Lexus Hybrid Owners, Thanks a Million

April 12, 2016

Tokyo, Japan, April 12, 2016 – Lexus International today announced it has sold over 1 million hybrid vehicles since the world's first luxury hybrid vehicle, the RX 400h, went on sale in April 2005.

To commemorate this milestone, a new NX 300h was delivered to a Lexus customer in Milan, Italy, by Alain Uyttenhoven, head of Lexus Europe.

"The hybrid drive system continues to be our core vehicle technology to help reduce CO2 emissions, while providing a pleasurable driving experience. We have set ambitious environmental goals for 2050, and hybrid popularity worldwide is extremely important if we are to achieve those goals. Today, Lexus manufactures ten hybrid models, with more on the way. I'm pleased over 1 million customers worldwide have put their faith into our hybrid line-up," said Tokuo Fukuichi, president of Lexus International.

"This is my first Lexus. I chose this brand because I really value it. When I saw the new Lexus NX 300h, I was immediately captured by its design, and of course the hybrid technology made me enthusiastic. I was surprised to hear that I was the buyer of the 1 millionth Lexus hybrid, and I am honoured to celebrate this important milestone with Lexus!" said Aldo Pirronello, new NX 300h owner.

Following the debut of the RX 400h, the brand gradually expanded its hybrid line-up by launching the first luxury hybrid sedan, the GS 450h in 2006, and in 2007 the most powerful luxury hybrid sedan, LS 600h. In 2009, the HS 250h, followed by the first luxury hybrid compact, the CT 200h, in 2011. ES 300h was launched in 2012, then IS 300h and GS 300h in 2013, and the first luxury mid-sized crossover, the NX 300h, in 2014. The first luxury hybrid sports coupe, the RC 300h, was launched globally at the end of 2015. Today, Lexus sells 10 hybrid models and is the luxury brand with the widest hybrid line-up.

Earlier this year, Lexus premiered its latest hybrid model, the LC 500h, which features a new generation performance hybrid technology called Multi Stage Hybrid System (MSHS). The MSHS expands further hybrid advantages by delivering more power, greater acceleration and traction and higher efficiency. The LC 500h will be available for sale in the spring of 2017.

"No other Luxury carmaker can equal Lexus' depth and breadth of efficient and refined drive full hybrids. With our portfolio of advanced technology, like full hybrids and Lexus Safety System +, it's no surprise we've reached this milestone and dominate the full hybrid luxury market. I'm delighted to deliver this new NX 300h to Aldo Pirronello on behalf of Lexus International," said Alain Uyttenhoven.

As of the end of March, Lexus has sold approximately 1,000,600 hybrid vehicles in 11 years.

Hybrid vehicle sales by region:

Market	Sales since 2005 (approx.)	Sales in 2015
North America	345.5k	38,540
Europe	237.5k	40,629
Japan	225k	31,420
China/Hong Kong	97k	21,120
East Asia	62k	11,151
Oceania	19.5k	3,535
Asia	8.5k	1,294
Other	5k	1,343

Hybrid vehicle sales by model:

Model	Sales since 2005 (approx.)

RX	335k
CT	267k
ES	118k
HS	67k
NX	63k
GS*	53k
IS	51.5k
LS	41k
RC	3.8k

* Lexus currently offers a GS hybrid with two powertrain options, GS 300h and GS 450h.