

New Lexus IS to Make World Debut at 2016 Beijing International Automotive Exhibition

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Beijing, April 19, 2016 — Lexus will unveil its redesigned midsize luxury sport sedan, the Lexus IS, at 2016 Beijing International Automotive Exhibition.

Since its inception, Lexus IS was designed for those in relentless pursuit of driving pleasure. After three generations, the Lexus IS has successfully captured the hearts of young customers all over the world. The upcoming new model will bring exciting breakthroughs based on the Lexus signature L-finesse design philosophy. The bold evolution of design with greatly enhanced visual impact will absolutely ignite people's desire to put their hands on the steering wheel.