

R X 450h

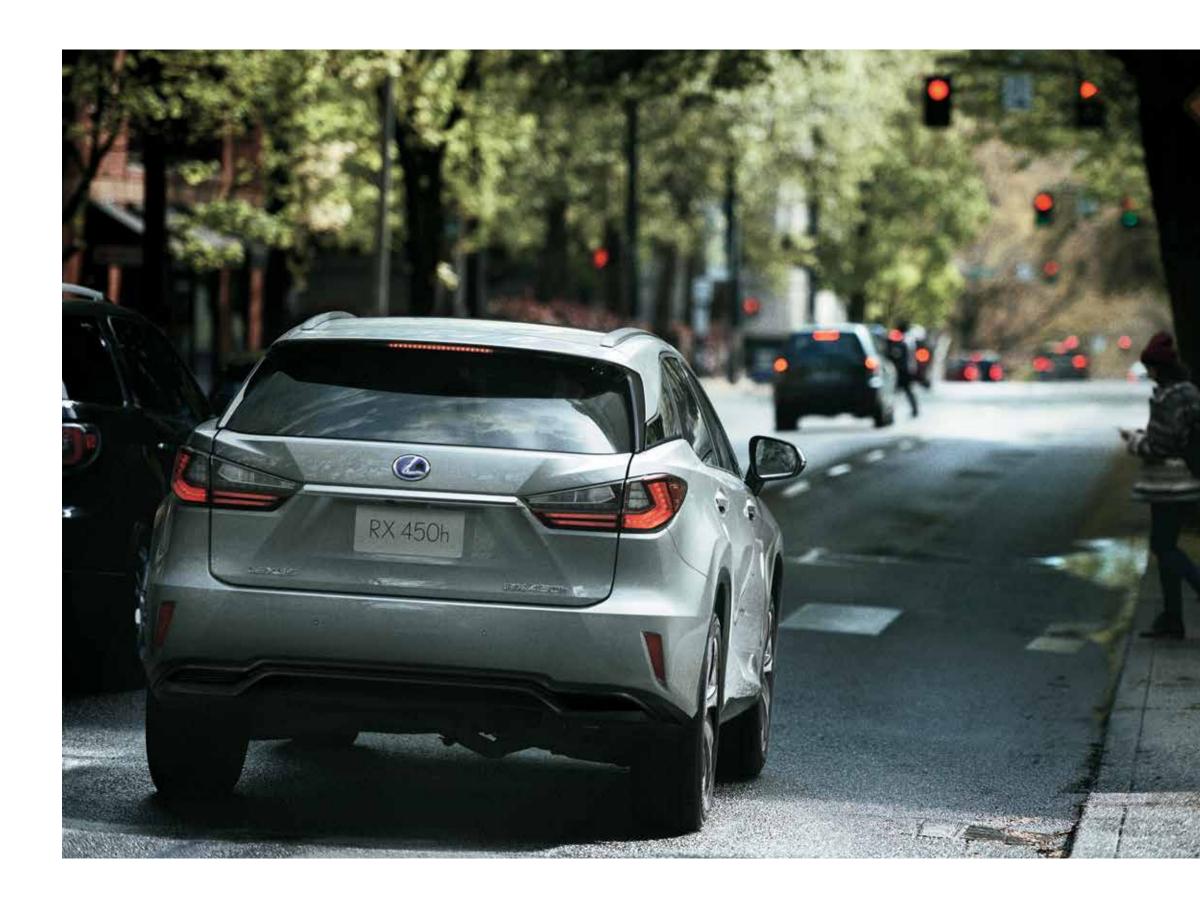








Your life is a pursuit of new experiences, new flavours, and new things to treasure. It's your journey. Your story. And only you can make it different from the rest. You need a car as unique as you. A car that's luxurious yet brings forward a new passion for life. The new Lexus RX.







You inhale life, with all its colours and flavours. You exhale with relief, because you know there's so much more of it to find. Your journey goes on, driven forward by a masterpiece of craftsmanship. A luxurious car, unlike any other.

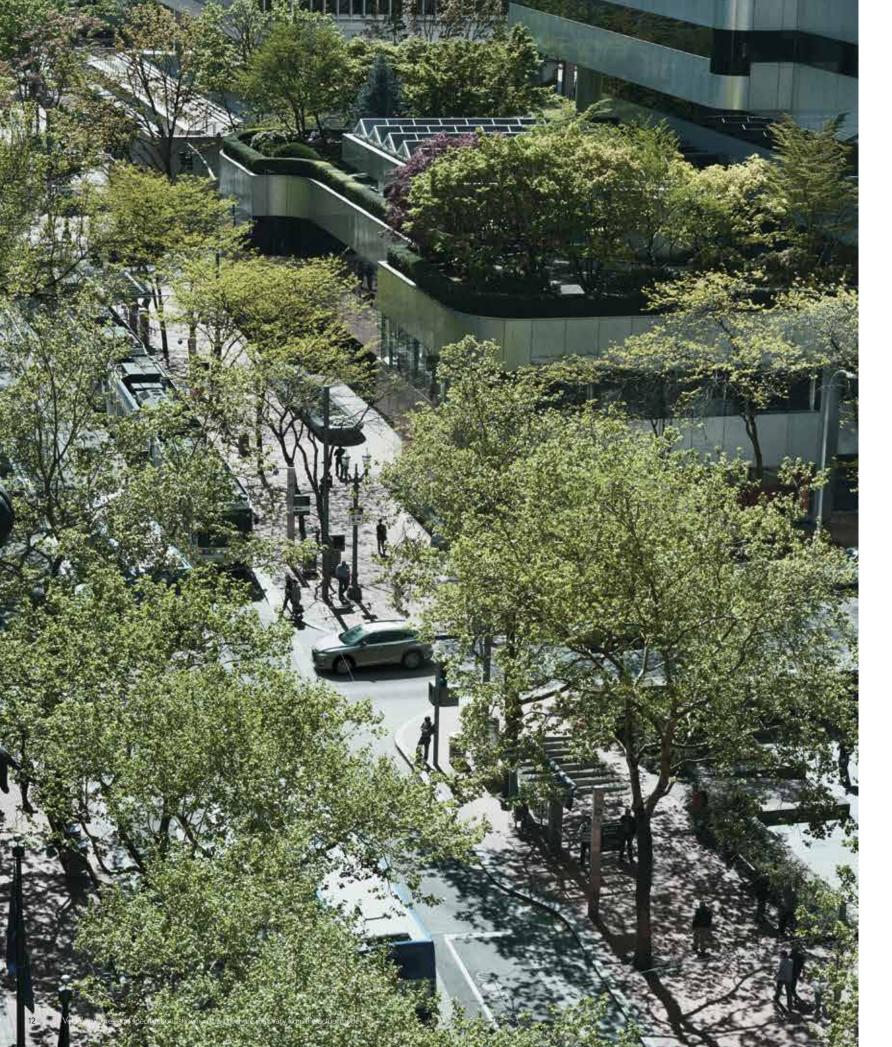














Individuality is priceless, because it's rare. But you are the driver. You choose where you live. You choose how you live. And you choose what you drive. When others take the expected roads in life, you choose your own.











The ride is exciting. Exhilarating. You're in your RX, and you can't wait for what comes next. The power of the RX fuels your curiosity, and makes it a pleasure to discover the world.









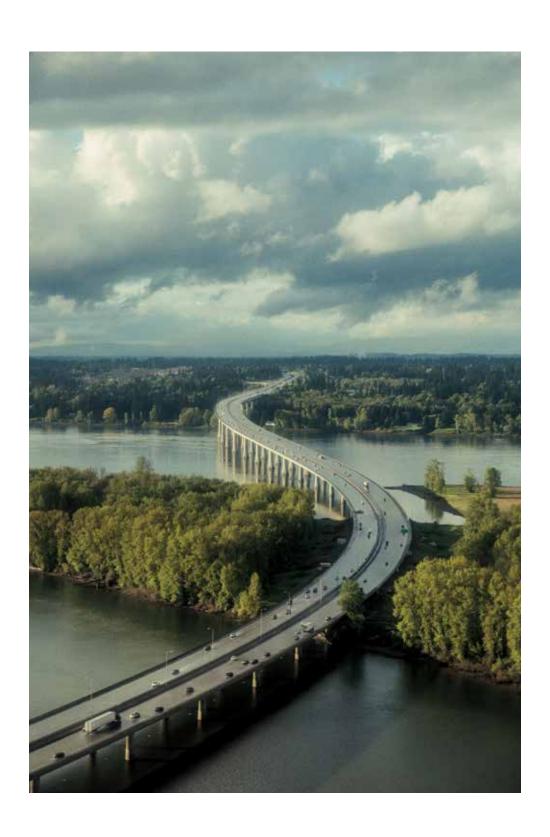






Each thing you love tells more about who you are. Your love of life. Your appreciation of unique experiences. Your journey continues, as you write your story. And you can make it unlike any other, with the new generation of luxury – The Lexus RX.





Discover the story of

L E X U S

RX





LUXURY REDEFINED

RX Concept

Welcome to the new RX. A bold, exciting Its awe-inspiring design, plush handcrafted and sophisticated transformation of what interiors, and an array of advanced a luxury SUV should be in today's world, technologies, all make for an exhilarating

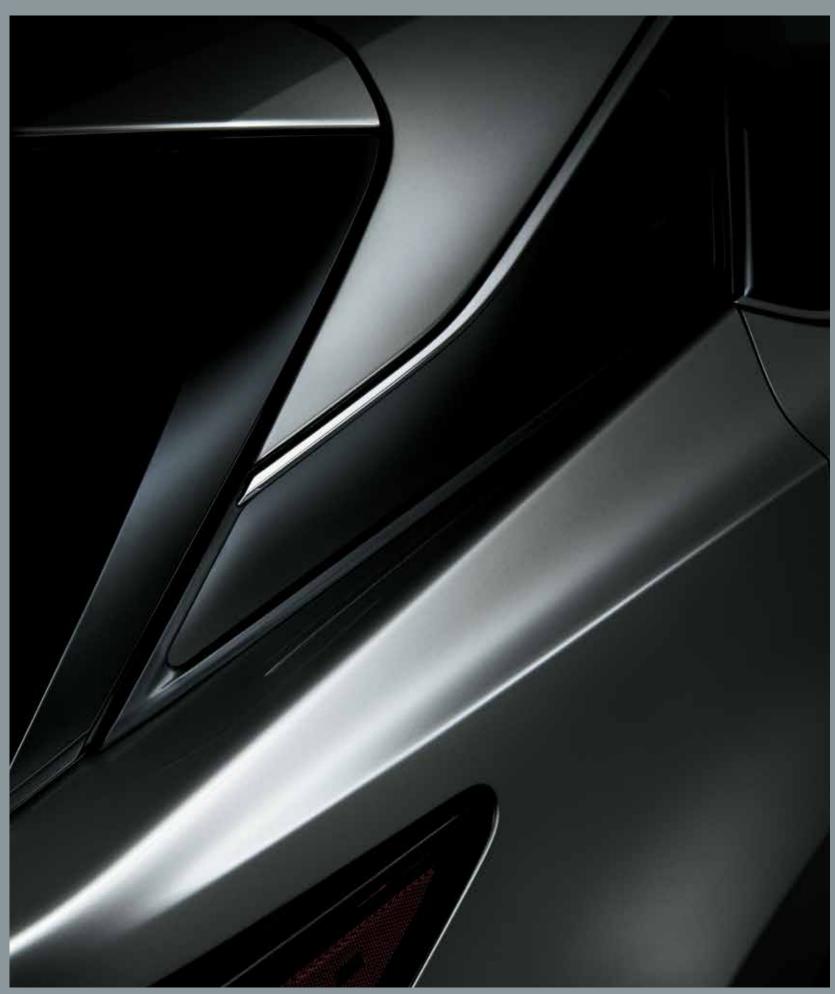
We didn't just evolve the RX, we re-imagined it, And like you, it tells the world that luxury re-engineered it.

Luxury is no longer confined to being And even though it shares the Lexus DNA,

drive that will captivate each of your senses.

now comes with a new attitude.





LUXURY REDESIGNED

Design

because its been designed like no other SUV. and luxurious cabin space it isn't just a

We enveloped the spaciousness of what an generation of Lexus luxury. SUV should offer with panache. And our design concept of 'seductive strength' can be seen A mere glance will take your breath away.

The new RX looks like no other SUV, With its bold chiselled exterior, striking 4th generation RX, it's a completely new

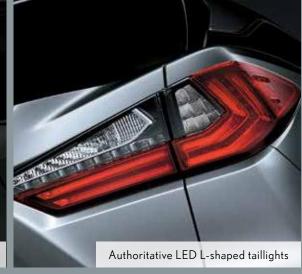
right from the signature spindle grille and large A drive will capture your heart. While your aluminium wheels, to the sleek & sharp cabin mind will be too busy trying to control the excitement that has never been felt before in an SUV.

RADICAL AND DISTINCTIVE STYLING









'Seductive Strength' expresses an active and energetic attitude, fusing a powerful presence with a radical outlook.

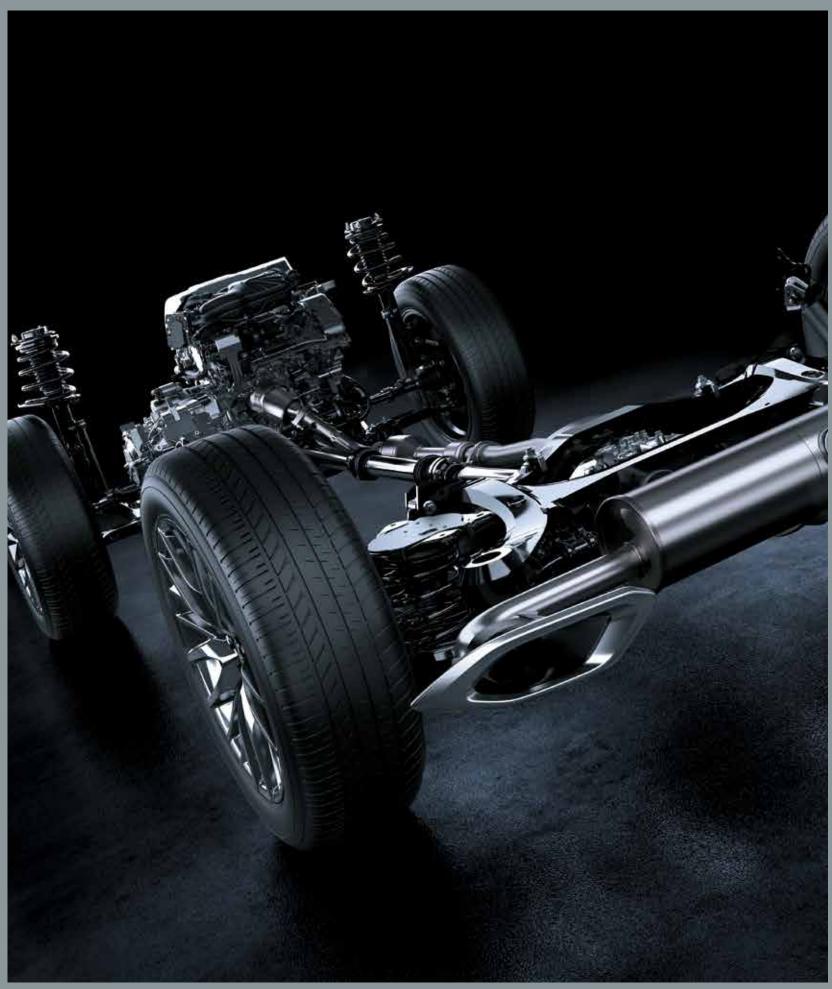












LUXURY RE-ENGINEERED

Performance

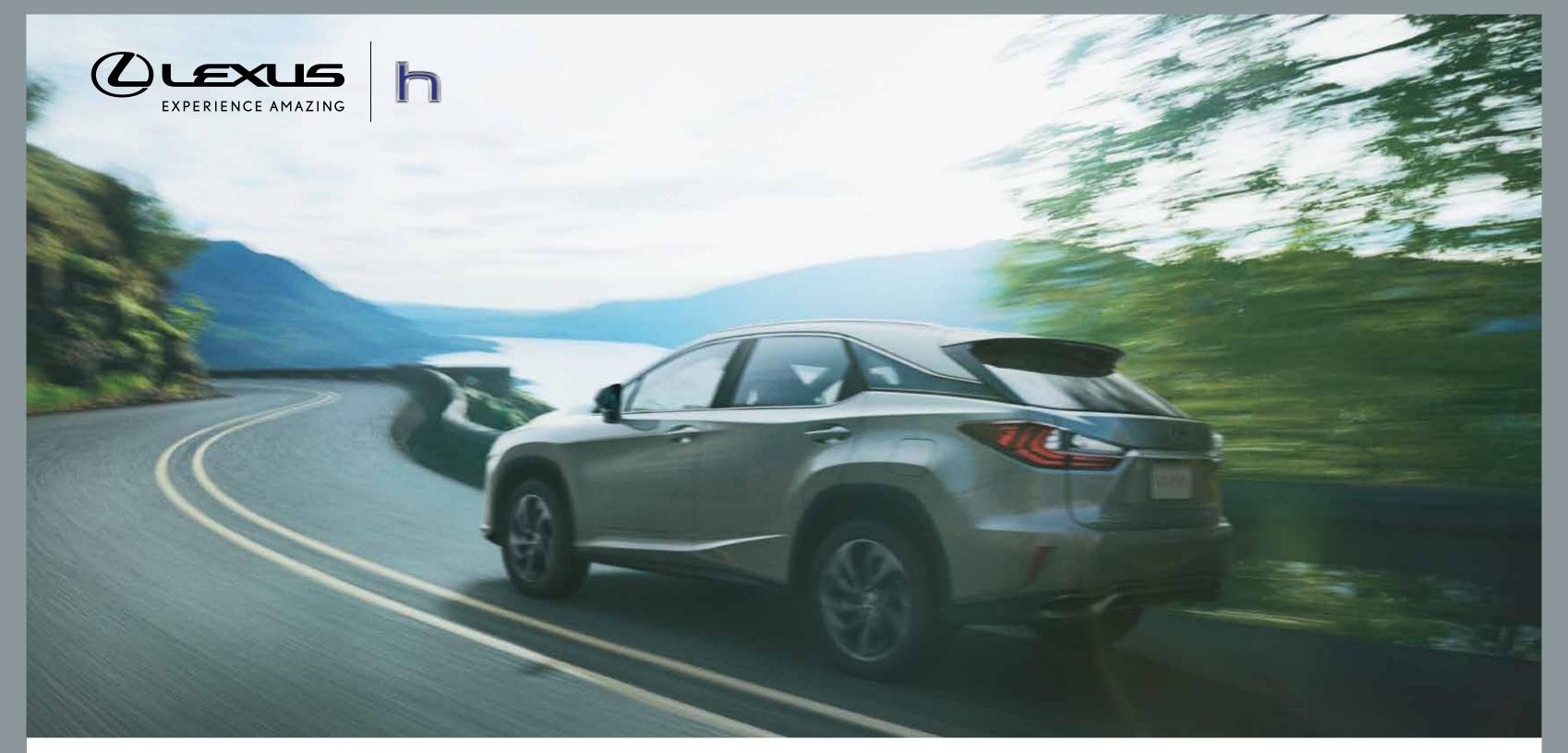
be thrilling, powerful and an emotional sensation. in perfect control.

And that's exactly what the new RX offers. Once With a sporty engine that roars and responds to

an extremely stable platform. The engine mount won't be in hushed tones.

The experience of driving a luxury car should not be and structure reduce vibration and contribute to a topic of muted and plain conversations. It should excellent handling, ensuring that you are always

you are behind the wheel, you become one with your inputs, and drive modes that let you adjust the RX's performance to suit your mood and driving style, it will come as no surprise that every Its extended wheelbase and large wheels create drive will leave you with lots to talk about. And it



TWENTY YEARS OF HYBRID LEADERSHIP, NEARLY 1 MILLION CARS POWERED BY LEXUS HYBRID DRIVE, AND THAT'S JUST THE BEGINNING.

Twenty years ago, Lexus engineers recognised the enormous potential of hybrid's seamless blend of petrol and electric power. In 2004, we launched the pioneering RX 400h, the world's first Full Hybrid luxury SUV. With all larger components engineered in house, Lexus Hybrid Drive is an ever-evolving, highly intelligent and flexible drivetrain. Accounting for the vast majority of luxury hybrids on the road, Lexus offers a wide range of hybrid models and will soon deliver the millionth car powered by Lexus Hybrid Drive.

Equipped with the latest third generation Lexus Hybrid Drive, the new RX 450h offers effortless driving and class-leading environmental performance. Capable of driving short distances in zero emissions EV (Electric Vehicle) mode, it recharges on the move, meaning no 'plugging in' concerns or low battery levels to inhibit your freedom. Together with the unique hybrid ownership experience, you'll enjoy substantial financial savings thanks to lower CO2 emissions, fuel consumption and running costs – along with considerable tax advantages.

PERFORMANCE PERFORMANCE









01 / Hybrid system

environmental performance, Lexus Hybrid Drive intelligently combines the power of an efficient 3.5-litre gasoline engine with electric power from a high-output motor.

03 / Aerodynamics

Aerodynamics contributes to quiet comfort in the cabin, fuel-efficient performance, and excellent handling stability even during highspeed driving.

02 / 3.5-liter V6 hybrid engine

For dynamic driving with exceptional The 3.5-litre V6 hybrid Atkinson Cycle engine features Dual VVT-iW and advanced D-4S fuel injection system to deliver exciting performance with outstanding drivability, excellent fuel efficiency, and reduced emissions.

04 / Shock absorbers

Careful calibration of each shock absorber component optimises damping force to smooth minor road inputs and absorb larger jolts. All this while maintaining a supple feel for agile handling and excellent ride comfort.









05 / Chassis

The foundation for the RX's exhilarating performance and responsive, sporty handling is a lightweight, highly rigid body structure.

It is made from hot-stamp, high-tensile steel and aluminium, with strategically positioned reinforcements using innovative production technologies such as laser screw welding and minimises engine movement for quicker engine air conditioning. inertia response against lateral G-forces around corners - contributing to superior handling. It also isolates engine vibration and enhances the comfort of the luxurious ride.

06 / Drive mode select

Drive mode select lets you tune performance to suit your driving style. Equipped with Adaptive Variable Suspension System (AVS), you can select and change between Normal, driving pleasure with excellent stability and Eco, Sport S and Sport S+ Modes. In addition, steering response. Customise Mode enables drivers to set their preferred settings for the powertrain, 08 / Electric four-wheel drive (E-Four) body adhesives. An optimised engine mount AVS, Electric Power Steering (EPS) and E-Four uses a rear motor that operates

07 / Front and rear suspension

The MacPherson strut front suspension and trailing-arm double wishbone rear suspension contributes a heightened

independently from the front motor to optimise distribution of front and rear drive force. In addition, it features slip and yaw rate feedback controls for excellent vehicle stability in a wide range of driving conditions.



Additional to 3 years / 100000 kms Vehicle Warranty, 2 years / 50000 kms Hybrid Battery Warranty by Lexus India.



LUXURY REIMAGINED

Features

Craftsmanship has always been the hallmark of to the presence of your palm, opening up even the Lexus family. With the new RX, we gave it a without being touched. bit more of an edge.

through metal and glass. Distinctly visible by with the dazzling array of advanced technologies the sharp and powerful LED headlamps and the available at your fingertips, you will easily be able to signature Lexus arrowhead shaped Daytime hear your heart beat. Running Lamps.

sporty driving. And our back door responds

We let imagination and ingenuity take shape features cocoons you in an island of calm and

With many more impressive features, the new RX A large rear spoiler accentuates the flowing isn't luxury you've known, but one you've always

FEATURES / EXTERIOR



01 / LED 3 eye projector-type headlamps

creates a signature Lexus arrowhead-shaped signal or hazard lamp is turned on. illumination.

03 / LED front fog lamps

LED lamps are integrated into the front bumper

02 / Sequential LED turn signal lamp

The futuristic design of the distinctive 3-eye, Sequential turn signal lamps are available that energy-efficient L-shaped LED lamps with illuminate LEDs sequentially from the inner side integrated LED Daytime Running Lamp (DRL) to the outside of the headlamps when the turn

04 / LED rear combination lamps

The LED sequential turn signal lamps illuminate from the inner to the outer side of the lamp to reduce power consumption while providing to intuitively convey the turn direction. The a bright beam, which contributes to excellent distinctive L-shaped lamps wrap around the visibility for safe driving in low light and at night. side in deep-set curves, creating a wide signal that projects a strong on-road presence.



05 / Touchless power back door

opening when your hands are full or the door is wet or dirty.

07 / Door handles

The refined door handle design welcomes you with warm hospitality and the dynamic shape is guide you at night, then gently fade.

06 / Rear spoiler

The power back door automatically opens
The large rear spoiler integrated into the top when a hand is held above the sensor in the of the back door accentuates the flowing Lexus emblem, enabling convenient hands-free design and edgy sporty styling of the RX. It is angled to enhance aerodynamic performance and balance airflow to provide excellent front tire hold.

08 / Panoramic glassroof

The glassroof enhances the feeling of openness easy to grip. A brightened silhouette line and and space in the cabin. It opens, closes and tilts integrated foot area illumination on the handles up and down, at the touch of a switch in the overhead console.

FEATURES / INTERIOR



01 / Multimedia coordination function

This function coordinates the display of information from the multimedia systems on the 12.3-inch Electro Multi-Vision (EMV) display in the center of the instrument panel and the 4.2-inch colour Thin Film Transistor (TFT) multi-information display in the meter cluster. For convenience, audio system information and incoming mobile calls can also be displayed on the multi-information display and controlled using switches on the steering wheel.

02 / Tire pressure alert

When low tire pressure is detected, the multiinformation display alerts you of the affected tire with an in-meter warning lamp.

03 / Hybrid system indicator

The meter displays real-time information about the hybrid system's output and regeneration, encouraging you to adopt an eco-friendly drive.











04 / Meters

the design of the meters, thanks to a fusion of the 4-dial analogue meter and a hi-tech digital display. Additionally, the large analogue speedometer and tachometer have three-dimensional meter faces for vehicle. greater visibility.

05 / S-FLOW control

Subtle touches of luxury is embedded within The S-FLOW control optimises airflow volume through the air-con vents based on the occupants' seating positions to provide comfort and greater energy saving. It also EMV screen - all in the palm of your hands. monitors temperature within and around the

07 / Overhead console LED lamp switches

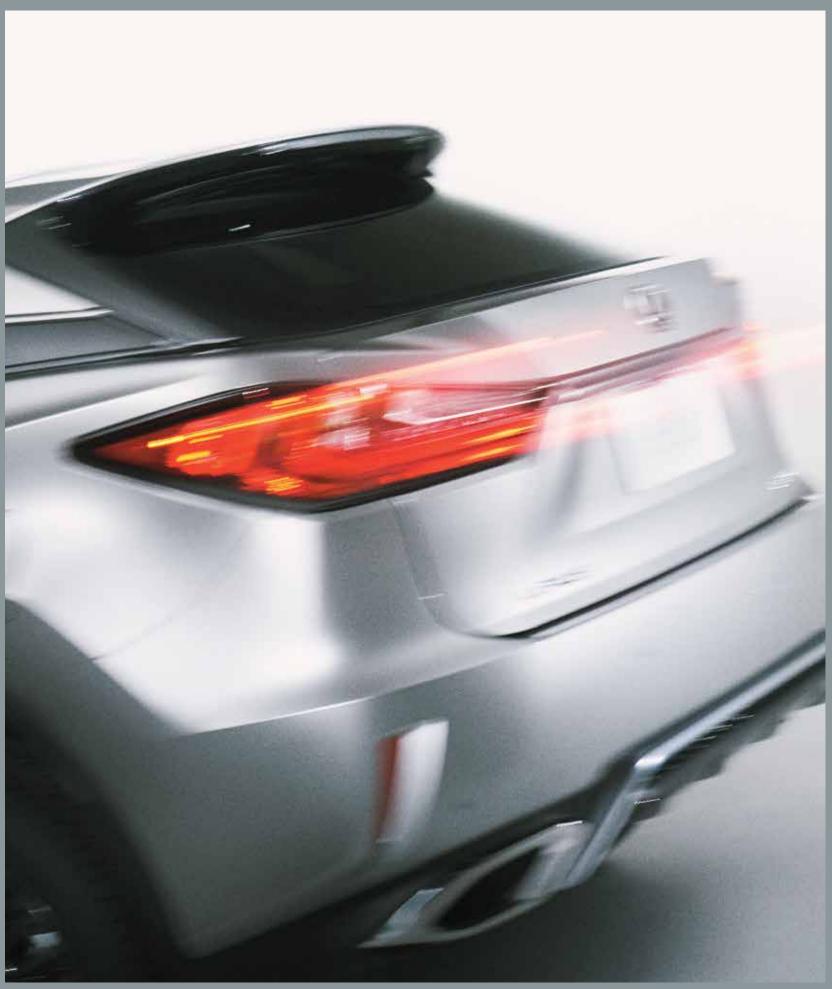
Lexus' renowned hospitality extends into the intuitive operation of the front LED dome and map lamps located in the overhead console, across the lights.

06 / Remote Touch Interface

A Lexus innovation ergonomically built to give you command of the vehicle's electronics displayed through a 12.3-inch

08 / Mark Levinson® audio system

Mark Levinson® Premium Surround Sound Systems are tuned to perfection to provide the highest level of accuracy, reliability and enjoyment. The hallmark of each system is an uncanny ability to reproduce subtleties activated when you gently run your fingers and nuanaces so that you get pure musical reproduction. With this, you don't just hear sound; you experience the soul of the music in a 360-degree spatial environment.



LUXURY REINFORCED

Safety

With luxury, certain things should come easy, your surroundings while getting in and out like peace of mind. The new RX, with its—of parking spaces. RX also features dual integrated approach to safety is sure to put stage SRS airbags, helping to keep up the

Thin front pillars and careful positioning of the door mirrors offer you excellent visibility. You It is what modern luxury should accomplish, are further protected by various technologies delivering on both style and substance. such as Parking Assist Monitor that checks

your mind at ease, when you are on the road. excitement of driving the new RX without any







01 / LED wide-angle cornering lamps

Compact, bright and energy-efficient, the LED wide-angle cornering lamps provide additional illumination in the direction of travel, to the side and above, enhancing pedestrian visibility when turning at intersections.

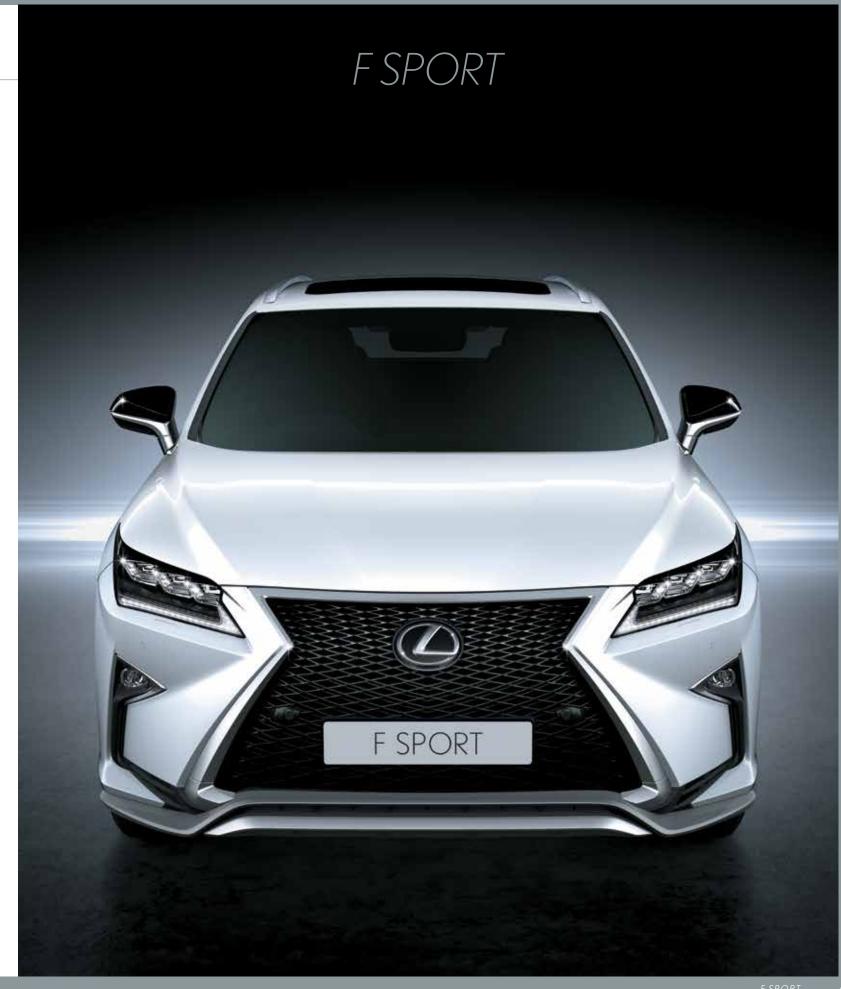
02 / Parking Assist Monitor

lines on images captured by the back camera, supporting driving in reverse. For a hybrid model, the image begins displaying when the power switch

03 / SRS airbags

The parking assist monitor displays parking guide The RX features dual-stage SRS airbags (front seats), SRS knee airbag (driver's seat), SRS cushion airbag (front passenger's seat) that supports seatbelt restraint by lifting the front edge of the seat is turned ON and the shift position is changed to R. cushion during a frontal collision, SRS side airbags (front and outboard rear seats) and SRS curtain shield airbags (front and rear door windows). *

are specifically designed for models equipped with the SRS side airbags. To find out about availability in your area, please inquire at your local dealer). The photo shows all the SRS airbags activated for display purposes only (the SRS side and curtain shield airbags only inflate on the side of the collision in an actual accident). For details on these and other important safety features, be sure to read the Owner's Manual carefully.



 $^{^{\}star}$ The SRS airbags are supplemental devices to be used with the seatbelts. The driver and all passengers in the vehicle must wear their seatbelts properly at all times. Never install a rear-facing CRS (Child Restraint System) on the front passenger's seat. For a forward-facing CRS, it is recommended you use it in the rear seats. Please do not use accessories for the seats ${\sf CRS}$ which cover the parts where the SRS side airbags should inflate. Such accessories may prevent the SRS side airbags from activating correctly, causing serious injury (Lexus genuine seat covers

BORN AN SUV RAISED BY SPORTS CARS

F Sport

Never before has an SUV had the pedigree to dominate the road. Introducing the exclusive F SPORT package that injects razor-sharp sports performance into the RX driving experience.

Evolved from the first IS F and groundbreaking LFA supercar, Lexus F DNA drives the development of all F SPORT models. You'll recognise it in the signature grille mesh and the metallic-coated lower bumper that visually lowers the car's center of gravity. As you take the wheel, the feeling of sports driving control is compelling and immediate.

the extra support of the seat, dimpled leather steering wheel, custom sports meters that evoke the LFA supercar and G sensor create an authentic sporty driving experience.

F SPORT exhilaration is also created by finetuning the front and rear suspension, fitting of Adaptive Variable Suspension (AVS) system and installing front and rear performance dampers that heighten responsiveness and handling stability.



SPORTING EXHILARATION



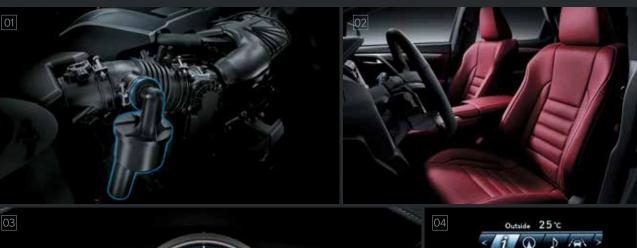
D/ Front Fender Emblems



E/FSPORT Meters

F/ Steering Wheel G/ Aluminum Pedals H/ The Shift Lever Knob I/ Trim (Metal Film)

F SPORT







01 / Sound generator

Heightening the emotion and excitement of The front sports seats are the product

03 / FSPORT meters

02 / F SPORT front seats

the sound pressure level in the engine air manufacturing process. They provide a intake at different resonate frequencies, to blend of refined comfort with firm support generate a thrilling F SPORT engine note and excellent holding performance for

04 / F SPORT multi-information display

Dynamically displaying sports performance, The 8-inch colour Thin Film Transistor



EXTERIOR & INTERIOR

COLOURS

A palette of colours, from bold and luminous to nuanced and sophisticated, lets you express your individuality



White Nova Glass Flake (083) < F Sport>



Sonic Quartz (085) <Luxury>



Mercury Gray Mica (1H9) <Luxury & F Sport>



Platinum Silver Metallic (1J4) <Luxury & F Sport>



Sonic Titanium (1J7) <Luxury & F Sport>



Black (212) <Luxury & F Sport>



Graphite Black Glass Flake (223) < Luxury & F Sport>



Red Mica Crystal Shine (3R1) <Luxury & F Sport>



Sleek Ecru Metallic (4U7) <Luxury>



Amber Crystal Shine (4X2) <Luxury>



Heat Blue Contrast Layer (8X1) <F Sport>

<LUXURY PACKAGE> <SEMI-ANILINE LEATHER>



Deep Blue Mica (8X5) <Luxury & F Sport>



18-inch Aluminum Wheel (Luxury & F Sport Package)



lvor



Blac







Topaz Brown



Rich Cream







Dark Rose



Aluminium & Wood <Luxury>



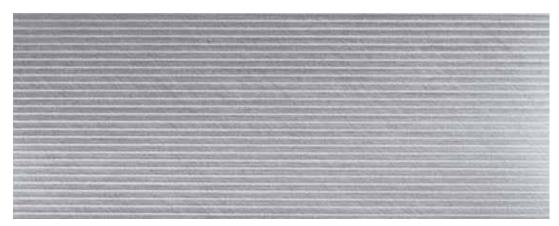
Shimamoku <Luxury>



Bamboo <Luxury>



Walnut <Luxury>



Aluminum <F Sport>

RX Colour Combinations

	LUXURY				Leather		
Code	Exterior	Ornament	lvory	Black	Noble Brown	Topaz Brown	Rich Cream
085		ALUMINIUM & WOOD	0	0	•	0	0
	CONTIC OF INDICA	SHIMAMOKU	0	0	0	•	0
	SONIC QUARTZ	BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
	MERCURY GRAY MC.	ALUMINIUM & WOOD	0	0	0	0	0
1H9		SHIMAMOKU	0	0	0	•	0
		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
	PLATINUM SILVER ME.	ALUMINIUM & WOOD	0	0	0	0	0
1J4		SHIMAMOKU	0	0	0	0	0
		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
	SONIC TITANIUM	ALUMINIUM & WOOD	0	0	•	0	0
		SHIMAMOKU	0	0	0	•	0
1J7		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
	BLACK	ALUMINIUM & WOOD	0	0	0	0	0
212		SHIMAMOKU	0	0	0	0	0
ZIZ		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
		ALUMINIUM & WOOD	0	0	0	0	0
ററാ	GRAPHITE BLACK GF.	SHIMAMOKU	0	0	0	0	0
223		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
	RED MICA CS.	ALUMINIUM & WOOD	0	0	0	0	0
3R1		SHIMAMOKU	0	0	0	0	0
3KI		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
	SLEEK ECRU ME.	ALUMINIUM & WOOD	0	0	0	0	0
		SHIMAMOKU	0	0	0	0	0
4U7		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
4X2	AMBER CS.	ALUMINIUM & WOOD	0	0	0	0	0
		SHIMAMOKU	0	0	0	0	0
		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0
	DEEPBLUE MC.	ALUMINIUM & WOOD	0	0	0	0	0
		SHIMAMOKU	0	0	0	0	0
8X5		BAMBOO	0	0	×	0	×
		WALNUT	0	0	0	0	0

	F SPORT			Leather	
Code	Exterior	Ornament	F Sport White	F Sport Black	Dark Rose
083	WHITE NOVA GF.		0	•	•
1H9	MERCURY GRAY MC.		0	0	•
1J4	PLATINUM SILVER ME.		0	0	0
1J7	SONIC TITANIUM		0	0	•
212	BLACK	ALUMINIUM	0	0	0
223	GRAPHITE BLACK GF.		0	0	0
3R1	RED MICA CS.		0	0	0
8X1	HEAT BLUE CL.		0	0	0
8X5	DEEP BLUE MC.		0	0	0

lacksquare Standard Variants lacksquare Order Based Variants imes Not Available

SPECIFICATIONS <RX450h>

		LUXURY	F SPORT			
	Overall L x W x H (mm)	4890 x 1895 x 168	35			
	Wheelbase (mm)	2790				
	Tread Front / Rear (mm)	1640 / 1630				
DIMENSION &	Overhang Front / Rear (mm)	1080 / 1020				
WEIGHT	Minimum Turning Radius (m)	5.9				
WEIGIII	Ground Clearance (mm)	195				
	Fuel Tank Capacity (L)	65				
	Seating Capacity	5 Seater				
	Max Kerb Weight (Kg)	2100-2210				
	Gross Weight (Kg)	2715				
	Туре	2 GR FXS Euro 6 with OBD				
ENGINE	Displacement (L)	3.5				
ENGINE	Max Output	193kW @ 6000 rpm				
	Max Torque	335Nm @ 4600 rpm				
PERFORMANCE	Acceleration (0 - 100 kmph in seconds)	7.7				
PERFORMANCE	Fuel Efficiency* (kmpl)	18.8				
	Туре	Permanent Magnet Synchronous Motor				
MOTOR	Max Output	123 kW				
GENERATOR	Max Torque	335 Nm				
	Type	Ni-MH				
	Nominal Voltage	288 V				
YBRID BATTERY	Number of Cells	240				
	System Voltage	650 V				
	Total Max Output	230 kW				
IYBRID SYSTEM	EV Mode	250 KH				
	Suspension Front / Rear (with Stabilizer)	MacPherson Struts / Double Wish	bone Suspension			
CHASSIS &	Brake Front / Rear	Ventilated Disc Brake with Floating Caliper 2-Cylinder / 1-Cylinder				
RANSMISSION	Tire	235/65R18				
IKANSI IISSION	Transmission	E-CVT				
	LED Headlamp with Auto Levelling and	E-CVI				
		•	•			
	Headlamp Cleaner					
	LED Clearance & Cornering Lamp	•				
	Front Turn Signal Lamp with LED Sequential	· ·				
	Front Fog & Driving Lamp with LED	•	•			
	Light Control System	•	•			
EVTERIOR	Daytime Running Light System	•	•			
EXTERIOR	Rear Combination Lamp - LED Sequential	•	•			
FEATURES	High Mount Stop Lamp	•	•			
	Rear Fog Lamp - LED	•	•			
	Side Turn Signal Lamp (LED on Outer Side)	•	•			
	Outside Rear View Mirror (Auto , Heater ,	•	•			
	EC, Memory)					
	Front Bumper / Rear Bumper	Normal	F Sport			
	Radiator Grille	Normal	F Sport			
	Panoramic Roof Outer Slide with Jam Protect	•	•			

*WVTA Figure • Available × Not Available

INTERIOR FEATURES	LUXURY	F SPORT
Accelerator Pedal	Organ Type	Organ Type (Aluminium)
Shift Lever & Knob	Leather	F Sport
Brake Pedals	Pendant Type	Pendant Type (Aluminium)
	r chadit type	r chaant type (than man)
Inside Rear View Mirror (Day / Night EC) Door Trim	Wood with Illumination	Aluminium with Illumination
Door Scuff Plate	Front / Rear + Front Illuminated LED	Front / Rear F Sport
Front Seat	Luxury Type	F Sport Type
Rear Seat (4-2-4) Folding Electric	•	•
Seat Cover Material	Semi Aniline Leather	F Sport Smooth Leather
Front Seat Headrest with Up & Down Adjustment	•	•
Rear Seat Headrest with Up & Down Adjustment	•	•
Power (D+P) Front Seat Slide (260 mm)	•	•
Seat Lumbar Support (D+P)	4 Way	2 Way
Seat Heater for Front / Rear	•	•
Seat Back Pocket (Front Seat only)	•	•
Front Seat Adjuster	Power 10 way (D+P) + Memory (D+P)	Power 8 way (D+P) + Memory (D)
Seat A/C (D+P Ventilate only)	•	•
Multi Information Display (4.2 Inch Colour TFT)	•	•
COMFORT & CONVENIENCE		
Wireless Door Lock (Smart Entry)	•	
Power Back Door with Emblem Sensor	•	
Fuel Lid Release Electric Type	•	•
Key Plate - Zippo Type + Card	•	•
Cruise Control Cruise Control	•	•
Drive Mode Select	Eco, Normal, Sports & Sports+	Eco, Normal, Sports & Sports+
Steering Column (EPS Tilt & Telescopic)	•	•
Steering Wheel	Wood with Heater	F Sport with Heater & Paddle Shift
AVS (TEMS)	•	•
Rain Sensing Intermittent Wipers	•	•
Rear Window Wiper - Single Intermittent	•	•
Air Conditioner - Auto Recirculation	•	
Air Conditioner - Auto Dual Controlled		
Minus Ion Generator (nanoe™)		
Electro Multi Vision Display		•
Audio - Mark Levinson with 15 Speaker & Sub-woofer		•
	•	•
Clearance & Back Sonar	•	•
Back Guide Monitor	•	•
SAFETY & SECURITY		
Anti Theft System (Break-in Sensor, Glass Break Sensor & Tilt Sensor)	•	•
ABS	•	•
Vehicle Stability Control (with Cut Off Switch)	•	•
Hill Start Assist	•	•
Vehicle Dynamic Management (With VDIM Alpha)	•	•
Power Door Lock (Auto Speed)	•	•
Front Seat Belt - 3 Point ELR (Emergency Locking Retraction) + TR (Tension Reducer); Pretensioner & Force Limiter	•	•
Rear Seat Belt - All Seats 3 Point ELR (Emergency Locking Retraction); Outside Seat - Pretensioner & Force Limiter	•	•
SOFIX and Top Tether Anchor for Child Seat	•	•
10 Airbags (Front Driver & Passenger , Driver Knee, Front Passenger Cushion, Front Side, Rear Side & Curtain Shield Airbags)	•	•
Hazard Warning Indicators	•	•
Front Fog Lamp Indicator	•	•
Engine Oil Monitor Indicator	•	•
Head Up Display	•	
Seat Belt Warning (Lamp Front / Rear and Buzzer Front)		
Jour Dok Training (Lamp Front/ Near and Duzzer Front)	_	
Door Ajar Warning / Light Remind Warning / Key Remind Warning		

Available × Not Available









LEXUS

TAKUMI

The Lexus pursuit of perfection finds its finest expression in the master craftsmanship of the Takumi.







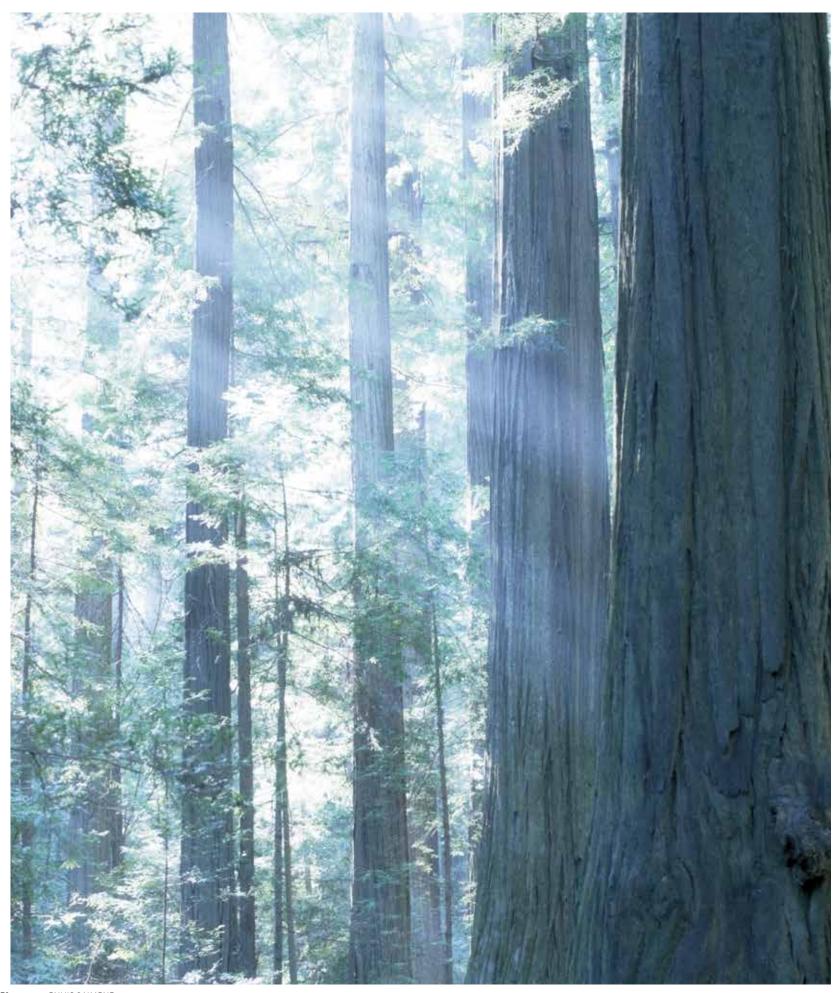




Every Lexus is based on an uncompromising This pursuit of perfection is evident at every stage also highly refined. Finally, every new Lexus model experience. is also measured against a set of internal standards covering design, performance, specifications and equipment, to ensure it is distinctive and worthy of the Lexus emblem.

approach to creating premium automobiles. of the manufacturing process. Every Lexus vehicle Inspired by our 'Yet' philosophy, we seek is created with a masterful skill and attention to innovation in every facet of engineering through detail inspired by both traditional artisanship and a sophisticated fusion of seemingly incompatible state-of-the-art engineering. For example, at the ideas such as 'high performance yet high fuel Tahara plant in Japan, precision components efficiency'. In addition, unique Lexus styling is born made using leading-edge digital technology are of our L-finesse design language, a fine balance of assembled and finished by master craftsmen 'Leading-edge' and 'finesse', which ensures every called Takumi, whose technical expertise and Lexus is not only captivating and luxurious but sure senses are honed by decades of rigorous

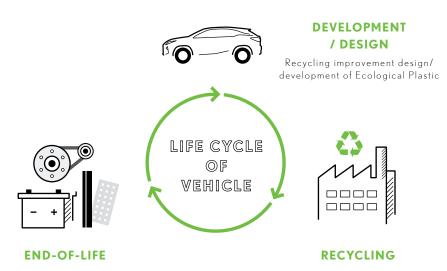
TAKUMI



LEXUS

ENVIRONMENT

Our commitment to the environment is embedded into all our activities and vehicles.



Recycling some recoverable parts

Reduction of discarded materials

At Lexus, sustainability is an enormous challenge Specific initiatives to enhance the environment materials in our offices, factories and sales facilities, reducing CO₂ levels beyond our achievements on the road.

that we gladly accept. We are committed to include integrating a keen environment-friendly finding better, more efficient ways to contribute focus on the entire life cycle of each vehicle, from to a healthier planet, leading the industry in better design and production through to the recycling business practices. Our focus on the environment of vehicles at the end-of-life. To reduce CO2 drove our development and global leadership emissions, at the design stage we specify extensive of hybrid luxury vehicles and the knowledge use of plant-derived plastics for components, we have gained is applied in all of our vehicles. instead of petroleum-derived plastics. During Our commitment to recovering, recycling and production, we make repeated use of reusable re-using permeates the entire company. To reduce items, work hard to efficiently use resources to waste to a minimum, we carefully recycle various minimize waste and recycle any waste produced.

ENVIRONMENT