



PRESIDENT'S MESSAGE



Thank you for taking the time to further explore the Lexus brand. We created this book to share with you what makes owning and driving a Lexus an experience without equal. You will learn about the Lexus philosophy of 'Yet,' at the heart of which lies a steadfast refusal to compromise. You will meet our crash test genius and *takumi* craftspeople. You will discover how the Lexus *F SPORT* family has inherited the racing genes of the LFA Supercar and we will reveal the future of Lexus manifested in the stunning forms of our concept cars. We are honoured to share our story with you because it is also your story. For 25 years, every car we have designed, every detail we have refined, every innovation we have pursued has been inspired by you, the driver. We look forward to continuing this journey, together.



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Strong, yet light. Small, yet big.

Removing material from bolts creates a concave dimple that saves over 20 lbs. of weight in your Lexus.

'YET' PHILOSOPHY Opposites in harmony. That is the Lexus 'Yet' philosophy and it has been one of our guiding design principles since we introduced the very first LS 400. From the way a single component is engineered to the way the automobile performs on the road 'Yet' is found, leaving no room for compromise. It is why you are able to experience an exhilarating, powerful drive yet, at the same time, exceptional fuel-efficiency. It is why you can enjoy the epitome of luxury, yet equally high environmental standards. It is being surrounded by technology of the most advanced intelligence, yet that is elegantly intuitive to use.

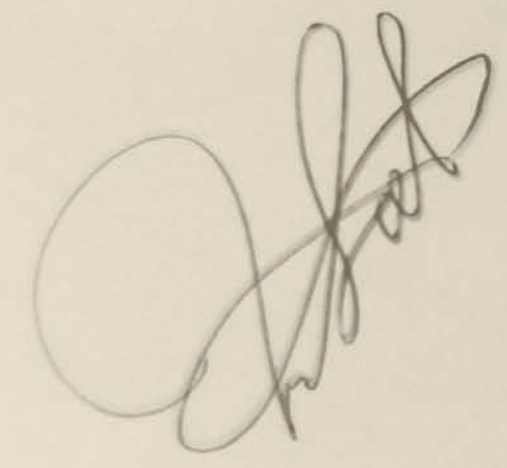
THE COVENANT The Lexus Covenant is our covenant with you and it guides every decision we make, every car we create and every service we provide. The result is a level of individual attention and consideration that has made Lexus the benchmark in customer satisfaction in the auto industry and beyond. Even before we opened our doors for business in 1990 the Covenant was in place and continues to act as the cornerstone of excellence that guides and inspires every Lexus employee. From it comes the highest quality of customer care, which ensures owning a Lexus is as rewarding as driving one.

have to
in the industry
each customer as w
a guest in our home.

If you think you can't you won't
If you think you can, you will.

We can, we will.

Ann 47 Len

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A NEW IDEA IS BORN Before Lexus, cars tended to be one thing or another. Some delivered performance, but not comfort. Others were known for safety, but weren't exactly pleasing to the eye. Lexus was launched in 1990 to challenge the status quo. We redefined what driving could be by bringing luxury, performance and technology together, for the first time. Our first Lexus was the result of half a decade of intense research and development fueled by a steadfast refusal to compromise. It was, and remains, the pursuit of perfection, inspired by you.

OMOTENASHI

Anyone can deliver customer service.

But only Lexus delivers *omotenashi* – the Japanese word for hospitality. More than simply fulfilling your requests, at the heart of *omotenashi* is anticipating your needs in advance and delivering service so exceptional it becomes an unexpected pleasure. This higher level of attention comes from an insightful understanding of your individual wants and needs and a commitment to treating every customer as nothing less than a guest in our home. Like every car we build, we apply the same unrivalled standard to customer care.





AMAZING

LEXUS DESIGN AWARD

The ability to move those who drive it and those who simply see it – that's powerful design. From the LFA Supercar and all-new IS to our award winning concept cars, our design edge has been even more finely honed, both in function and form. The result? Performance that doesn't hesitate to do your bidding and looks that turn heads just as quickly.

LEXUS
SHORT
FILMS

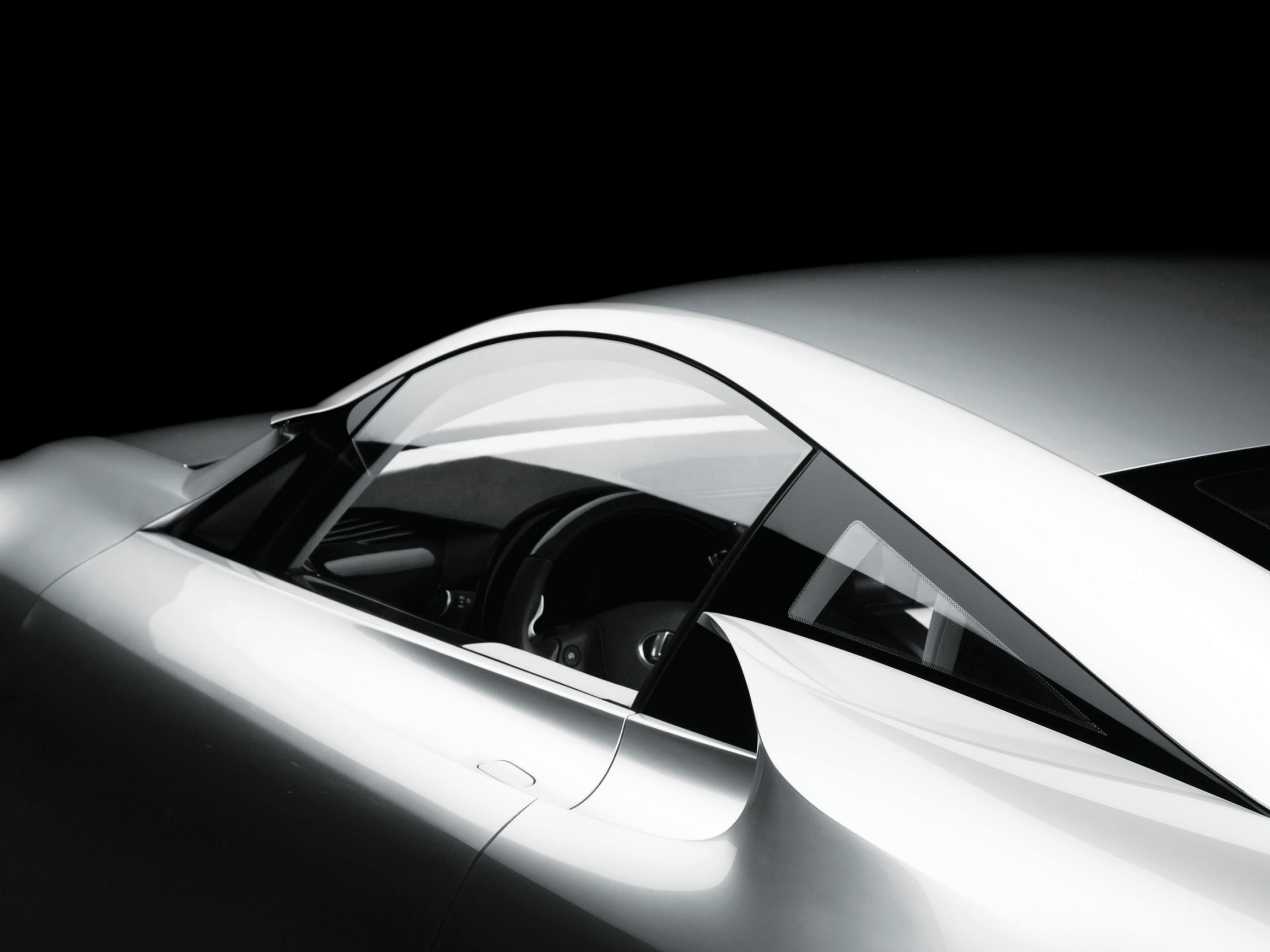
But we don't just create amazing. We celebrate it and those who share in our pursuit of perfection. Our new magazine *BEYOND BY LEXUS* showcases renowned designers and architects, while the Lexus Design Awards and the Lexus Short Films series shine a global spotlight on emerging talent.

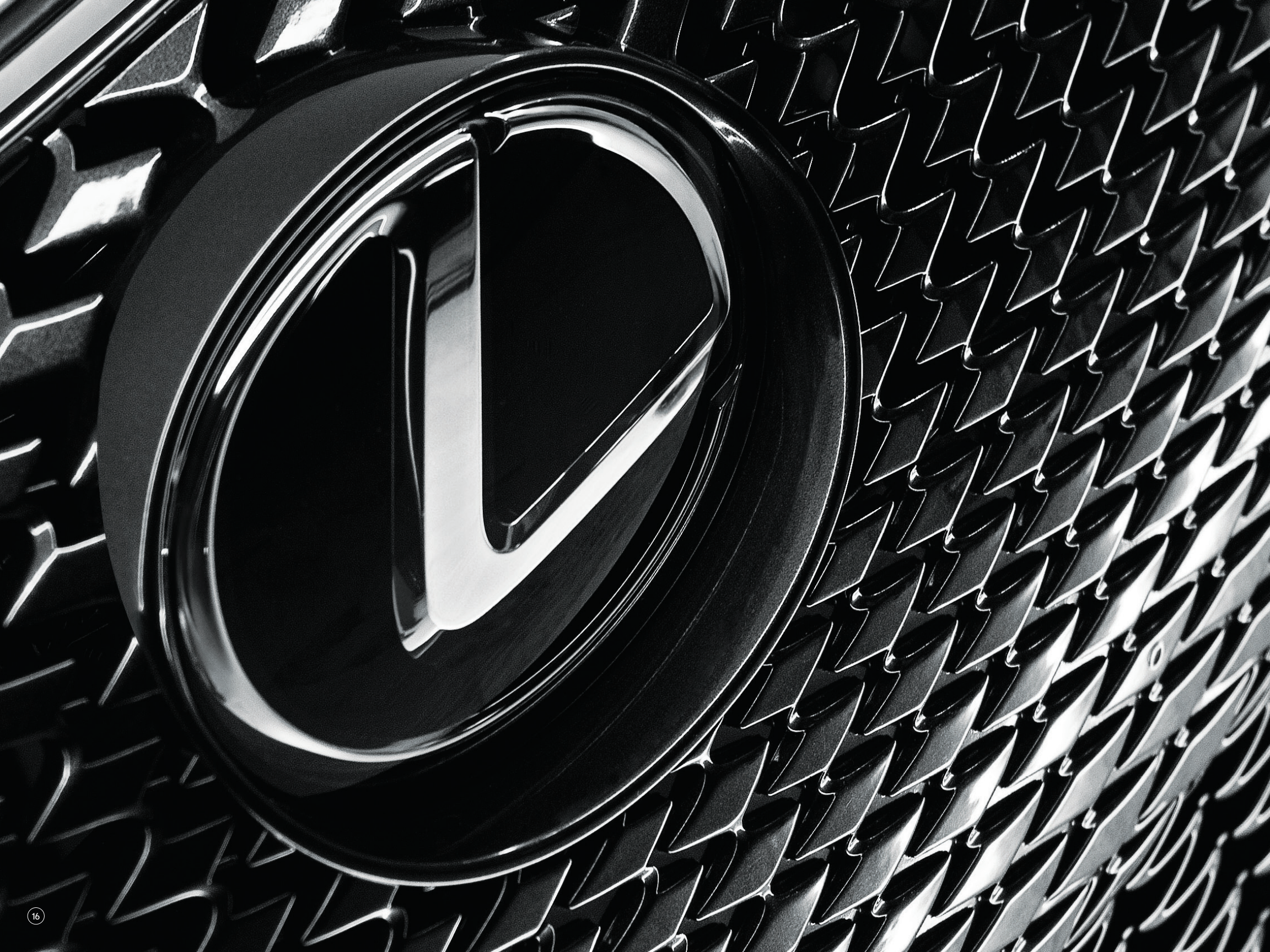
IN MOTION



IN LINES sculpted yet fluid lives timeless design.





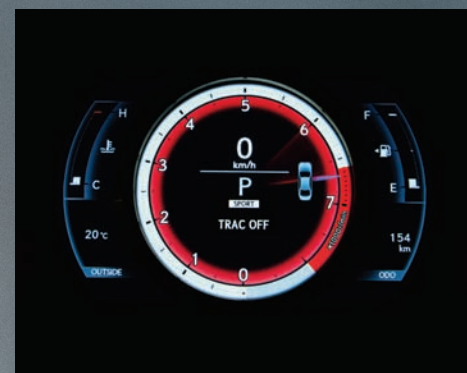
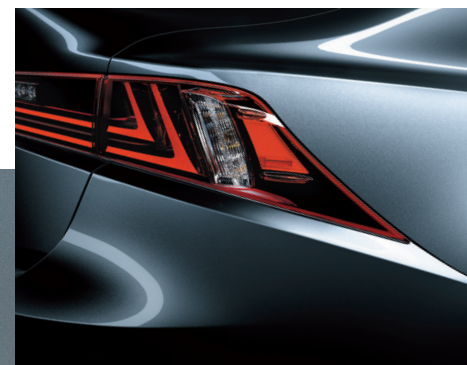


L-FINESSE Lexus has always pursued a unique approach to creating a driving experience like no other, with the philosophy of 'Yet' at its very core. This pursuit of 'opposites in harmony' drives more than just innovations in engineering and performance. It is also at the heart of the Lexus design philosophy, L-Finesse. The 'L' is for leading edge and 'Finesse' is the attention paid to every single detail. It is this fusion of radical design concepts yet subtle refinements that surrounds you in the ultimate in both exterior and interior design.



SIGNATURE

L-Finesse features reward your senses at every turn. The new, yet already iconic, Lexus spindle grille boldly commands attention with its aggressive yet graceful lines. Equally eye-catching is the dramatic curve of our L-shaped LED taillights, which appear to have been sliced out of the surrounding metal with purpose yet delicacy. Subtler in design yet equally powerful in effect are features like ambient lighting, which acts as much as a visual aid as a warm welcome, and interior instrumentation that perfects both classic and modern styling.







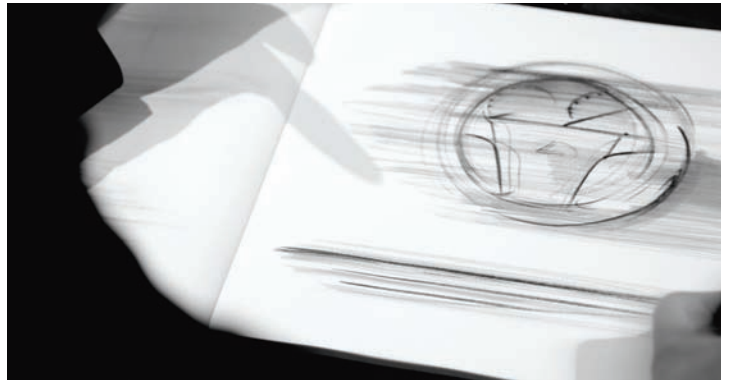
TAKUMI CRAFT At Lexus, we never forget that our cars are driven by real humans, in the real world. That's why the power of human touch and sight are integral to every step of our manufacturing process. This synergy of technology and craftsmanship comes together in the skilled hands and eyes of the *takumi*, or master craftspeople. To be a *takumi* is to have both exceptional technical expertise and sure senses honed by decades of rigorous experience. In other words, the flawless fit and finish of every Lexus, as well as your enjoyment and peace of mind, is literally in their hands.

FLAWLESS FINISH

The *takumi* who work in the body stamping division of Lexus think in microns. Running their hands over both the moulds and freshly stamped body pieces, they are able to detect the presence of a fleck of dust or a strand of hair. Their mission is to prevent the slightest imperfection from compromising the flawless quality of your Lexus, even by a hair. This level of skill and commitment to excellence is also shared by Canadians which is why, in September 2003, history was made when Cambridge, Ontario became the first plant outside of Japan to manufacture a Lexus.









38 DAYS

67 manufacturing steps. The process required to create the *shimamoku* steering wheel is time-consuming, labour-intensive and, for the Lexus owner, worth every second. The first step in creating the steering wheel is imagining what doesn't exist. *Shimamoku* (Japanese for "striped wood") is an entirely new veneer that requires a fusion of modern machinery and traditional craftsmanship to create its alternating layers of black and grey wood. The end result is nothing less than a work of art that is pleasing to the eye and touch.



STITCHING DOJO

Inside every Lexus are small yet attention-grabbing details that take your driving enjoyment to a new level, like the hand-stitched dash of the new ES. To be chosen to perform this difficult yet important task, stitching craftspeople must undergo rigorous training, including a remarkable test of skill: they must perfectly fold an *origami* cat in under 90 seconds using one hand – the hand they don't normally use. Only those with this highly developed dexterity are capable of rewarding you with craftsmanship of the very highest order.



MADE FOR CANADA At Lexus, we know Canadians share the same passion for driving as auto enthusiasts around the world. But we also know conditions here can present drivers with unique challenges. Which is why we built a cold-weather test facility in Canada where we subject our vehicles to a range of tests that evaluate driving dynamics such as braking, handling, stability and traction control. But it's not just about keeping you safe. It's about making sure winter doesn't take the fun out of driving. Not even a Canadian winter.







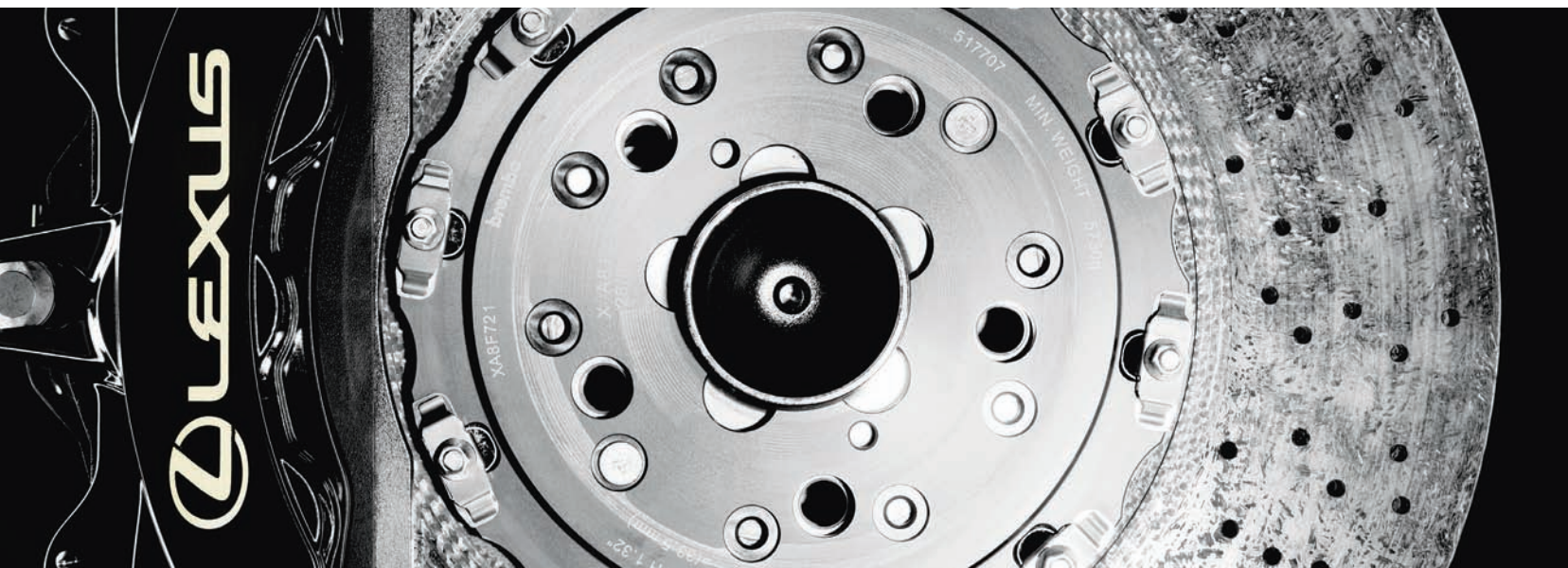


LFA



In 2000, Lexus engineers began a journey that, in 2010, culminated in the LFA, a world-class supercar. Handling, power delivery and sound are mastered providing immediate feedback that translates into instantaneous and powerful sensory stimulation. Capable of 0-100km/h in just 3.7 seconds, the LFA ensures your heart rate reaches its top speed just as quickly. But you don't have to be in an LFA to experience its racing pedigree. Everything we learned from building the supercar has been applied to the development of our *F SPORT* line.

The LFA represents the harnessing of completely new concepts in design, technology, materials and engineering. From a slight change in the position of the brake calipers to increase performance, to building a loom to weave the carbon fiber used throughout the LFA, no improvement was too small, no challenge was too big. Through this relentless pursuit of



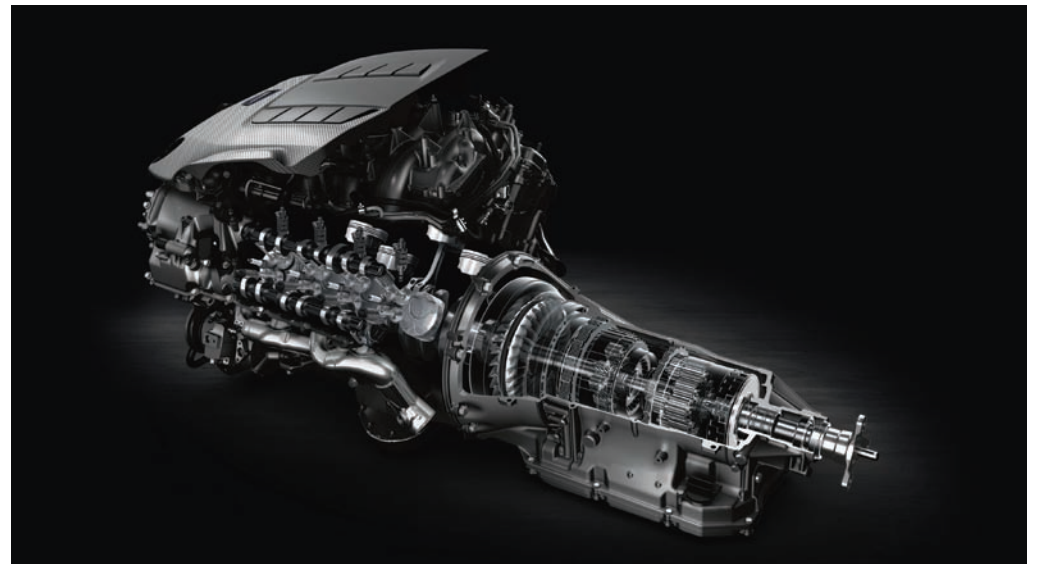
innovation, the LFA has joined a small and elite group of supercars. And while we are proud of this achievement, we are just as excited to pass that innovation on to our *F SPORT* line so that you will be able to enjoy LFA inspired performance. From seat design and suspension tuning to advanced aerodynamics and bold styling, the powerful genes of the LFA live in every Lexus that wears the *F SPORT* badge.







Developed for serious driving enthusiasts, the IS F is the fastest sedan Lexus has ever built. Its 5.0-liter V8 delivers track-worthy acceleration via an 8-speed Sport Direct-Shift Transmission that enables lightning fast manual shifts. Of course, for our drivers, performance never comes at the expense of the finer things. From stylish aluminized composite trim to highly bolstered leather or alcantara-trimmed sport seats, the interior of the IS F is where craftsmanship meets an obsession with driving.



From the track to the highway. Lexus has taken its racing technology and injected it into the *F SPORT* line, delivering dialed-up driver engagement as well as your daily recommended dose of adrenaline. All elements of handling and performance are tuned for *F SPORT*, including steering and suspension. Selected *F SPORT* Lexus sedans also feature Drive Mode Select SPORT S+ for additional adjustment of the engine, transmission and suspension settings. It all adds up to exclusive performance tuning wrapped in design as stunning as it is innovative.





LF-CC



A powerful concept that is soon to become a powerful reality, the LF-CC coupe showcases the latest evolution of L-Finesse at every turn. The boldest interpretation of the Lexus design language is found in the signature spindle grille. With its powerful, projecting form encased in a deep metal-finish, it conveys forward momentum, even at a standstill. The innovative interior of the LF-CC reinforces its driving-centric design and features a lower yet highly focused driver position, wide grip steering wheel, optimum pedal placement and high visibility instrument dials, all in a cockpit that manages to be snug yet spacious.











GS 450h

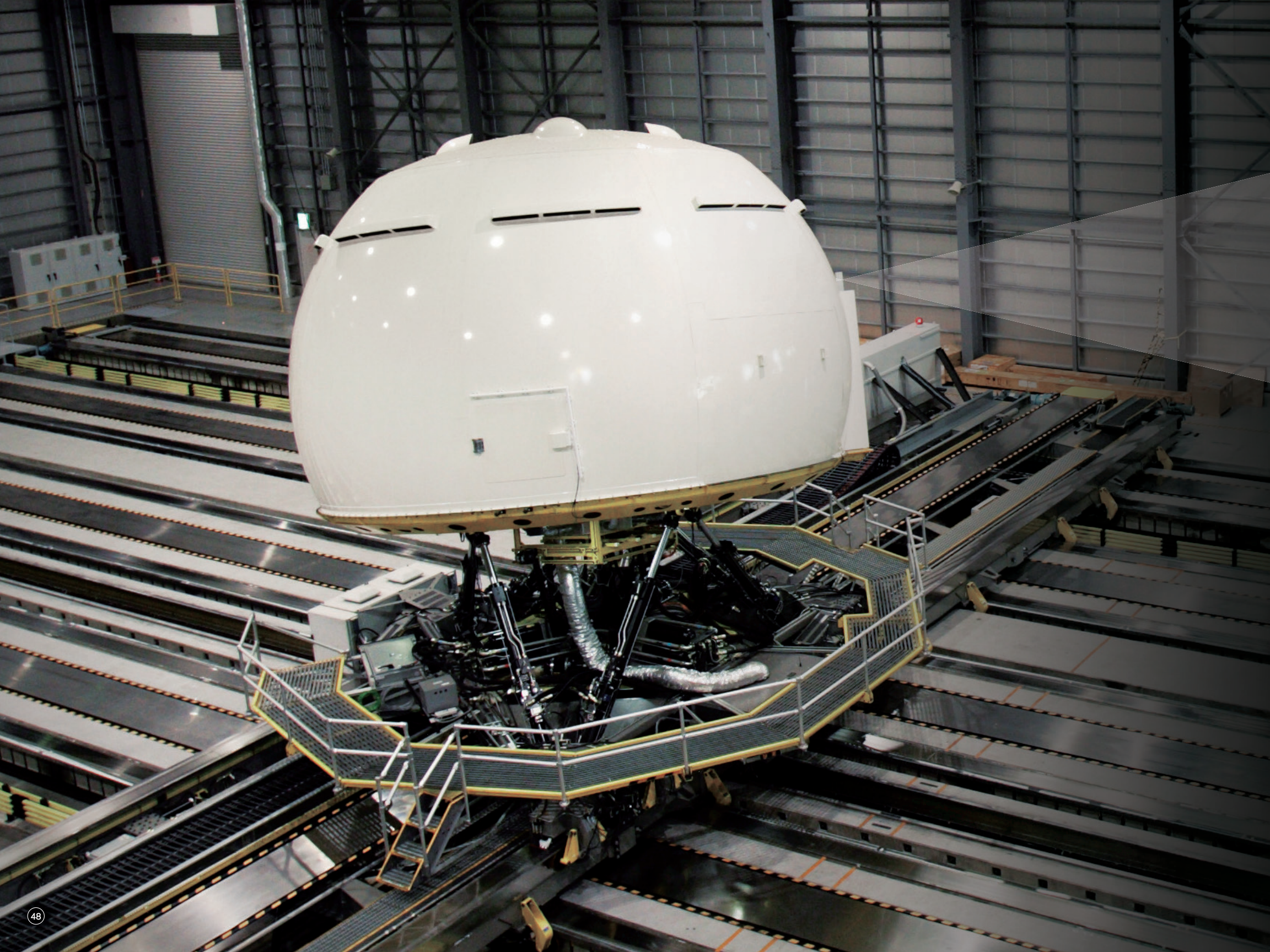
With over 500,000 hybrid vehicles on the road and a greater selection than any other luxury manufacturer, hybrid is neither new nor novel at Lexus. It is a core technology enabling you to experience the combination of fuel-efficiency and driving pleasure without rival. Lexus Hybrid Drive combines an advanced electric motor and powerful yet efficient gasoline engine to deliver a perfectly balanced drive. In addition to outstanding fuel-efficiency and a cleaner drive, Lexus Hybrid Drive powertrain technology also increases available power, which translates into responsive acceleration and an overall more precise and stimulating driving experience.







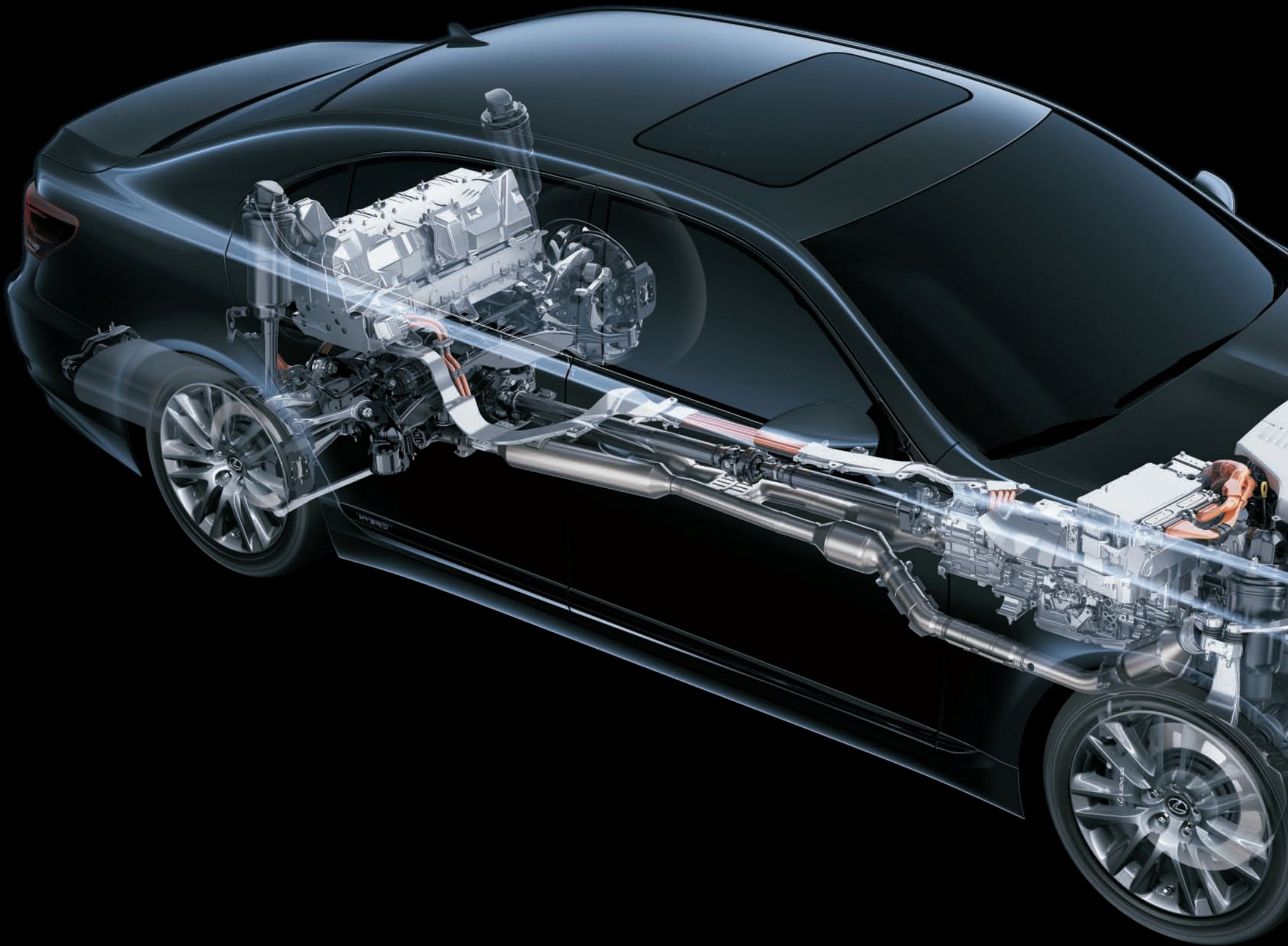
RX 450h





TECHNOLOGY

It may not have the stunning lines Lexus is known for, but we are just as proud of this machine as any vehicle we've ever built. And just like our vehicles, we built it for you. The world's most advanced driving simulator puts a real driver, in a real Lexus, in real driving situations, but without the real consequences. By observing how drivers react to dangerous situations we can better develop technology that anticipates these dangers in order to help drivers react quickly to avoid them. At Lexus, a world without accidents isn't just a dream, it's a distinct possibility.





LEXUS FIRSTS

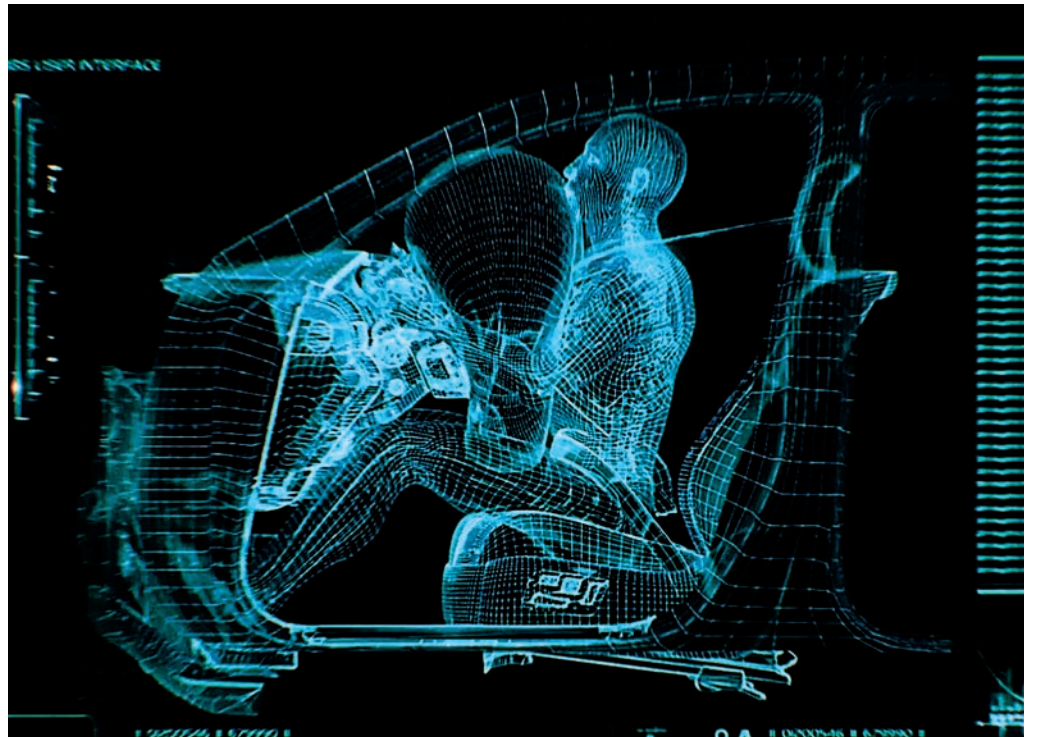
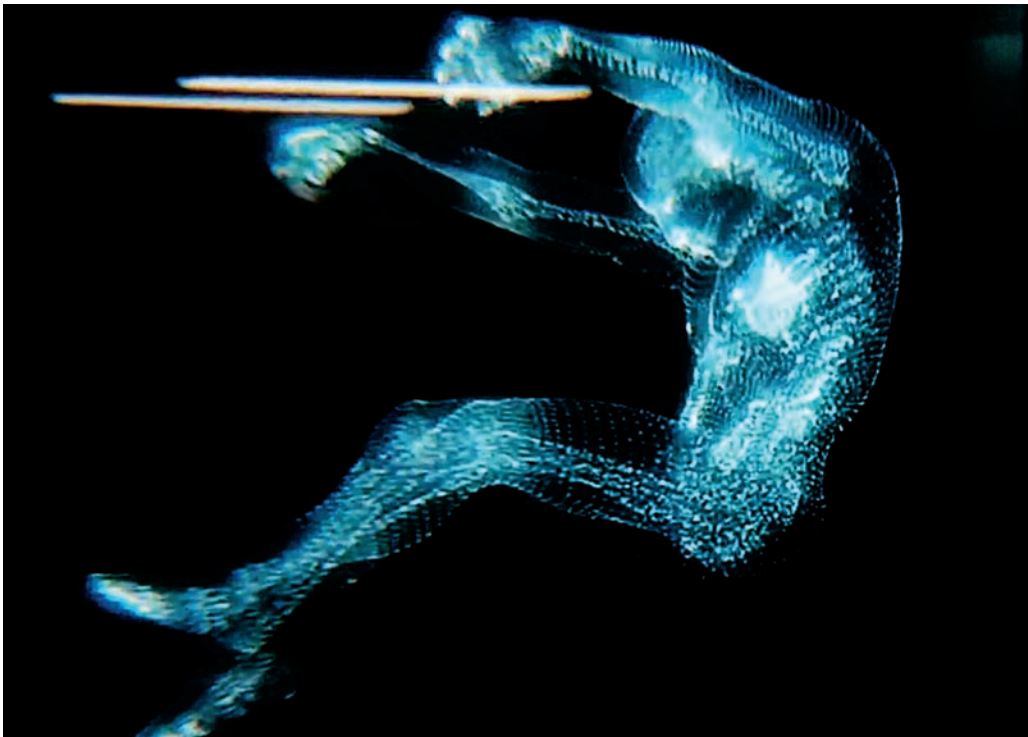
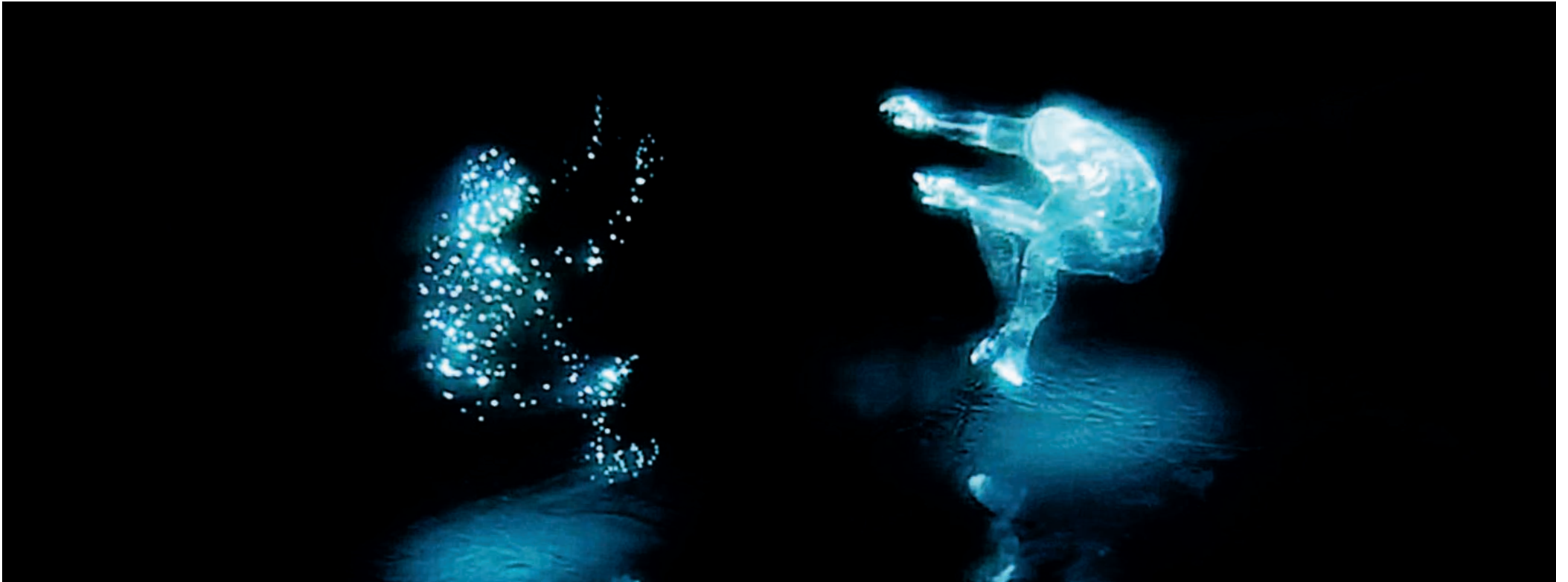
From the very beginning, the goal at Lexus wasn't to simply provide drivers with another option. Our goal was to present drivers with the finest cars ever built. And we succeeded, starting with the legendary LS 400. Over the years, that pursuit of perfection has inspired countless innovations and firsts, including the world's first 8 speed automatic transmission, the first LED headlamps on a production vehicle, industry-leading manufacturing practices and the world's first luxury crossover, the RX, which remains the benchmark in the category it created.



SAFETY

At Lexus, pursuing industry-leading safety starts with first raising the bar on safety testing. For us, the 119 data collection points on a typical crash test dummy weren't enough for us to best learn how to keep you safe. So we built our own. With 2,000,000 data collection points it is, in fact, a crash test genius. It's just one of our breakthroughs in simulation technology that has lead to available safety features such as Whiplash Injury-Lessening Front Seats.







ALL-WHEEL DRIVE

Lexus All-Wheel Drive (AWD) provides improved traction and control to help you keep the performance in your drive. In adverse conditions, engine power can be split up to 50% front and rear. In our AWD sedans, under normal driving conditions, 30% of engine power stays up front and 70% is delivered through the rear wheels. It's AWD confidence matched with the unmistakable feeling of rear-wheel drive.





ECO THINKING Finding better, more appropriate ways to contribute to a healthier planet permeates every part of our approach to designing and building cars. And in that pursuit, we are leading the industry in more than just hybrid technology. Our vehicles are already 85% recyclable and we are on target to achieve a 95% recovery rate by 2015. Bio-plastics, made from plants such as bamboo, sugarcane and soybeans, are already being used in the cargo area of the CT and in the seats of the RX. When you drive a Lexus, the good feeling lasts long after you park.



LF-LC







THE FUTURE

The LF-LC concept car is an unprecedented expression of Lexus design philosophy and engineering passion. This hybrid sport coupe concept pushes the boundaries of performance, style and technology. It features Advanced Lexus Hybrid Drive, which delivers the driving performance and fuel-efficiency this system is renowned for. Like the LFA supercar, it features a marriage of carbon fiber and aluminum alloy materials that delivers a light, driver-responsive body mass. It is the very embodiment of our vision of what a premium sport coupe can be and what drivers can continue to expect and enjoy from Lexus.







