

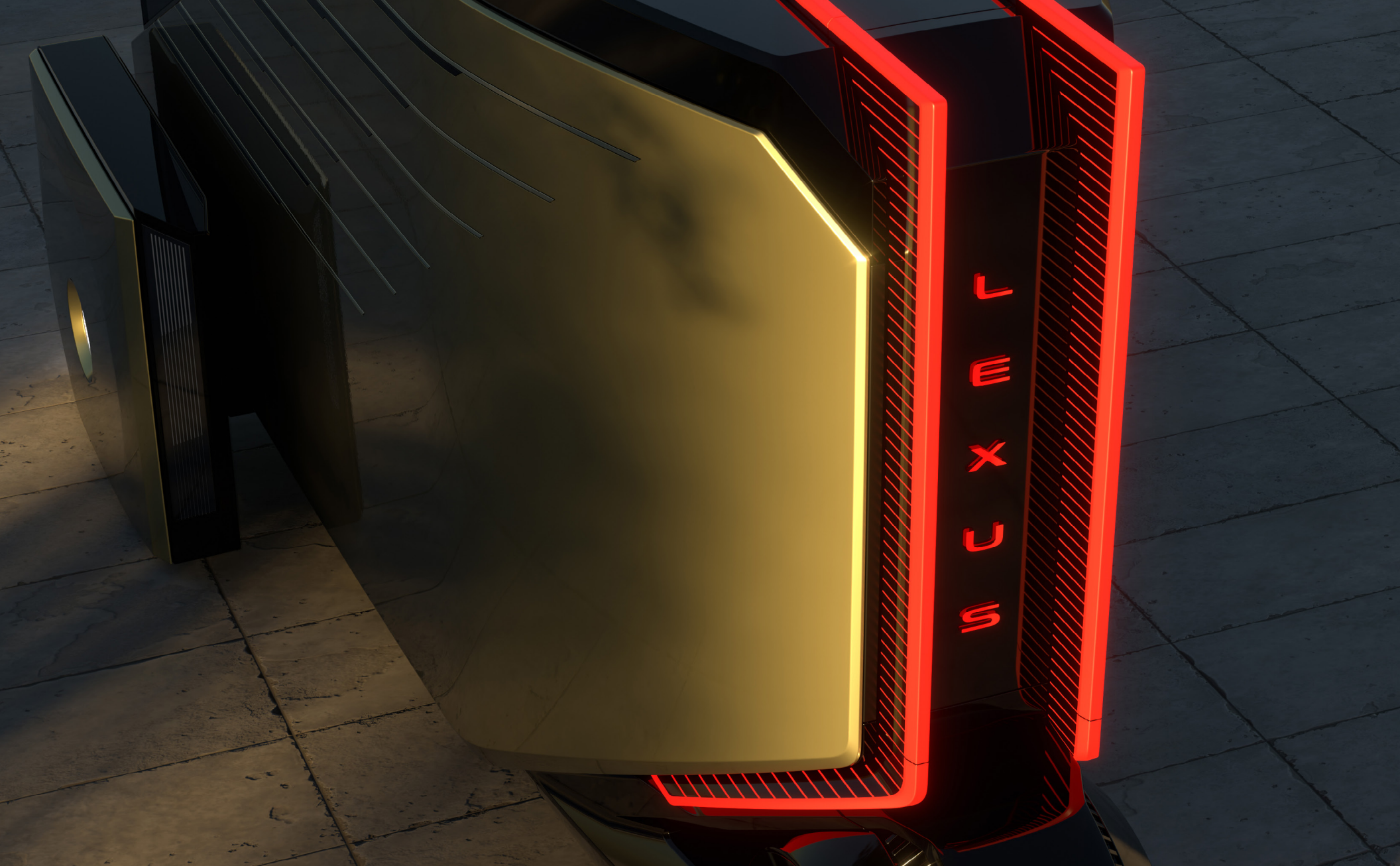
DISCOVER



 LEXUS

In moving from the age of cars into the age of mobility where you can enjoy moving more freely and enrich your lifestyle, one asks, "What is Lexus?" and "What kind of value should Lexus provide?"





When Lexus introduced the brand with the first-generation LS it was impactful. We went back to the notion of “not copying anyone”. Even in an era of uncertainty, the brand wants to open the future with a challenge to “discover” a “new value” in luxury for customers around the world. This is what Lexus is all about. Thinking back in time, LS was an epoch-making “car that no one had imitated” that brought about a change in that era for luxury while serving notice of Lexus.

ORIGINAL LS



DISCOVER A BETTER WAY

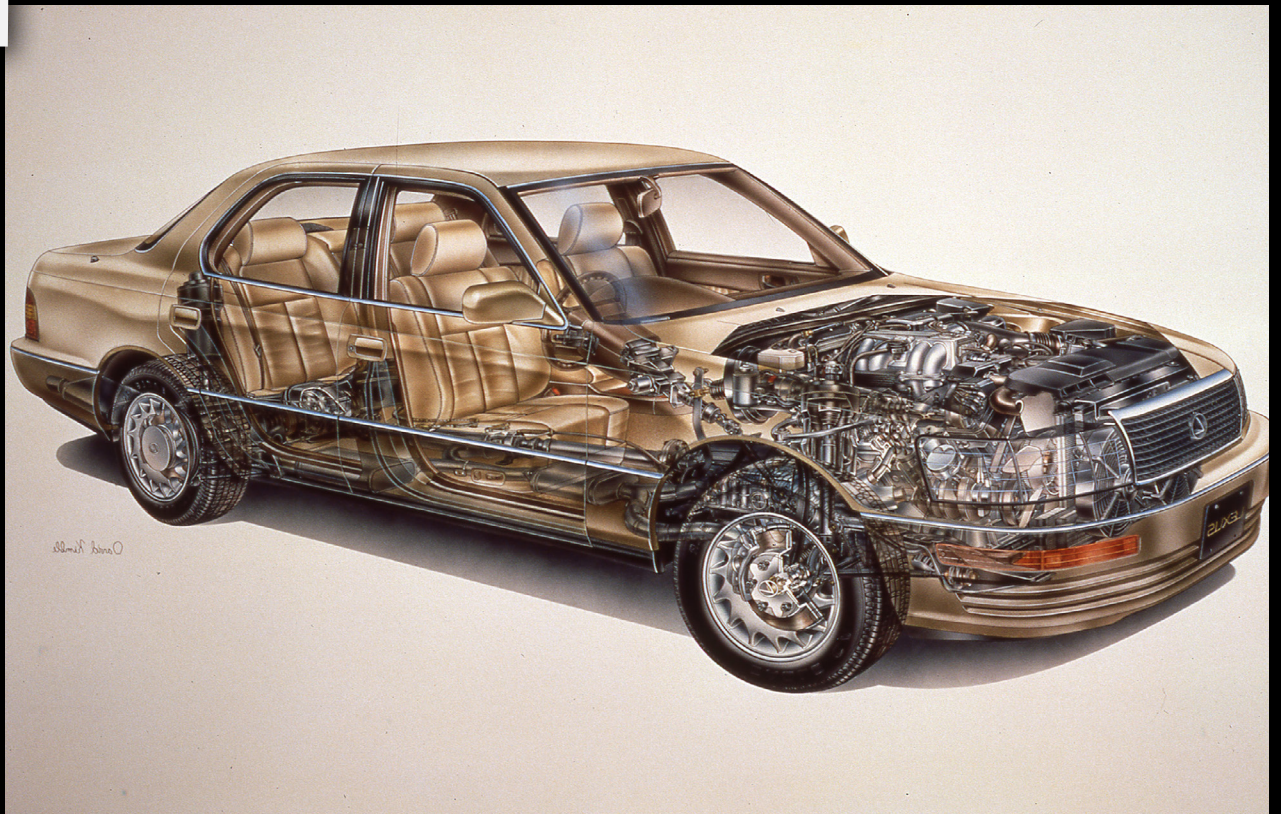
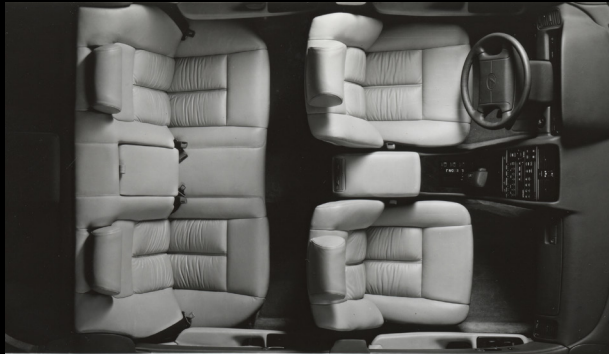
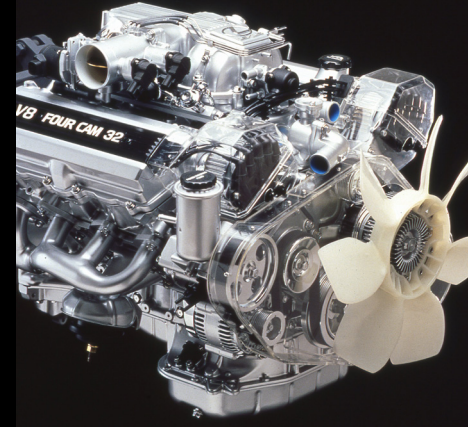
Overwhelming quietness, refinement and quality that rewrote the standards for luxury automobiles

ORIGINAL LS



LEXUS LS 400: A SILKY, SMOOTH RIDE -- The LS 400's performance is enhanced by an "intelligent" 4-speed electronically controlled transmissic ECT-4). Via computer, the LS 400's transmission communicates with the engine to retard ignition timing for a split second during shifts, reducing engir orque and allowing for smoother shifts.

Contact: Lexus Public Relations -- (213) 781-3234



RX300



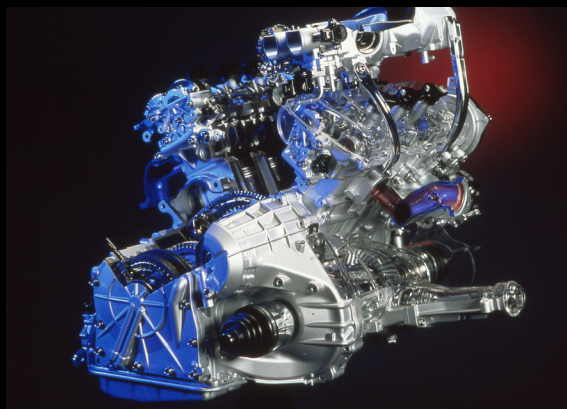
DISCOVER FREEDOM

Expressive style blends space, utility and luxury to make a new idea

RX300



The RX300. Make Your 2004 of the Year. It might as well often 2004 on the block. It just rides a whole lot smoother. THE BEYONDLESS PURSUIT OF PERFECTION. LEXUS

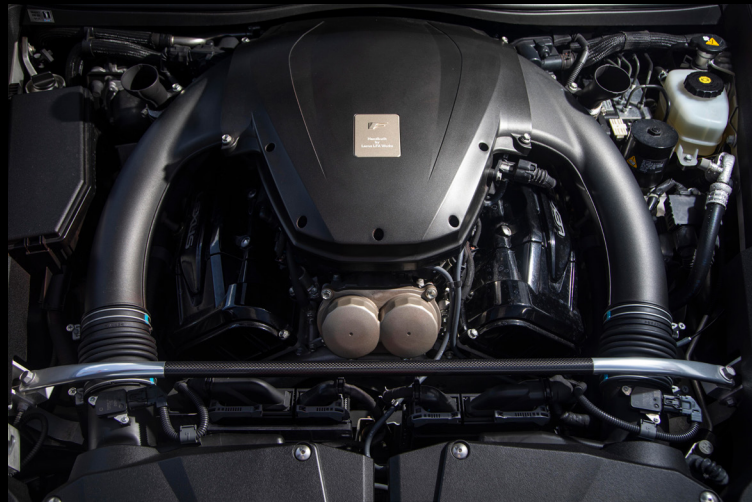


LFA



DISCOVER SENSORY OVERLOAD
Soul-shaking performance and sound

LFA



LC

DISCOVER A LIFE WITHOUT COMPROMISE
Performance and luxury, perfectly united with no compromises



LC



LBX

DISCOVER A LIFE WITHOUT RULES
Nuanced luxury and size reach beyond the traditional hierarchy



LBX



LEXUS LS CONCEPT



LEXUS LS CONCEPT



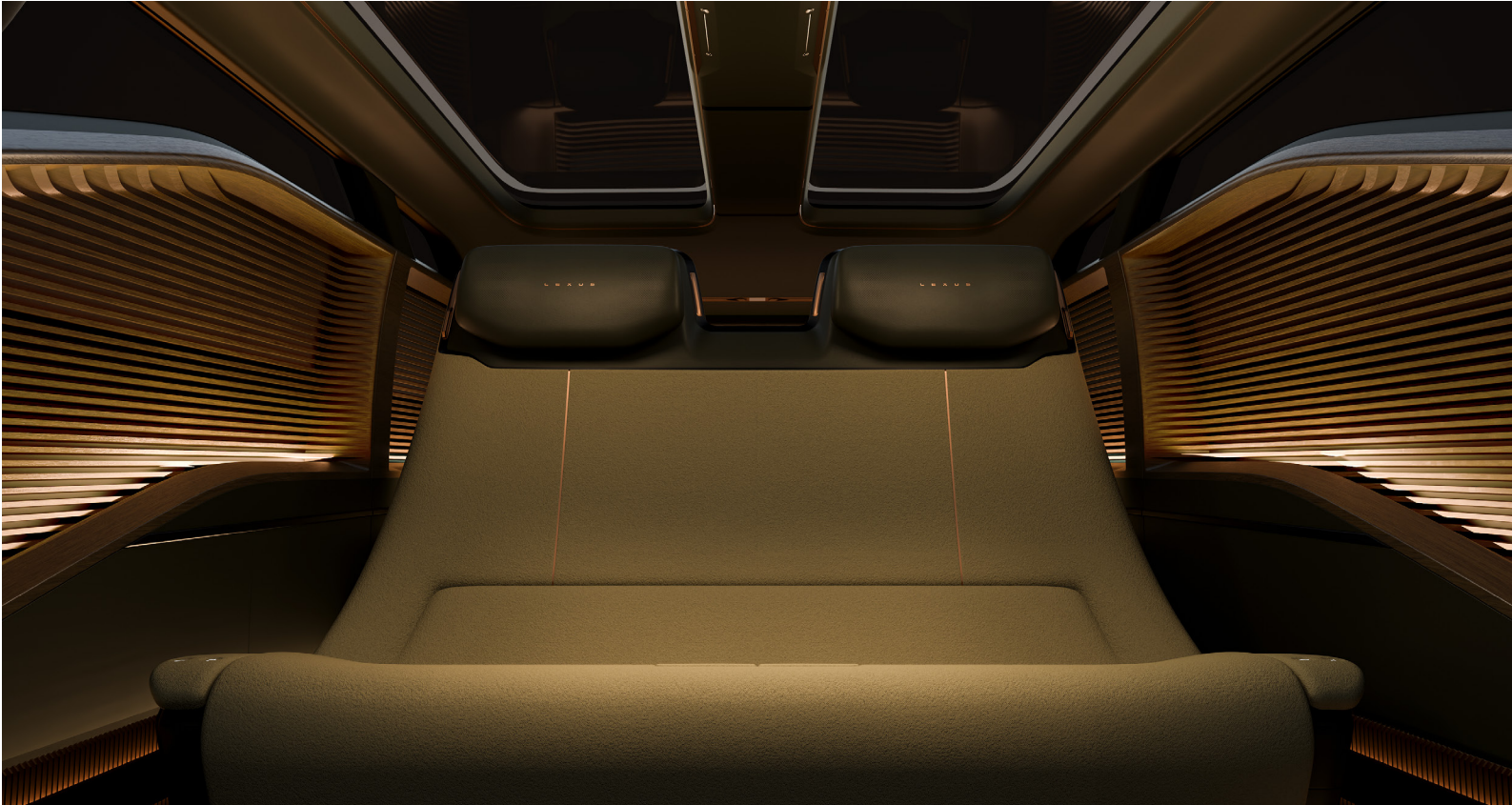
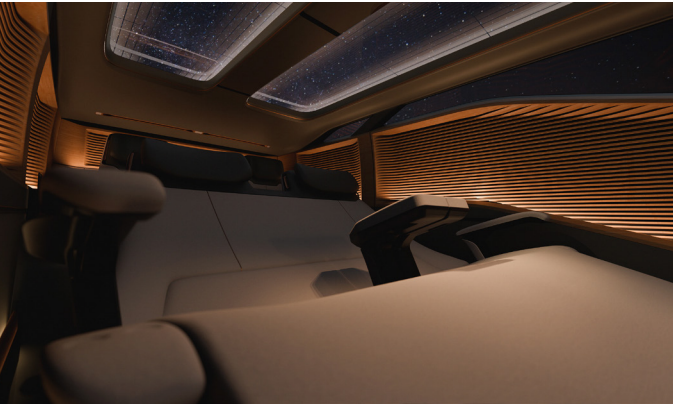
DISCOVER SANCTUARY

- LS = LUXURY SPACE A new idea for a moving space finished as a true chauffeur car
- A 6-wheel package developed around a VIP-centered second row space and flexibility
- LS Concept offers interior space that is isolated from the hustle and bustle and offers serenity

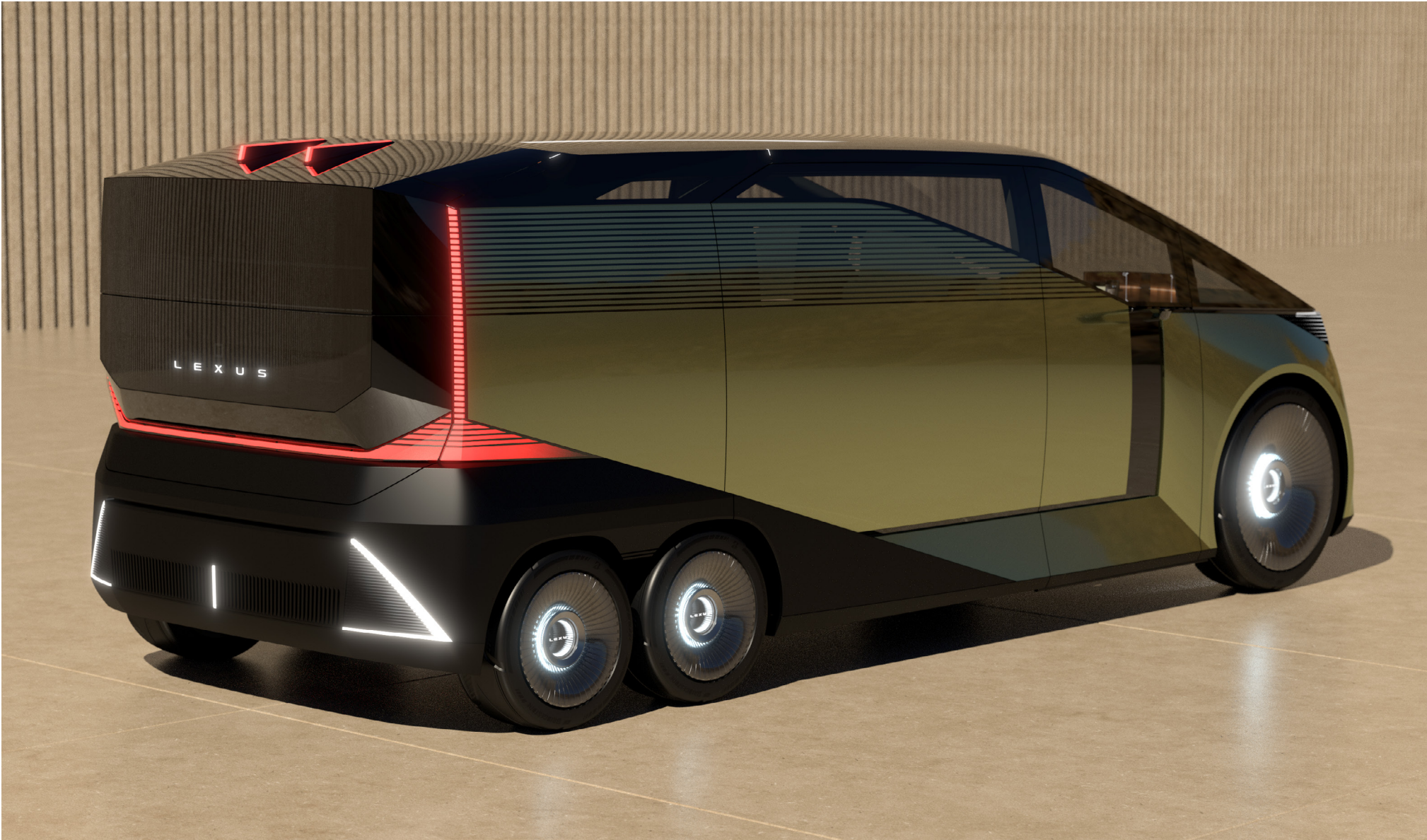
LEXUS LS CONCEPT



LEXUS LS CONCEPT



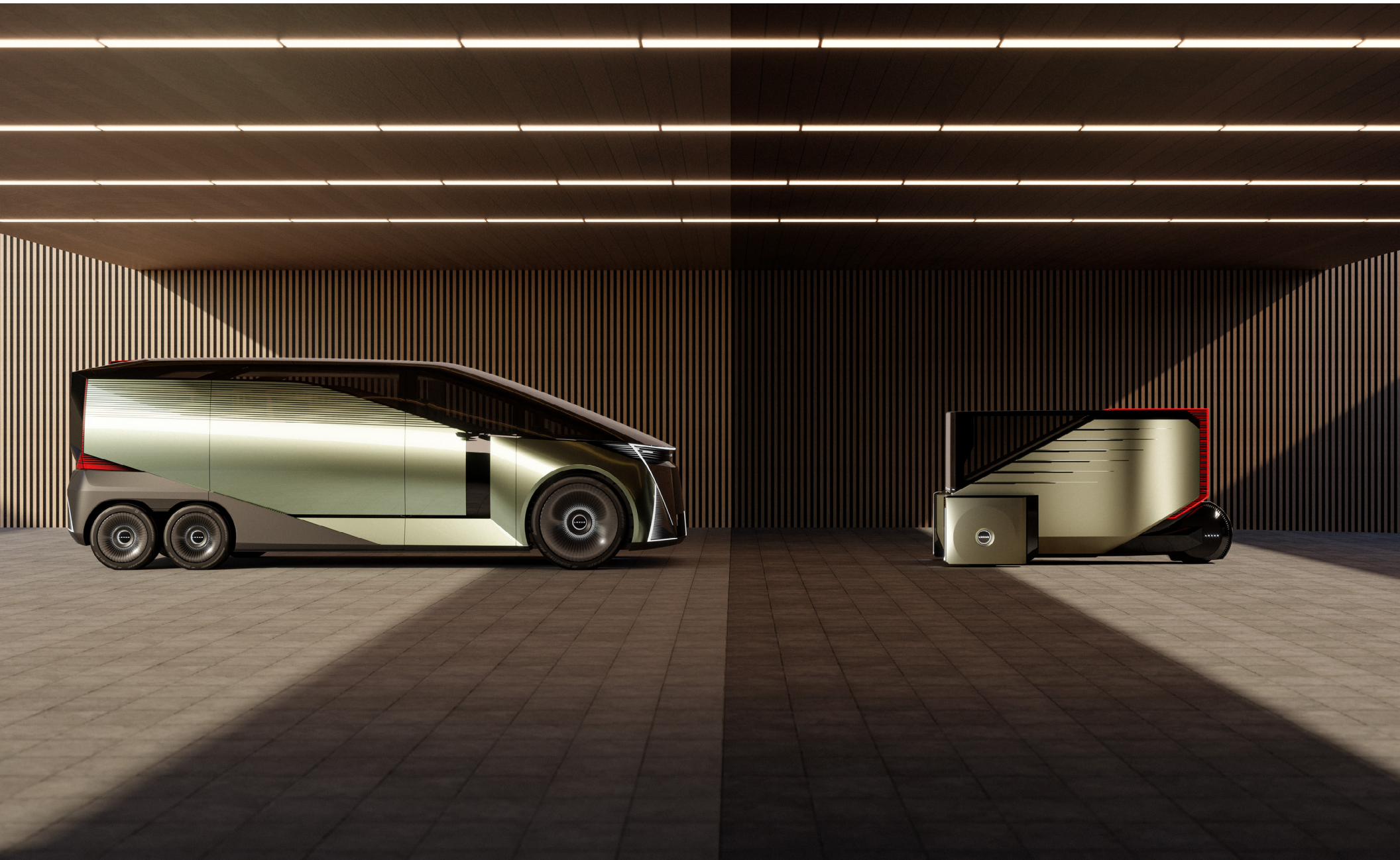
LEXUS LS CONCEPT



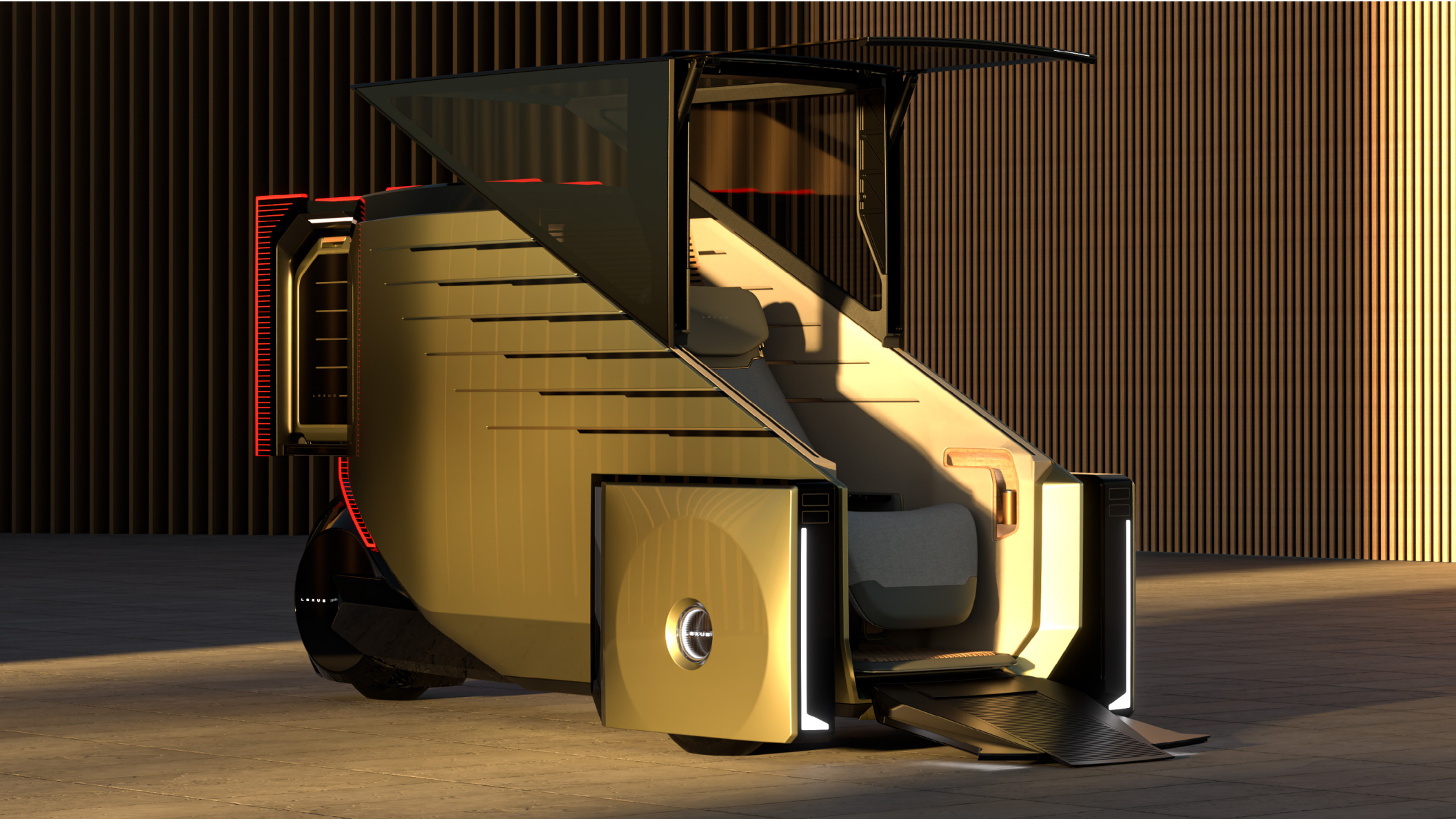
LEXUS LS CONCEPT



The Luxury of Space



LEXUS LS MICRO CONCEPT



LEXUS LS MICRO CONCEPT

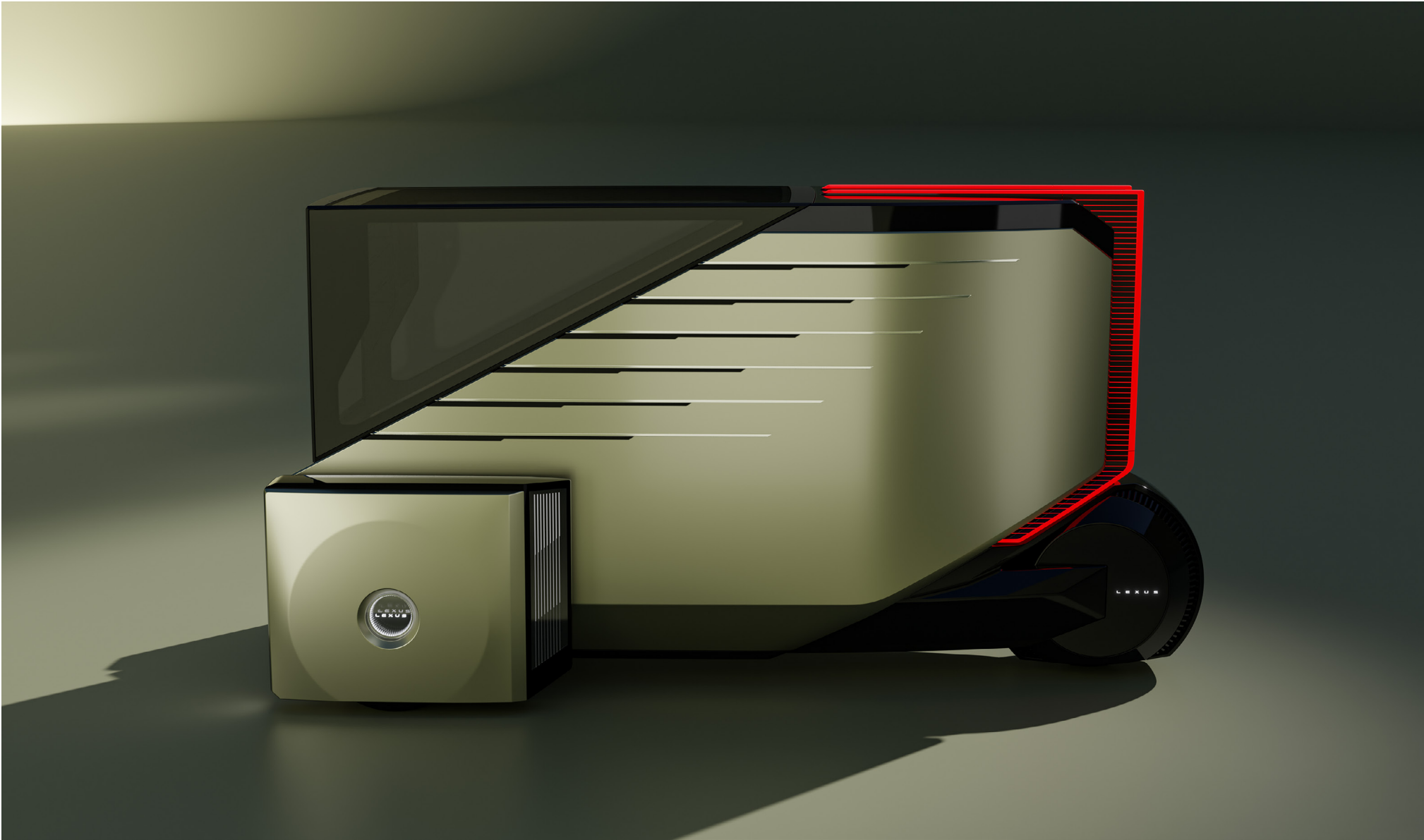


DISCOVERY

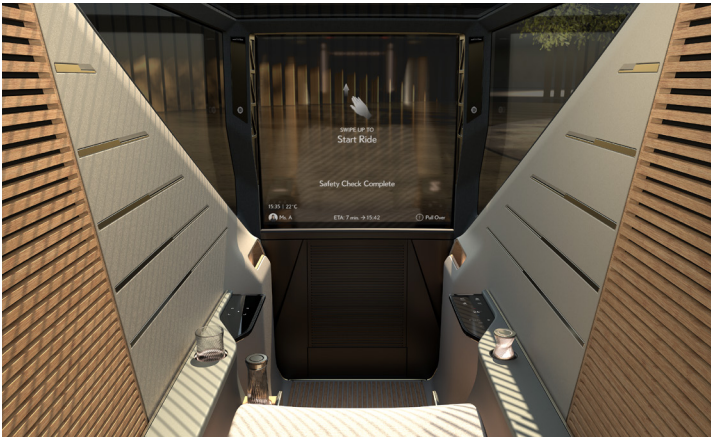
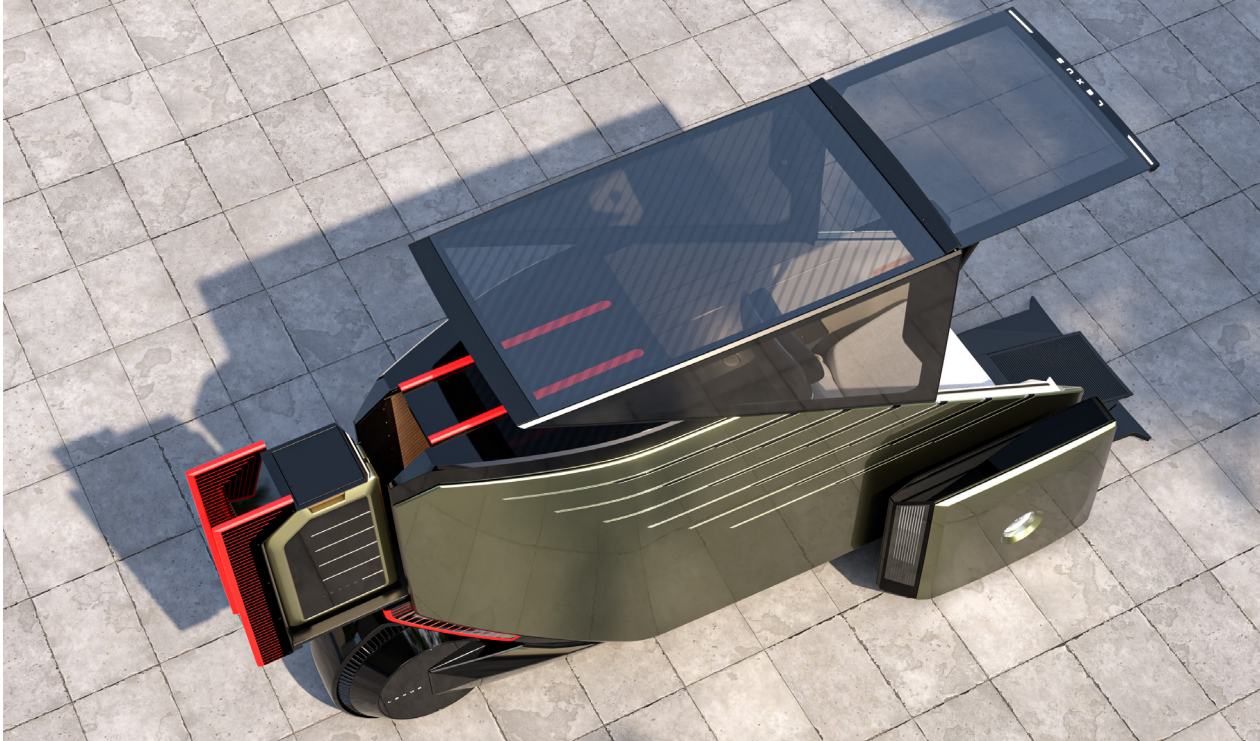
- Micro-mobility that allows you to move freely in small streets and alleys of cities
- An opulent single passenger finished in high quality materials
- This is a relaxing space for a new value of private travel experience enabled by fully automated driving



LEXUS LS MICRO CONCEPT



LEXUS LS MICRO CONCEPT



LEXUS LS MICRO CONCEPT



The City, Made Personal

LEXUS LS COUPE CONCEPT



LEXUS LS COUPE CONCEPT



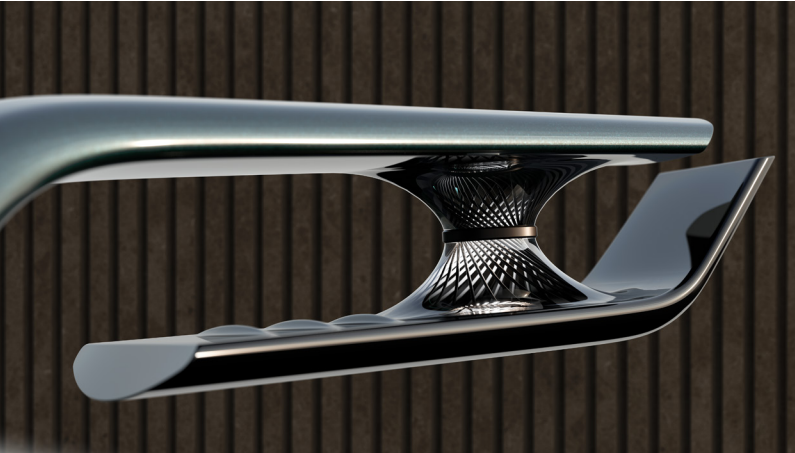
DISCOVER DUALITY

- Balances high quality finishes and formal appearance with high level dynamic emotion
- Sporty, tight appearance offers wide interior space
- The Interior space offers seating technology for occupants to enjoy their own unique experience

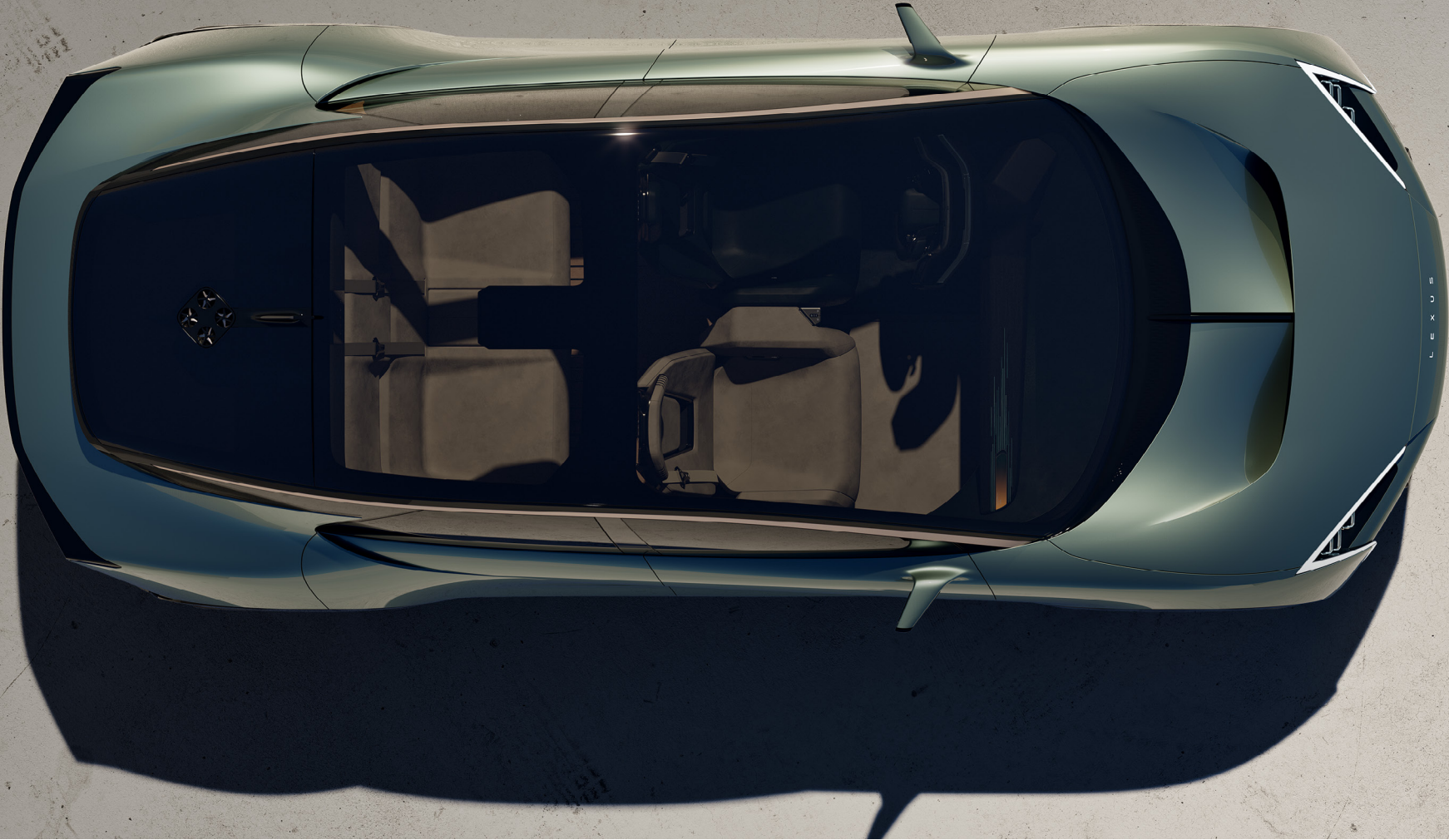
LEXUS LS COUPE CONCEPT



LEXUS LS COUPE CONCEPT



LEXUS LS COUPE CONCEPT



Beautiful yet Untamed



LEXUS SPORT CONCEPT



LEXUS SPORT CONCEPT



DISCOVER IMMERSION

- Innovative styling meets traditional sports-car soul
- Wide and low proportions born for high level dynamic performance
- The cockpit technology allows you to immerse yourself in the world of a next-generation sports car

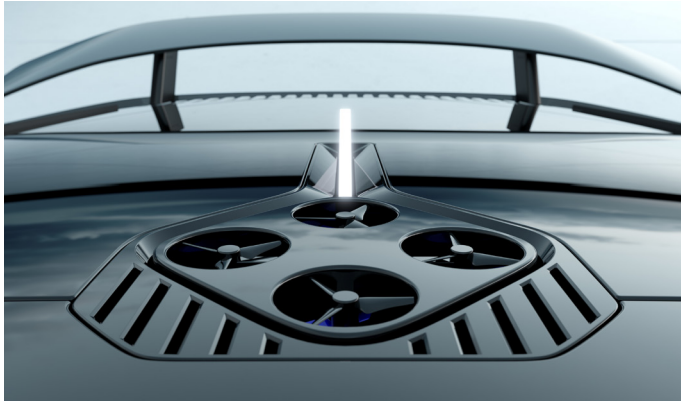
LEXUS SPORT CONCEPT



LEXUS SPORT CONCEPT



LEXUS SPORT CONCEPT



LEXUS SPORT CONCEPT



Overtaken by Euphoria

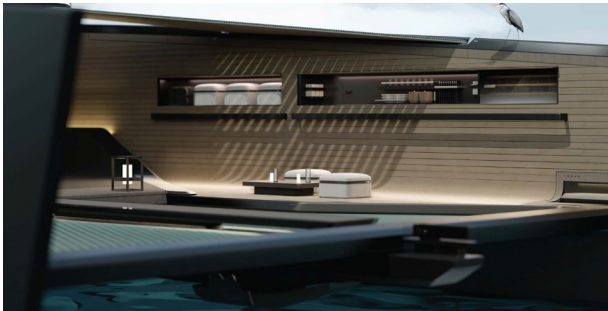
LEXUS CATAMARAN CONCEPT



DISCOVER ESCAPISM

- A true “Luxury Space” with privacy created by the vast ocean and automatic ship navigation
- The rigid wingsail design is covered in solar panels enables quiet and sustainable ocean operation
- Bespoke interior design helps create a personal, private space for escape

LEXUS CATAMARAN CONCEPT



LEXUS CATAMARAN CONCEPT



The Vessel that Sets you Apart

JOBY



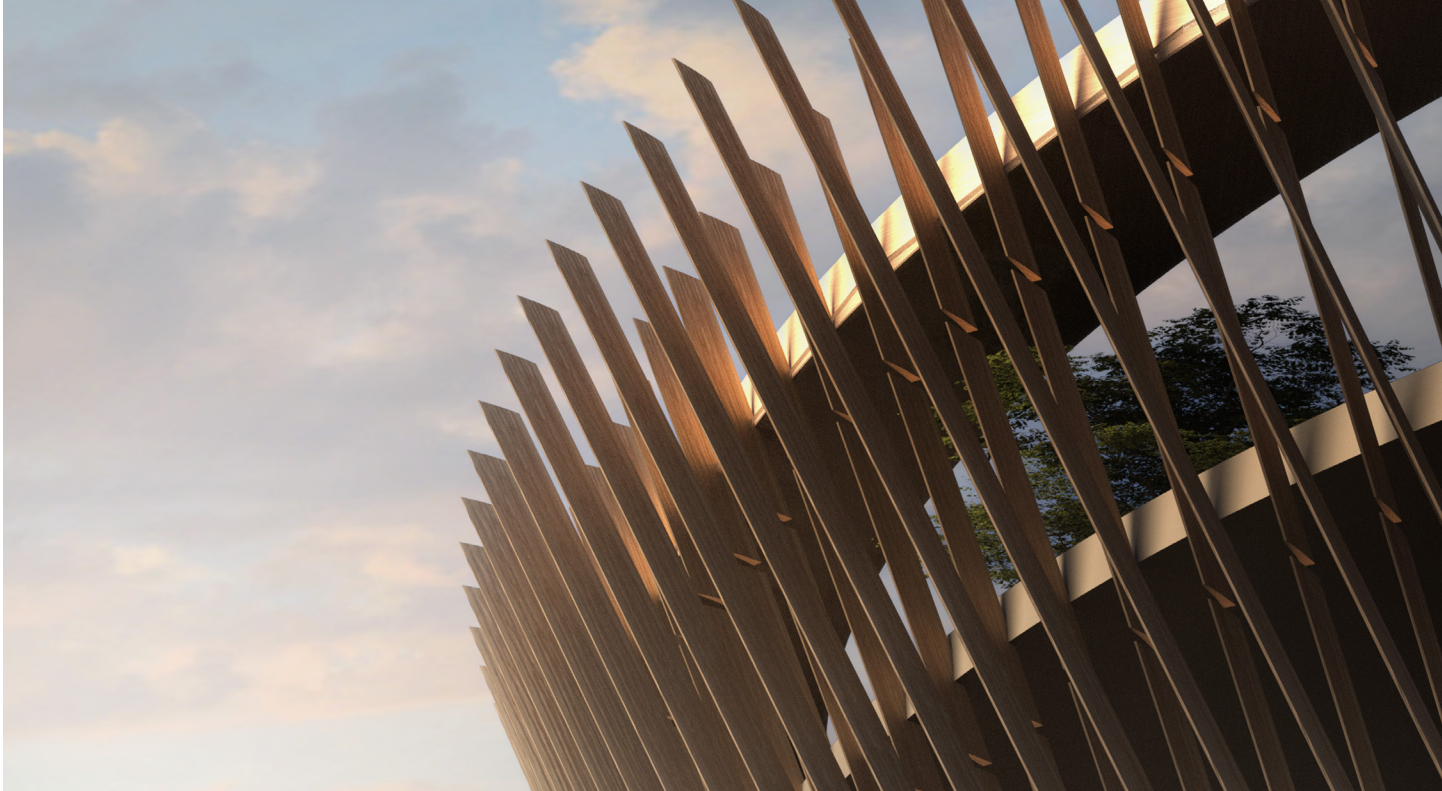
Freedom, Reimagined for the Sky

LEXUS HUB



Everything Lexus, Connected Here

LEXUS HUB



LEXUS HOUSE

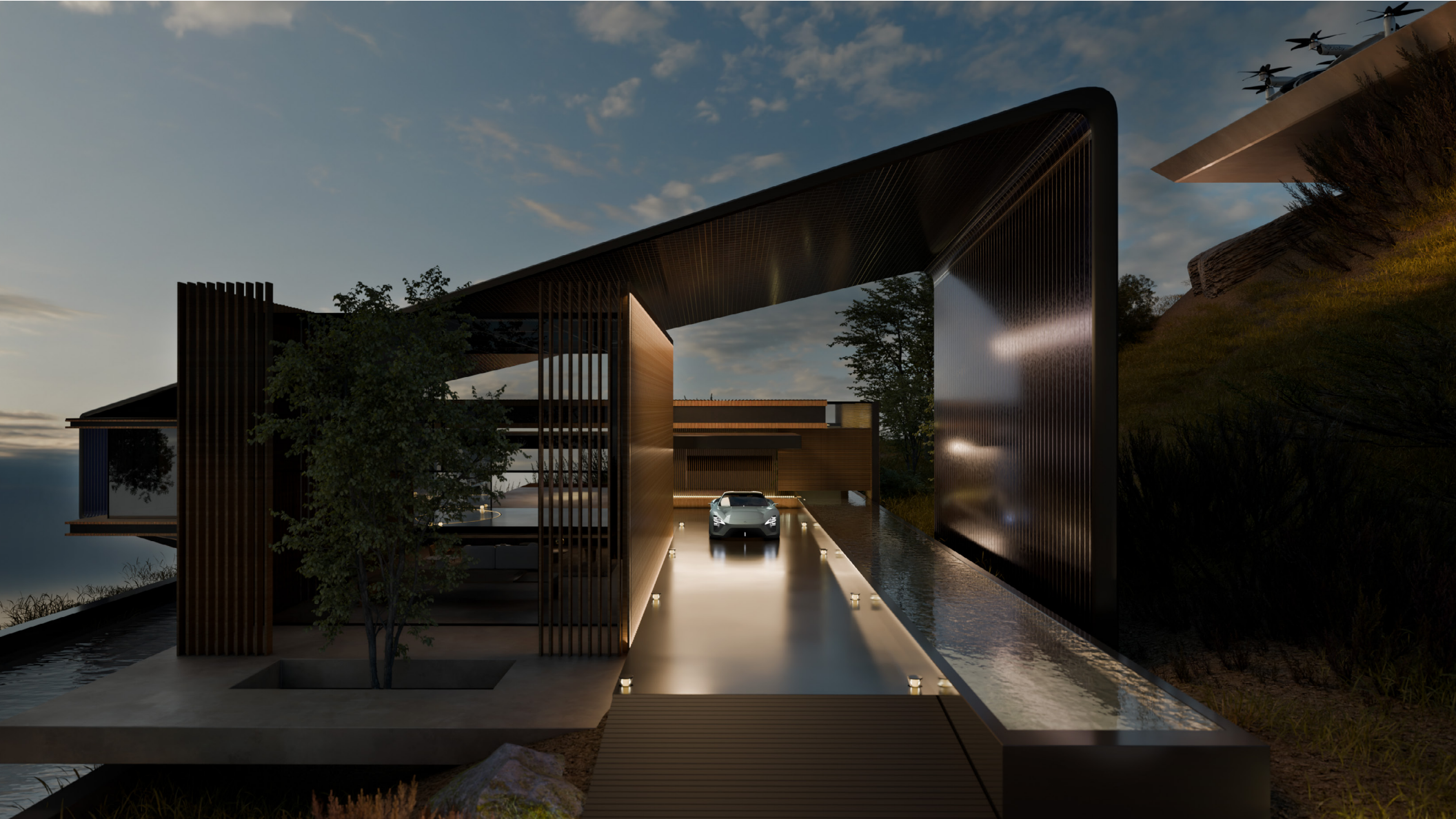


Discover the independence of a Limitless Lexus Lifestyle

LEXUS HOUSE



LEXUS HOUSE



LEXUS HOUSE



LEXUS

