The History of Lexus

February 18, 2019

World premiere of eighth generation ES, the first Lexus core model to be re-imagined as a multi-platform vehicle, offered with hybrid and BEV powertrains.

World premiere of the Lexus LFA Concept.

Lexus records its best-ever full-year sales result with 370,260 vehicles sold.

1989	Lexus launched with two sedans, the LS 400 and ES 250, and a commitment to pursue perfection. A single consumer complaint launches a special service campaign, earning the brand recognition as the new standard in personalized service
1990	Out of thousands of parties interested in a Lexus franchise, only 121 top-notch dealers are selected for Lexus' first year of business
1991	Lexus introduced an all-new ES 300 as well as the SC 300 and SC 300 sport coupes. Lexus outsold both Mercedes-Benz and BMW to become the best-selling luxury import brand in the U.S.
1993	The GS 300 luxury sport sedan was introduced. Industry-leading Certified Pre-Owned (CPO) program was introduced.
1994	Completely redesigned second generation LS 400 goes on sale.
1995	100% tariffs on select Japanese luxury vehicles proposed by U.S. government in effort to settle long-standing U.S.-Japan trade dispute. An agreement was reached between U.S. and Japan and trade war averted. The LX 450 luxury sport utility was announced.
1996	Lexus LX 450 and all-new ES 300 go on sale.

1997	Redesigned LS 400 featuring VVT-I was introduced. Next-generation GS 400 and GS 300 luxury performance sedans go on sale.
1998	Lexus introduced the RX 300, which created the luxury crossover segment. Lexus LX 470 luxury sport utility vehicle debuted. Monthly sales surpass al luxury competitors – a first for any international automaker.
1999	One-millionth vehicle sold in the U.S.
2000	Lexus develops a second offering in the entry-luxury sedan category with the IS 300 sport sedan. First import luxury brand to sell 20,000+ vehicles in one month. Lexus became the top-selling luxury brand in the U.S.
2001	Lexus updates its classic SC model into a hardtop convertible, the SC 430. Fourth-generation ES 300 goes on sale.
2002	The ES 300 and RX 300 are America's best-selling luxury car and SUV. The GX 470 mid-size luxury sport utility vehicle was announced. LF-S, first Lexus Future concept vehicle, unveiled in Tokyo, showcases new design philosophy.
2003	All-new second generation RX 330 goes on sale. LF-X concept vehicle unveiled. Lexus announces the RX 330 will become the first Lexus vehicle to be manufactured in North America at the Toyota Motor Manufacturing Canada, Inc. (TMMC) in Cambridge, Ontario facility in Canada. It is the first plant outside Japan to produce a Lexus model.

2004	Two-millionth vehicle sold in the U.S.
2005	Introduced the world's first luxury hybrid vehicle, the RX 400h. Third-generation GS 300 and GS 430 go on sale. All-new IS 250 and IS 350 sport sedans go on sale. LFA super-premium two-seat GT sports car concept revealed in Detroit LF-Sh concept vehicle revealed in Tokyo. Lexus-badged vehicles sold in Japan for the first time.
2006	Lexus' second hybrid offering and industry's first luxury hybrid sport sedan, GS 450h, goes on sale. ES 350, LS 460 and LS 460 L goes on sale.
2007	Lexus Pursuit of Potential philanthropic program launches Premium hybrid sedan, the world's first full V8 hybrid vehicle, the LS 600hL goes on sale. F SPORT performance parts line launches at SEMA.
2008	All-new LX 570 goes on sale. Powered by a 416-hp V8 engine the Lexus IS F high-performance sedan was the most uncharacteristic car Lexus had ever built, demonstrating Lexus could make a car for high-performance enthusiasts. Winner of the first Lexus Eco Challenge announced.

2009	Lexus introduces the all-new RX 350 and RX 450h luxury utility vehicles, reinventing the vehicle that invented it all. The all-new IS 350C and IS 250C hard-top convertibles go on sale. Second-generation RX 450h goes on sale. More than 1 million RX vehicles have been sold in the U.S., making it the most successful luxury utility vehicle. HS 250h, the world's first hybrid-only luxury vehicle goes on sale. All-new second generation GS 460 goes on sale. LF-Ch premium compact hybrid concept makes North American debut. Lexus' 20th anniversary.
2010	World premiere of the CT 200h, premium compact hybrid at the Geneva Motor Show.
2011	First LFA production vehicle arrives in the United States. Only 500 hand-assembled LFA's planned for production. CT200h, Lexus' fifth hybrid vehicles, goes on sale. Lexus debuts new look of Lexus at the world premiere of the GS 350 at Pebble Beach Concourse d'Elegance World premiere of GS 350 F SPORT in Las Vegas.

2012	World premiere of LF-LC concept vehicle in Detroit. LF-LC is named best concept car in the annual EyesOn Design Awards at the 2012 North American International Auto Show in Detroit. Fourth-generation GS 350 and GS 450h go on sale, completely redesigned, inside and out, and features the brands' new design philosophy, with styling cues such as a distinctive new front grill, that will be seen on all future Lexus vehicles. Lexus debuts first-ever Super Bowl commercial for Super Bowl XLVI. World-premiere of redesigned LS, including the first-ever LS 460 F SPORT, debuts at the "Lexus Laws of Attraction" exhibit in San Francisco. LS models go on sale. Sixth generation ES 350 and first-ever ES 300h hybrid sedan go on sale. Final Lexus LFA was built on December 14, 2012, ending the 500 unit run of the supercar.
2013	World premiere of the third-generation IS sport sedan. Lexus announces the selection of 12 winners for the 1st Lexus Design Award, an international design competition that targets next generation innovators around the world
2014	World premiere of the RC F performance coupe at North American International Auto Show in Detroit. World premiere of the all-new NX 200t and NX 300h at Beijing International Automotive Exhibition.
2015	World premiere of the GS F performance sedan at the North American International Auto Show in Detroit. World premiere of the fourth-generation RX at the New York International Auto Show. Production of the ES 350 starts at Toyota Motor Manufacturing Kentucky (TMMK), the first U.S. built Lexus.

2016	World premiere of LC 500 luxury coupe at North American International Auto Show in Detroit. World premiere of LC 500h luxury hybrid coupe at Geneva Motor Show. First Lexus Plus Dealerships launches with negotiation-free pricing and single point of contact
2017	World premiere of all-new fifth-generation LS 500 flagship sedan at the North American International Auto Show in Detroit. World premiere of all-new LS 500h at Geneva Motor Show. Lexus Sport Yacht concept revealed in Miami. First-ever three-row RX 350L and RX 350hL revealed at the L.A. Auto Show. New two-row LX 570 revealed at the L.A. Auto Show.
2018	World premiere of LF 1 Limitless concept at the North American International Auto Show in Detroit. World premiere of UX compact luxury crossover at Geneva Motor Show. World premiere of seventh-generation ES luxury sedan at Beijing Motor Show. Intersect by Lexus opens third global location in New York City.
2019	First RC F Track Edition introduced at the North American International Auto Show in Detroit. Ten Millionth Vehicle sold. Lexus LY 650 Luxury Yacht revealed. World premiere of LF-30 Electrified Concept at 2019 Tokyo Motor Show. World premiere of LC 500 Convertible at 2019 Los Angeles International Auto Show.

2020	World premiere of J201 concept.
2021	Two million global sales of electrified vehicles. World premiere of second-generation NX. World premiere of fourth-generation LX.
2022	World premiere of first-ever Battery Electric Vehicle, RZ. World premiere of fifth-generation RX.
2023	World premiere of first-ever TX. World premiere of third-generation GX. Production of the TX starts at Toyota Indiana, the first U.S.-built Lexus SUV. Next-generation Battery Electric Vehicle (BEV) concept car, LF-ZC, and BEV mobility flagship concept, LF-ZL, revealed at inaugural Japan Mobility Show 2023.
2024	Lexus celebrates its 35th anniversary as a luxury vehicle brand. Introduction of the first-ever LX 700h which introduces a hybrid powertrain to the LX nameplate for the first time. Lexus records 345,669 sales, its highest total ever in the brand's 35-year history.
2025	World premiere of eighth generation ES, the first Lexus core model to be re-imagined as a multi-platform vehicle, offered with hybrid and BEV powertrains. World premiere of the Lexus LFA Concept. Lexus records its best-ever full-year sales result with 370,260 vehicles sold.