina

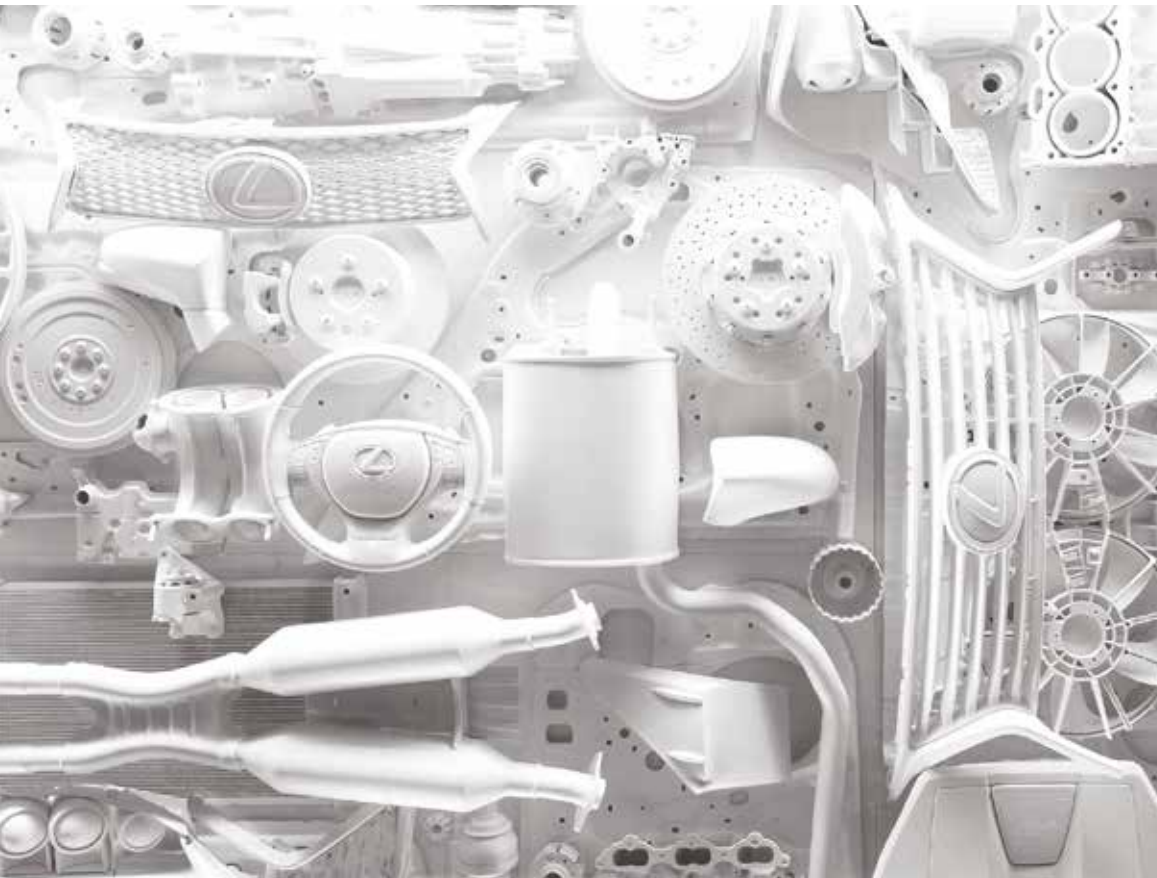
Egypt

Morocco



**Authorized Ordering*

THREE DECADES OF WORLD FIRSTS



We are constantly pursuing improvement – of ourselves, our processes, our products – to better our guests' experiences. In our commitment to always finding ways of improving what we do, we have become architects of innovation, constantly exploring new ideas and opportunities.

Our quest for improvement has delivered many world-first technologies.

We invite you to discover 30 innovations we brought to the global auto industry.

30

WORLD-FIRSTS BY LEXUS



ADJUSTABLE STEERING WHEEL WITH INTEGRATED SRS AIRBAG

The 1989 Lexus LS 400 was the first car to feature a steering wheel with a supplementary restraint system airbag as well as a broad range of tilt and telescopic adjustment.

DIGITAL SIDE VIEW MIRRORS

The new Lexus ES sedan was the first production vehicle to be fitted with digital side mirrors. Japanese market models are available with small cameras positioned on the front doors, which feed real-time images to five-inch

monitors located inside the cabin, at the base of the front pillars. The cameras are designed to operate consistently in all weather conditions, and will automatically enhance the images shown when the turn signals are activated.



AN ENGINE WITH THE WORLD'S HIGHEST THERMAL EFFICIENCY

The 2.5-litre petrol engine featured in the new ES 300h's self-charging hybrid electric powertrain has a higher thermal efficiency than any other engine in its class. Rated at 41 per cent against a specific engine output of 52 kW/l, it is able to capture more of the energy potential from every drop of fuel used.

FOUR GENERATIONS OF SELF-CHARGING HYBRID ELECTRIC POWER

Thirty years ago, heavy and fuel-thirsty engines were the norm for upmarket cars, but as the millennium turned, the world became increasingly conscious of the need to protect the environment and our natural resources. Lexus shunned the status quo and came up with a solution that provided more environmentally sound performance, without sacrificing the power, smoothness and refinement the luxury market demanded.

Self-charging hybrid electric power made its world debut in the premium market in the RX 400h crossover in 2004. The result of years of intensive research, this was a technology breakthrough that was to change the motoring landscape.





On the outside this looked like any other RX model – apart from a few small tell-tale details – but under the skin things were very different. Not only did it have a 3.3-litre petrol V6 engine, but there was also a powerful electric motor. The two power sources could work together to drive the vehicle, or the electric motor could work alone, with seamless, automatic operation to achieve the highest possible fuel and emissions efficiency in any driving conditions.

Kinetic energy was also harvested every time the vehicle slowed down or braked, converted into electricity and stored in a high-voltage battery.



Right from this early form, Lexus Hybrid Drive has been a “full” hybrid system, which means the vehicle can run on its electric power alone, with zero fuel consumption and zero emissions. Initially this was limited to low speeds and relatively short distances, but as the technology has been developed, the EV (electric vehicle) capability has been significantly increased so that today’s Lexus hybrids can go further and faster without burning fuel or producing CO₂ or other exhaust gases

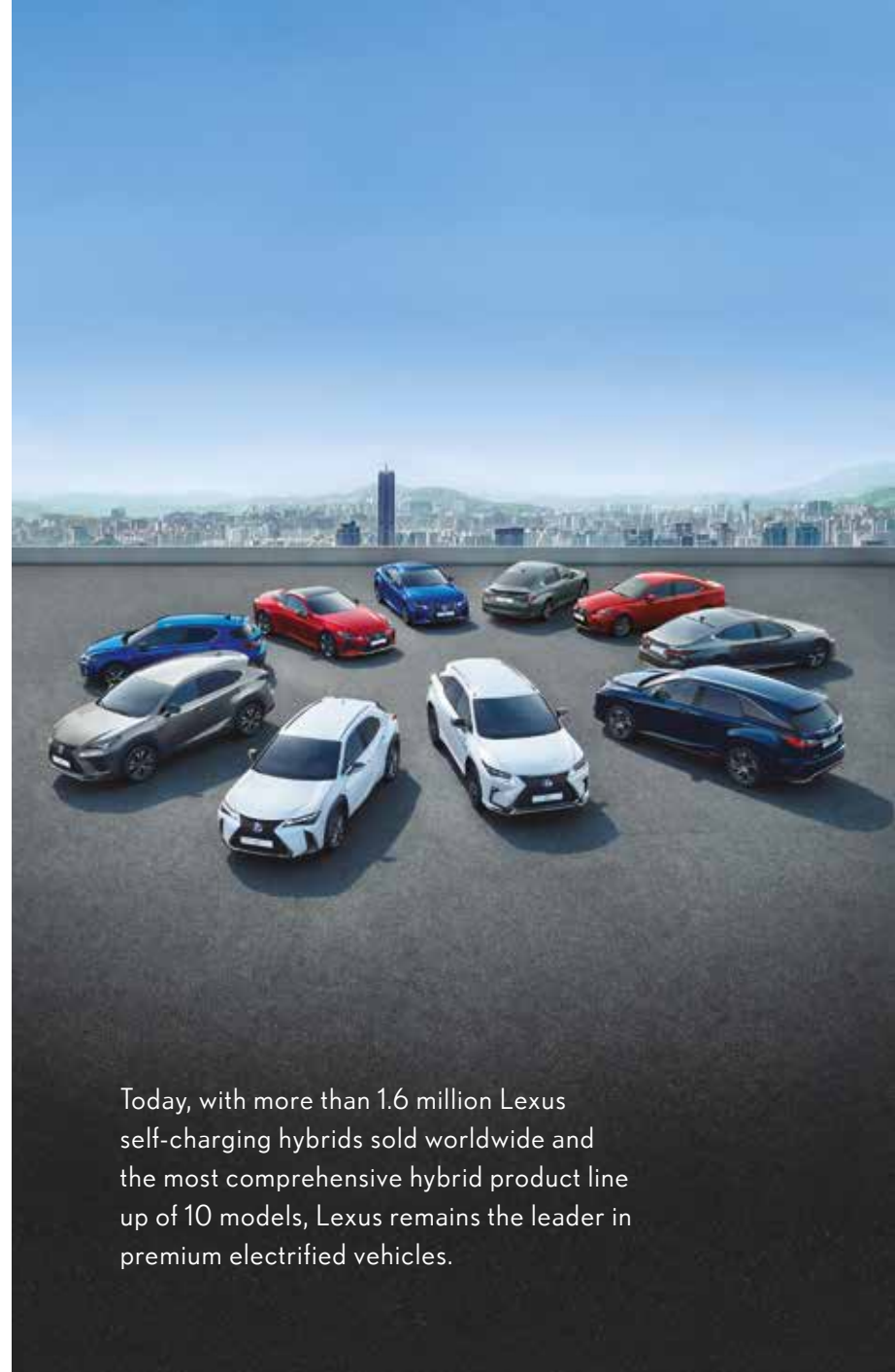
Since its debut, the technology has been steadily improved and rolled out across Lexus’ entire model range. Customers have responded positively and today 99% of new Lexus models sold in Western Europe are hybrids.

LEXUS SELF-CHARGING HYBRID SYSTEM

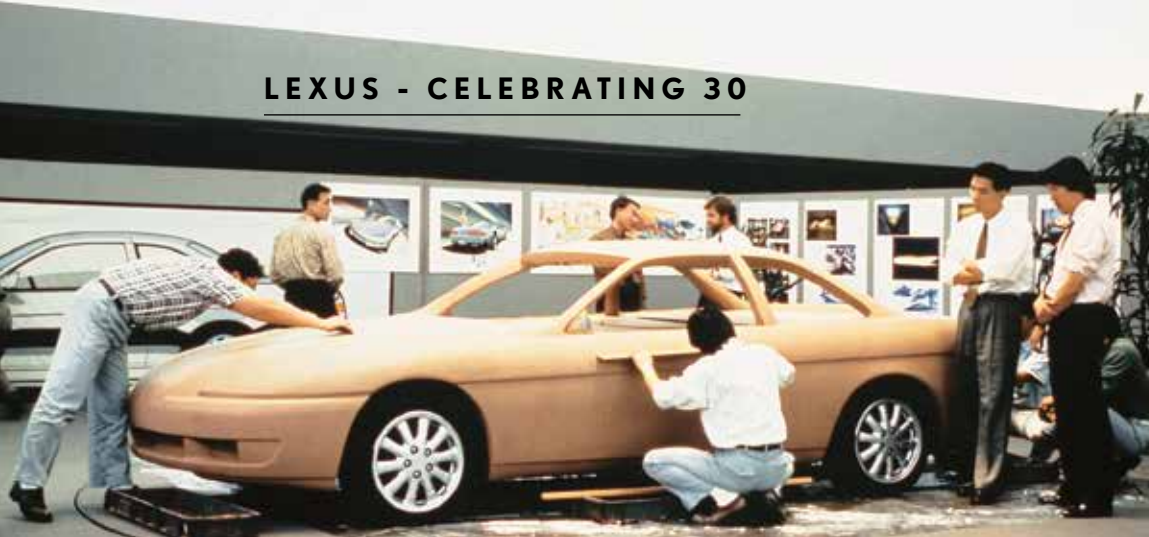
As well as achieving higher efficiency, Lexus Hybrid Drive's performance has been honed to deliver a more rewarding driving experience. This is a key quality of the Multi Stage Hybrid System, a new technology first introduced in the LC flagship coupe that optimises engine and electric motor performance at all speeds. While the driver enjoys more responsive and direct acceleration, the system maintains its fundamental high fuel economy and low emissions.

The fourth and the latest generation of Lexus self-charging hybrid system was introduced in 2019 in the new ES executive sedan and UX urban crossover. The system was optimised for the maximum engine efficiency and fuel economy. No effort was spared in the engine's development, with 60 prototypes built and more than 10 million kilometres of road testing carried out. The result is the most thermally efficient engine yet to be installed in a production vehicle – rated at 41 per cent.

The impact of this is reflected in the cars' benchmark performance data: the ES 300h's hybrid system delivers 218 DIN hp, with fuel economy from 5.8 to 5.3 l/100 km and CO₂ emissions from just 100 g/km. UX 250h's powertrain has a total output of 184 DIN hp, with fuel emissions from 4.1l/100 km and CO₂ emissions from 94g/km.



Today, with more than 1.6 million Lexus self-charging hybrids sold worldwide and the most comprehensive hybrid product line up of 10 models, Lexus remains the leader in premium electrified vehicles.



HOW TOYOTA MADE “THE BEST CAR IN THE WORLD”

In 1983, Toyota President Eiji Toyoda challenged his company to build “a car that is better than the best in the world.” It was a remarkable ambition for a business that had prospered by making cars for the mass market, driven by millions of people around the world. Many in the automotive world dismissed his ambition as fantasy; even within Toyota there were doubters who said his plans were impossible.

In spite of the scepticism, the top-secret Circle F project was launched. It was a serious undertaking from the start, being fully funded and involving a team of more than 4,000 people.



The targets they had to meet were unprecedented: a top speed of 250 km/h, yet fuel economy of at least 10.5 l/100km; an aerodynamic drag coefficient of no more than 0.29; and noise levels in the cabin no greater than 58 dB when cruising at 100 km/h. At the time, no German luxury car could achieve these benchmarks; moreover, Toyota had never built anything like this before.



The driving force behind the project was Chief Engineer Ishiro Suzuki. His no-compromise attitude helped inspire a 1,400-strong engineering team to achieve the seemingly impossible. In shift from established practices, every aspect that might limit the car's performance was reassessed and every problem encountered was traced back to its source and corrected. Toyota also had to learn what luxury meant to international customers, rather than domestic Japanese motorists, and apply that learning to ensure they could deliver a model with global appeal.

A new vehicle platform was constructed and a new engine was developed – a 241 hp quad-cam 4.0-litre V8. So thorough was the development process, almost 1,000 prototype engines were built. To ensure a bodywork design that was appealing to the eye as well as aerodynamic, dozens of wind tunnel tests were conducted, while to produce just the right luxury ambience in the cabin, 24 varieties of wood were assessed for the interior trim.

To gauge on-road performance, 450 test cars covered more than 4.4 million kilometres on Toyota's Shibetsu test track, which replicated every type of road surface the vehicle would encounter in the real world.

By 1989 Toyota not only had its world-class car, it also had a new brand. The LS was not going to be another Toyota, but it was to be one of the founding models of Lexus. Both car and marque made their world debut at the North American International Auto Show in Detroit.

Today the LS retains its position as Lexus' flagship sedan and is an established standard-bearer for Lexus' most advanced technologies, design and craftsmanship.



LEXUS - CELEBRATING 30



EURO NCAP
FOR SAFER CARS

Lexus ES



BEST IN CLASS 2018
Large Family Car

EURO NCAP
FOR SAFER CARS

Lexus ES



BEST IN CLASS 2018
Hybrid & Electric

DEMOCRATISING SAFETY TO ACHIEVE ZERO TRAFFIC ACCIDENTS

Not so very long ago, safety provisions in cars, even those at the top of the market, focused on protecting the people on board in the event of an accident happening. Seatbelts, airbags and a strong body construction were key elements, while the aids to help avoid a collision were confined mainly to braking and stability systems. Of course, preventing an accident from happening in the first place, is more desirable.

Lexus has been at the forefront of technical advances that have made cars able to recognise collision risks and automatically trigger systems to alert the driver and, if necessary, apply braking or steering forces to help avoid an impact, or lessen the consequences if an accident does happen.

The commitment to safety can be traced back to the first Lexus, the LS, which became the first car in the world to feature an SRS airbag integrated into the steering wheel. Later, the company also installed the world's first dual-chamber passenger airbag to provide better impact protection.



In 2015, Lexus bundled its principal new safety features in a new package called Lexus Safety System +, revealed for the first time on the fourth generation RX luxury crossover. This was the start of a worldwide roll-out – today 99 per cent of the Lexus model range in Europe features Lexus Safety System + as standard.



The scope of the technologies included in Lexus Safety System + has been constantly developed so that the car is able to recognise and respond to a wider range of potential accident risks. For example, the Pre-Collision System is able to recognise pedestrians as well as other vehicles on the road ahead, in day or night-time driving, and to detect bicycle riders in daylight, too. World-first applications include an Active Steering Assist function, where, in appropriate circumstances, the car will automatically steer around a collision hazard; Front Cross-Traffic Alert, which warns the driver of vehicles moving across

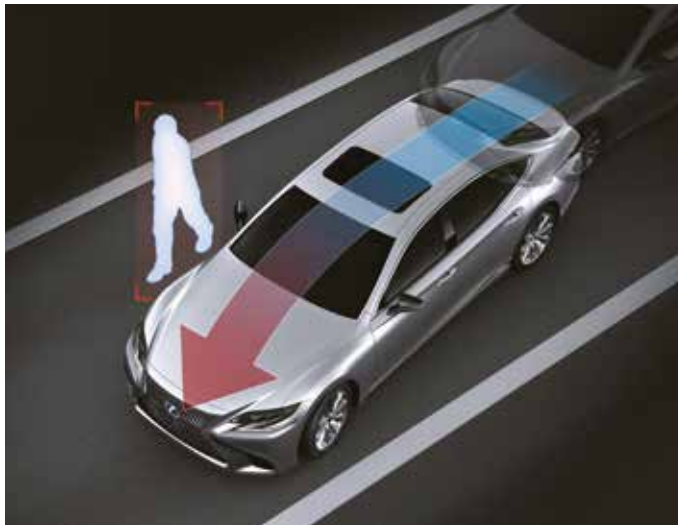
LEXUS SAFETY SYSTEM +

The wide-ranging availability of Lexus Safety System + follows Lexus belief that, to be effective in reducing accidents and injuries, new safety technologies need to be provided on as many vehicles as possible. It's a "democratisation" policy that means these features are not restricted to the most expensive, high-grade models, but are offered at all levels. Lexus also makes its technology know-how to other businesses, to help the further spread of advanced systems.



the flow of traffic at junctions; and a two-stage Adaptive High-beam System (AHS), which automatically maximises forward illumination without dazzling other drivers. In the new 2020 RX, the lighting technology is further improved with the world's first use of a BladeScan™ Adaptive High-Beam System.

In 2017, the launch of the all-new Lexus LS 500h flagship sedan marked another significant leap forward in safety with the debut of Lexus Safety System + A. This impressive portfolio provides a level of driver assistance that signals Lexus' progress towards future automated driving systems. Although not formally classified, Lexus Safety System + A meets the criteria for SAE Level 2+ automation – the industry yardstick for automated driving capability.



THE LEXUS RX, THE WORLD'S FIRST LUXURY CROSSOVER

IN THE LATE 1990S THE TASTE FOR LARGE SUVS WAS ON THE WANE. THE MARKET WANTED SOMETHING DIFFERENT AND IT WAS NEWCOMER LEXUS THAT CAME UP WITH THE ANSWER - THE RX 300, THE WORLD'S FIRST LUXURY CROSSOVER.

Having already disrupted the status quo with its bold ambition and game-changing customer service, the upstart brand produced a vehicle that was to shape a whole new market segment - one that today is hotly contested by almost every premium car maker.

The designers worked to maintain the qualities people liked in SUVs, such as the high driving position, good all-round visibility and their perceived strength and stability. At the same time, they introduced more car-like characteristics: the RX was more agile,



handled better in urban traffic and returned better fuel economy. The basic concept for the development team was that it should be as comfortable and powerful as a passenger car and should be capable of off-road driving like an SUV.

Lexus dispensed with the traditional body-on-frame SUV construction and instead used a one-piece monocoque chassis, just like a car. The result was a lightweight but highly rigid vehicle that handled smoothly and stably, without any pronounced body roll. With a smooth, quiet and powerful 3.0-litre V6 engine under the bonnet, the RX met the key criteria for a luxury model. Customers could also choose between front-wheel or all-wheel drive versions to suit their preference.

**WITH 3 MILLION UNITS SOLD
WORLDWIDE SINCE THE ORIGINAL
MODEL'S LAUNCH MAKE THE RX
LEXUS' BEST-SELLING MODEL SO FAR
AND IT REMAINS AT THE HEART OF
THE BRAND.**

For 2020, the fourth generation RX has been significantly upgraded, to ensure it remains at the forefront of the market segment it founded.

The RX made its debut at the 1997 Chicago Auto Show, presented as an "SLV" – Sport Luxury Vehicle. The response of the media and public was highly positive and the model became another instant sales success for Lexus. In fact, the RX's popularity has been sustained through four generations, during which time it has kept pace with market trends and adopted new powertrains. Its status within the Lexus line-up is reflected in the fact it was the first model to be offered with self-charging hybrid electric power – a world first for the international luxury car market. More recently, the range was extended to include a specially designed seven-seat version, the RX L.



UNPARALLELED CRAFTSMANSHIP



Robots and computerisation have transformed the way cars are built, improving the quality of both the production processes and the products.

Nonetheless, the human hand and eye remain the best tools when it comes to securing the highest quality. That is why the skills of Lexus' master craftspeople – the Takumi – are as critical in ensuring every vehicle that comes off the production meets the required high standards.





Attired in distinctive black-and-white overalls and wearing white gloves, this small and highly select group of workers can detect the kind of blemishes that are only visible to the trained eye. They also ensure the quality of luxury defining processes, for example the hand-sanding of the base coats to ensure the final paintwork has a deep and flawless finish, or the meticulous hand stitching of leather upholstery.

The ears of the Takumi are essential tools, too, listening to the engines to verify they are running smoothly and generating the desired resonance and note.

The Takumi work with pride and passion, and every one of them has at least 30 years' experience in the Lexus factory. Nonetheless, their skills are themselves subjected to checks – for example, the quality of the paint inspectors' work has to be certified four times per year. To prevent fatigue, workers must refresh their sense of touch every two hours to ensure no loss of precision, while it is part of the Takumi's training to be able to fold an origami model of a cat using their non-dominant hand, in less than 90 seconds.

As well as continually developing their own skills, they also share their knowledge and craftsmanship with a new generation, ensuring Lexus vehicles will continue to be built to the same exacting high standards.







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