

1983:

- At a top-level, top-secret meeting, Toyota Chairman, Eiji Toyoda, proposes the creation of a luxury vehicle line to directly compete with Mercedes-Benz, BMW, Jaguar, Cadillac, and Lincoln.
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1984:

- Chief engineers Shoiji Jimbo and Ichiro Suzuki, together with a team of managers and engineers, supervise the initial development of the vehicle, code named the F1: “F” for flagship and “1” for a sedan of the highest order.
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1985:

- A study team visits the U.S. to conduct focus groups while a design team moves to Southern California to work with Calty Design, Inc. to study the American luxury car buyer and to aid them in producing design concepts.
- The first of 450 running prototypes is built.



Eiji Toyoda



Ichiro Suzuki with an LS 400





Lexus prototype in America



F1 prototypes

1986:

- Performance testing begins on the Autobahn in Germany.
 - Extensive testing on American roads begins.
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1987:

- Management approves the final design of the F1 after the 9th presentation is made.
 - Lexus is formally established as the luxury car division of TMS, U.S.A.
 - Lexus and Motorola join to develop a dealer-installed “hands free” cellular telephone system.
 - Saatchi & Saatchi creates a separate division, Team One, to handle Lexus’ advertising.
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1988:

- The Lexus concept and “L” logo are introduced at various auto shows throughout the country.
- Lexis, a legal information network, files suit challenging the use of the “Lexus” name.

1988:

- After a rigorous competitive selection process, the first 80 Lexus dealerships are named.
- Consumer clinics are held in New York and Los Angeles for prospective Lexus buyers to view the F1 alongside competitive models.
- The Lexus Satellite Network goes online linking dealers with TMS headquarters to provide up-to-the-minute information about new car inventories, parts availability, and financing programs.
- The first Lexus dealership breaks ground in Columbus, OH.
- The F1 is designated the LS 400, 'LS' representing luxury sedan and '400' for its 4.0 liter engine. The smaller Lexus sedan is named ES 250, 'ES' for executive sedan and '250' for the 2.5 liter engine.
- Lexus teams with Nakamichi and Pioneer to produce special sound systems in the LS 400.



Lexus of Columbus Groundbreaking

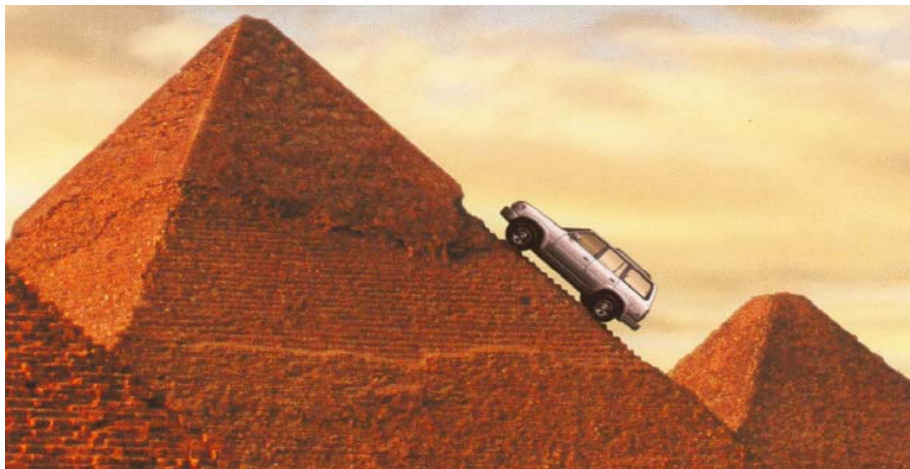


Lexus LS 400





First Lexus vehicles arrive in the U.S.



It isn't every carmaker that can transport you all the way to ancient Egypt.

Lexus sponsors San Francisco Opera's production of Egypt-themed "Aida"

1989:

- The LS 400 and ES 250 are unveiled to the world at Detroit and Los Angeles auto shows.
- The naming lawsuit brought by Lexis is resolved in favor of Lexus.
- The first production LS 400 rolls off the line at the Tahara plant in Japan.
- Lexus begins sponsorship of the San Francisco Opera, the first in a series of cultural sponsorships designed to align the brand with events enjoyed by its target audience.
- The LS 400 and ES 250 go on sale.
- Lexus initiates a special service campaign for all 8,000 LS 400 sedans sold due to a limited number of complaints about problems with the cruise control and rear brake light. The high standard of service given by dealers during the recall wins Lexus praise and signals a new, higher level of customer care in the automotive industry.

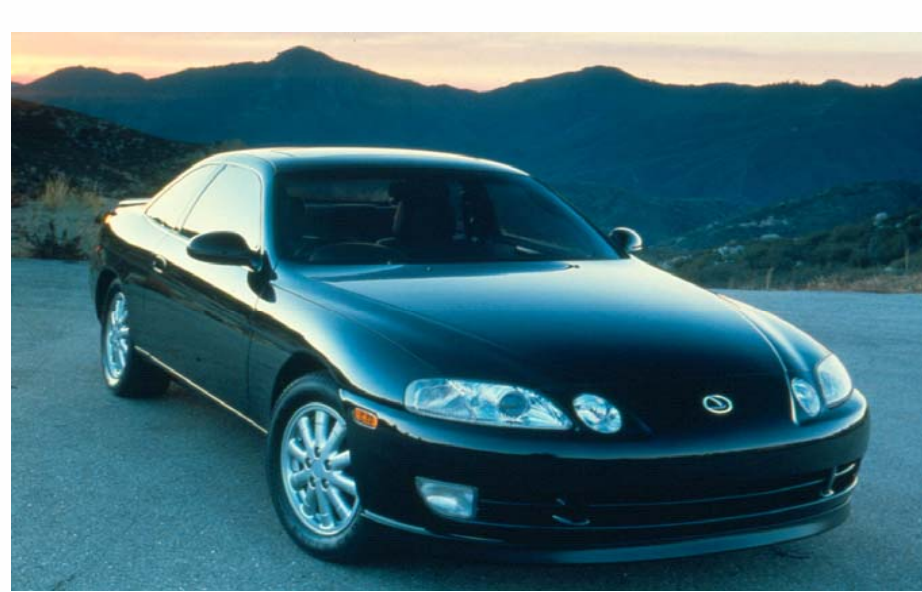


1990:

- Lexus exceeds its first 12-month sales goals of 60,000 cars by more than 3,000 cars.
 - The Lexus LS finishes first in all categories, including overall satisfaction, in Car & Driver's 1990 New Car Buyer's Study
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1991:

- Lexus launches the Commitment to Perfection Certification Program, the industry's most comprehensive customer service training program for all employees at headquarters, dealerships, and regional offices.
- The first new addition to the Lexus product line, the 1992 SC 400 coupe goes on sale featuring sleek styling developed by Toyota's Caltex Design studio.
- The 1992 SC 300 coupe, featuring a 3.0 liter engine, goes on sale.
- The second-generation ES 300 with a larger, more powerful 3.0-liter engine goes on sale, replacing the ES 250.



Caltex-designed Lexus SC 400



1992 ES 300



First Interactive Video Conference



1993 LS 400

1991:

- Lexus Financial Services begins offering special finance & lease programs for luxury car buyers.
 - Lexus sells 70,000 vehicles and becomes the No. 1 luxury import for the first time, more than Mercedes Benz and BMW.
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1992:

- 24 Lexus dealerships win the first “Elite of Lexus” awards for outstanding dealership operations. The awards are given out after a year-long evaluation of customer satisfaction, sales and business management.
- Lexus holds its first live interactive videoconference with dealers providing an opportunity for phone-in questions, a summary of 1991, and plans for the year ahead.
- A freshened LS 400 is offered with more than 50 changes, many in direct response to dealer and customer requests.

1992:

- The Lexus Portable Plus Cellular Telephone, developed with Motorola, is the first factory-offered telephone that can be used either as a voice-activated in-car cellular telephone or as a pocket-size portable unit.
 - More than 15,000 people attend nationwide dealership open houses to introduce the new GS 300 luxury performance sedan. As a result of these events, 83 are sold on-site three months before they are available.
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1993:

- The GS 300 luxury car officially goes on sale. It features styling by the Giorgetto Giugiaro ItalDesign Studios with a 220 horsepower, 3.0-liter inline-six cylinder engine.



The Lexus Portable Plus Cellular Telephone



1993 GS 300





Port of Jacksonville



1995 LS 400

1993:

- Lexus introduces its Certified Pre-Owned (CPO) Vehicle program. CPO Lexus vehicles are thoroughly inspected and include warranty coverage with 24-hour roadside assistance, and additional factory-backed service agreements.
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1994:

- Lexus begins importing and processing vehicles through the Port of Jacksonville, FL, adding to its port facilities in Long Beach, Portland and Newark. The new southern port provides vehicles to 21 Lexus dealers from North Carolina to Florida.
- The redesigned second-generation 1995 LS 400 goes on sale. With an improved power-to-weight ratio, acceleration performance matches or exceeds that of 4.5 liter-class competitors, while a contributor to fuel efficiency is its low drag coefficient, which at a mere .28, made the LS 400 the most aerodynamically efficient automobile available in the US.



1995:

- U.S. Trade Representative Micky Kantor and the Clinton administration threaten a 100% tariff on selected Japanese luxury vehicles, including the entire Lexus line, as leverage in a longstanding U.S./Japan trade dispute. Lexus associates and dealers launch a grassroots letter writing and lobbying campaign in May to inform their representatives, senators, and the president how the tariff would adversely affect 7,500 American jobs. One month later, a last-minute agreement is reached between the U.S. and Japan averting a trade war.
- Lexus promotes its Certified Pre-Owned (CPO) Vehicle program with a half-hour long television infomercial.

1996:

- The LX 450 “luxury utility vehicle” goes on sale. The engine produces 212 horsepower at 4600 rpm and 275 lb- ft. of torque at 3200 rpm, providing more power and better performance than its chief competitor.



Dealerships support Lexus in opposing a proposed luxury car tariff



1996 LX 450





1997 ES 300



1998 GS 400

1996:

- Lexus reaches a cumulative 500,000 vehicles sold in the U.S.
- Lexus announces the launch of the Lexus Centre of Performance Art, a website offering Lexus information, dealer links and Certified Pre-Owned vehicle information.
- Lexus and Coach partner to produce a limited edition ES 300 with Coach leather trim interior, special badging, and Enkei designer wheels.
- The third-generation ES 300 sedan goes on sale. The ES 300 is powered by a smooth 3.0-liter, 24-valve V6 engine.

1997:

- Lexus and Coach continue their partnership with the production of a limited edition LS 400.
- The second-generation GS 300 and GS 400 go on sale. The GS 300 comes with a 6-cylinder, 3.0 liter engine and the GS 400 comes with a 4.0-liter, 300 horsepower V8 engine

1999:

- As Lexus acknowledges the 10th anniversary of its first vehicle sold, the company also celebrates its eighth straight month as the top-selling luxury marquee in the United States.
 - Lexus sells its millionth vehicle in the US – a 2000 RX 350 that is donated to the Peterson Automotive Museum as part of Lexus' celebration for reaching its one-millionth milestone.
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2000:

- Lexus launches a consumer magazine and website, www.INSIDELexus.com.
- The IS 300 sports sedan goes on sale featuring a 215 horsepower, 3.0-liter six-cylinder engine and rear-wheel-drive.
- Lexus' one-millionth vehicle is auctioned at Christie's Exceptional Cars Auction at the Peterson Automotive Museum in Los Angeles.
- The GS 430 with a 4.3-liter V8 engine is introduced.



2001 IS 300



2001 GS 430





Lexus IS 300 pace car at the Marlboro 500 in Phoenix, Arizona



SC 430 hardtop convertible

2000:

- The third-generation Lexus LS 430 goes on sale with new luxury features, more interior room, and a new 290-horsepower 4.3-liter V8 engine.
- A race-modified Lexus IS 300 pace car leads the Marlboro 500 at the CART FedEx Championship season finale.

2001:

- The second-generation SC 430 goes on sale and features Lexus's first convertible a retractable hardtop.
- The RX Silversport limited edition featuring a Euro-tuned sport suspension, a special grille, unique interior luxury items and exclusive colors goes on sale.
- Lexus makes its official racing debut fielding two IS 300s at the Phoenix Grand-Am Cup Race.
- Lexus and AutoTrader.com announce an exclusive search engine for Certified Pre-Owned Lexus vehicles.



2001:

- The 2002 Lexus IS 300 5-speed and SportCross go on sale.
 - The fourth-generation 2002 ES 300 goes on sale. The ES 300 has a V6 engine with continuously Variable Valve Timing with intelligence (VVT-i), which helps eliminate the compromise between low-end torque and high-rpm horsepower.
 - Lexus begins offering financial assistance for the installation of aftermarket adaptive equipment for drivers with disabilities.
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2002:

- Lexus debuts its 2054 model year *Minority Report* sports car at the Los Angeles Auto Show. The vehicle is specially built for the futuristic movie starring Tom Cruise and directed by Steven Spielberg.
- Lexus offers a Coach edition RX 300 and a limited edition GS 300 SportDesign with a Euro tuned suspension.



2002 ES 300



Lexus Minority Report Car



2003 GX 470



2004 RX 330

2002:

- The 2003 Lexus GX 470 mid-size luxury utility vehicle goes on sale. The third luxury SUV in the Lexus line-up, the GX features a 4.7-liter V8 engine and full-time four-wheel drive system as well as a long list of active and passive safety features.
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2003:

- The second-generation, 2004 RX 330 goes on sale, replacing the RX 300. The new RX 330 is available in both two-wheel and all-wheel drive configurations, and has a larger 3.3-liter V6 engine.
- The 2004 ES 330 goes on sale, replacing the ES 300 with a larger, 3.3-liter engine, enhanced optional navigation system, new safety features, and Ultra Low Emissions Vehicle (ULEV) certification.
- The first Lexus built outside Japan, an RX 330, rolls off the line in Canada at Toyota Motor Manufacturing, Cambridge, Ontario plant.

2004:

- Lexus enters the Grand American Rolex Sports Car Series, debuting in the Rolex 24 at Daytona.
 - CompUSA Ganassi Racing Lexus drivers Max Papis and Scott Pruett win the 2004 Grand American Rolex Series driver's and team championships with a victory at the Lexus Grand American 400K at the California Speedway.
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2005:

- The LF-S concept car debuts at the Greater Los Angeles Auto Show. It is the first example of the brand's new, more emotive design theme called "L-Finesse."
- The third-generation 2006 Lexus GS 300 and GS 430 go on sale. Joining the GS 430's potent and refined 4.3-liter V8, is an all-new 3.0-liter, 245-horsepower V6 engine replacing the inline six in the GS 300.



Lexus Racing at Daytona



Lexus LF-S concept car





RX 400h luxury hybrid vehicle



2006 IS 350

2005:

- The world's first luxury hybrid, the 2006 Lexus RX 400h, goes on sale. The front-wheel-drive model features the Lexus Hybrid System that combines a 3.3-liter V6 engine with high-torque electric-drive motors to achieve 268 horsepower and an EPA-estimated fuel economy rating of 29 mpg.
- Lexus launches the branded Lexus Pursuits Visa Card for customers through the Lexus Financial Services. Lexus credit card holders will earn 5 points for every \$1 spent in purchases (excluding returns) made at Lexus dealerships.
- The third-generation 2006 Lexus IS debuts with three models, the IS 250, 250 AWD, and the 306-horsepower IS 350. All feature new V6 engines, transmissions, and suspensions.

2006:

- Lexus introduces the new RX 350 powered by a 270-horsepower, 3.5 liter, V-6 engine.



2006:

- Lexus introduces the new fourth generation LS 460 Luxury sedan. The engine, Lexus' first all-new V8 since the brand's launch, produced an impressive 380 horsepower and 367 pound-feet of torque.
 - Lexus unveils the 2008 LS 600h L hybrid luxury sedan at the 2006 New York Automobile Show. The LS 600h L combines an all-new five-liter V8 gasoline engine with large, high-output electric motors and a newly designed large-capacity battery pack.
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2007:

- Lexus debuts the new IS-F and LF-A concept cars at the Detroit Auto Show. The IS-F will use the 4.6-liter V-8 from the new LS460 and will also feature that car's new, eight-speed transmission. The LF-A is powered by a 500 plus hp V-10 engine.
- The world's first V-8 hybrid, the LS 600h goes on sale.



2008 LS 600h L



LF-A concept car