

# The History of Lexus

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<b>1989</b>	<p>Lexus launched with two sedans, the LS 400 and ES 250, and a commitment to pursue perfection.</p> <p>A single consumer complaint launches a special service campaign, earning the brand recognition.</p>
<b>1990</b>	<p>Out of thousands of parties interested in a Lexus franchise, only 121 top-notch dealers are selected.</p>
<b>1991</b>	<p>Lexus introduced an all-new ES 300 as well as the SC 300 and SC 300 sport coupes.</p> <p>Lexus outsold both Mercedes-Benz and BMW to become the best-selling luxury import brand in the U.S.</p>
<b>1993</b>	<p>The GS 300 luxury sport sedan was introduced.</p> <p>Industry-leading Certified Pre-Owned (CPO) program was introduced.</p>
<b>1994</b>	<p>Completely redesigned second generation LS 400 goes on sale.</p>
<b>1995</b>	<p>100% tariffs on select Japanese luxury vehicles proposed by U.S. government in effort to settle trade dispute.</p> <p>An agreement was reached between U.S. and Japan and trade war averted.</p> <p>The LX 450 luxury sport utility was announced.</p>
<b>1996</b>	<p>Lexus LX 450 and all-new ES 300 go on sale.</p>
<b>1997</b>	<p>Redesigned LS 400 featuring VVT-I was introduced.</p> <p>Next-generation GS 400 and GS 300 luxury performance sedans go on sale.</p>
<b>1998</b>	<p>Lexus introduced the RX 300, which created the luxury crossover segment.</p> <p>Lexus LX 470 luxury sport utility vehicle debuted.</p> <p>Monthly sales surpass all luxury competitors – a first for any international automaker.</p>
<b>1999</b>	<p>One-millionth vehicle sold in the U.S.</p>

<p><b>2000</b></p>	<p>Lexus develops a second offering in the entry-luxury sedan category with the IS 300 sport sedan.</p> <p>First import luxury brand to sell 20,000+ vehicles in one month.</p> <p>Lexus became the top-selling luxury brand in the U.S.</p>
<p><b>2001</b></p>	<p>Lexus updates its classic SC model into a hardtop convertible, the SC 430.</p> <p>Fourth-generation ES 300 goes on sale.</p>
<p><b>2002</b></p>	<p>The ES 300 and RX 300 are America’s best-selling luxury car and SUV.</p> <p>The GX 470 mid-size luxury sport utility vehicle was announced.</p> <p>LF-S, first Lexus Future concept vehicle, unveiled in Tokyo, showcases new design philosophy.</p>
<p><b>2003</b></p>	<p>All-new second generation RX 330 goes on sale.</p> <p>LF-X concept vehicle unveiled.</p> <p>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.</p>
<p><b>2004</b></p>	<p>Two-millionth vehicle sold in the U.S.</p>
<p><b>2005</b></p>	<p>Introduced the world’s first luxury hybrid vehicle, the RX 400h.</p> <p>Third-generation GS 300 and GS 430 go on sale.</p> <p>All-new IS 250 and IS 350 sport sedans go on sale.</p> <p>LFA super-premium two-seat GT sports car concept revealed in Detroit</p> <p>LF-Sh concept vehicle revealed in Tokyo.</p> <p>Lexus-badged vehicles sold in Japan for the first time.</p>
<p><b>2006</b></p>	<p>Lexus’ second hybrid offering and industry’s first luxury hybrid sport sedan, GS 450h, goes on sale.</p> <p>ES 350, LS 460 and LS 460 L goes on sale.</p>

<p><b>2007</b></p>	<p>Lexus Pursuit of Potential philanthropic program launches</p> <p>Premium hybrid sedan, the world's first full V8 hybrid vehicle, the LS 600hL goes on sale.</p> <p>F SPORT performance parts line launches at SEMA.</p>
<p><b>2008</b></p>	<p>All-new LX 570 goes on sale.</p> <p>Powered by a 416-hp V8 engine the Lexus IS F high-performance sedan was the most uncharacteristic Lexus could make a car for high-performance enthusiasts.</p> <p>Winner of the first Lexus Eco Challenge announced.</p>
<p><b>2009</b></p>	<p>Lexus introduces the all-new RX 350 and RX 450h luxury utility vehicles, reinventing the vehicle.</p> <p>The all-new IS 350C and IS 250C hard-top convertibles go on sale.</p> <p>Second-generation RX 450h goes on sale.</p> <p>More than 1 million RX vehicles have been sold in the U.S., making it the most successful luxury SUV.</p> <p>HS 250h, the world's first hybrid-only luxury vehicle goes on sale.</p> <p>All-new second generation GS 460 goes on sale.</p> <p>LF-Ch premium compact hybrid concept makes North American debut.</p> <p>Lexus' 20<sup>th</sup> anniversary.</p>
<p><b>2010</b></p>	<p>World premiere of the CT 200h, premium compact hybrid at the Geneva Motor Show.</p>
<p><b>2011</b></p>	<p>First LFA production vehicle arrives in the United States. Only 500 hand-assembled LFA's planned for production.</p> <p>CT200h, Lexus' fifth hybrid vehicles, goes on sale.</p> <p>Lexus debuts new look of Lexus at the world premiere of the GS 350 at Pebble Beach Concours d'Elegance.</p> <p>World premiere of GS 350 F SPORT in Las Vegas.</p>

<p><b>2012</b></p>	<p>World premiere of LF-LC concept vehicle in Detroit.</p> <p>LF-LC is named best concept car in the annual EyesOn Design Awards at the 2012 North American International Auto Show.</p> <p>Fourth-generation GS 350 and GS 450h go on sale, completely redesigned, inside and out, and featuring styling cues such as a distinctive new front grill, that will be seen on all future Lexus vehicles.</p> <p>Lexus debuts first-ever Super Bowl commercial for Super Bowl XLVI.</p> <p>World-premiere of redesigned LS, including the first-ever LS 460 F SPORT, debuts at the “Lexus Design Award” ceremony. LS models go on sale.</p> <p>Sixth generation ES 350 and first-ever ES 300h hybrid sedan go on sale.</p> <p>Final Lexus LFA was built on December 14, 2012, ending the 500 unit run of the supercar.</p>
<p><b>2013</b></p>	<p>World premiere of the third-generation IS sport sedan.</p> <p>Lexus announces the selection of 12 winners for the 1<sup>st</sup> Lexus Design Award, an international design competition for innovators around the world</p>
<p><b>2014</b></p>	<p>World premiere of the RC F performance coupe at North American International Auto Show in Detroit.</p> <p>World premiere of the all-new NX 200t and NX 300h at Beijing International Automotive Exhibition.</p>
<p><b>2015</b></p>	<p>World premiere of the GS F performance sedan at the North American International Auto Show in Detroit.</p> <p>World premiere of the fourth-generation RX at the New York International Auto Show.</p> <p>Production of the ES 350 starts at Toyota Motor Manufacturing Kentucky (TMMK), the first U.S. plant for Lexus.</p>
<p><b>2016</b></p>	<p>World premiere of LC 500 luxury coupe at North American International Auto Show in Detroit.</p> <p>World premiere of LC 500h luxury hybrid coupe at Geneva Motor Show.</p> <p>First Lexus Plus Dealerships launches with negotiation-free pricing and single point of contact</p>
<p><b>2017</b></p>	<p>World premiere of all-new fifth-generation LS 500 flagship sedan at the North American International Auto Show in Detroit.</p> <p>World premiere of all-new LS 500h at Geneva Motor Show.</p> <p>Lexus Sport Yacht concept revealed in Miami.</p> <p>First-ever three-row RX 350L and RX 350hL revealed at the L.A. Auto Show.</p> <p>New two-row LX 570 revealed at the L.A. Auto Show.</p>

<p><b>2018</b></p>	<p>World premiere of LF 1 Limitless concept at the North American International Auto Show in Detroit.</p> <p>World premiere of UX compact luxury crossover at Geneva Motor Show.</p> <p>World premiere of seventh-generation ES luxury sedan at Beijing Motor Show.</p> <p>Intersect by Lexus opens third global location in New York City.</p>
<p><b>2019</b></p>	<p>First RC F Track Edition introduced at the North American International Auto Show in Detroit.</p> <p>Ten Millionth Vehicle sold.</p> <p>Lexus LY 650 Luxury Yacht revealed.</p> <p>World premiere of LF-30 Electrified Concept at 2019 Tokyo Motor Show.</p> <p>World premiere of LC 500 Convertible at 2019 Los Angeles International Auto Show.</p>
<p><b>2020</b></p>	<p>World premiere of J201 concept.</p>
<p><b>2021</b></p>	<p>Two million global sales of electrified vehicles.</p> <p>World premiere of second-generation NX.</p> <p>World premiere of fourth-generation LX.</p>
<p><b>2022</b></p>	<p>World premiere of first-ever Battery Electric Vehicle, RZ.</p> <p>World premiere of fifth-generation RX.</p>
<p><b>2023</b></p>	<p>World premiere of first-ever TX.</p> <p>World premiere of third-generation GX.</p> <p>Production of the TX starts at Toyota Indiana, the first U.S.-built Lexus SUV.</p> <p>Next-generation Battery Electric Vehicle (BEV) concept car, LF-ZC, and BEV mobility flagship unveiled at Lexus Mobility Show 2023.</p>