All-new Lexus IS First in Industry to Offer Subscription-free Traffic and Weather Information on Integrated Audio Systems

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TORRANCE, Calif. (Jan. 8, 2013) – Lexus today announced that it has partnered with iBiquity Digital Corporation, the developer of HD Radio™ Technology, to be the first automotive brand to offer subscription-free, real-time traffic and weather information on its integrated audio systems. The all-new Lexus IS sport sedan, which will debut at the North American International Auto Show on Jan. 15, will be the first Lexus vehicle to feature this technology when it arrives in dealerships this summer.

"At Lexus, we strive for partnerships that bring the most advanced connected vehicle technologies to our customers at a great value," said Sandy Lobenstein, vice president, Connected Vehicle Technology and Planning. "As a result of our partnership with iBiquity, our owners will be the first in the industry to have access to subscription-free real-time traffic and weather data on multimedia systems across our vehicle lineup."

Lexus will launch two systems integrating HD Radio, digital audio entertainment and real-time traffic and weather information.

For vehicles with available Navigation, Lexus will provide a digital audio and navigation system driven by the first of its kind hybrid technology capable of receiving digital traffic and weather information from both HD Radio stations and the cell phone network, using the driver's smartphone connected with the Lexus Enform system.

For vehicles without navigation, Lexus will offer a standard premium Display Audio system complete with subscription-free traffic maps and weather information, all delivered by HD Radio stations across the country.

iBiquity will display this new technology in their booth at the Consumer Electronics Show (CES) in Las Vegas, Nev., through Jan. 11.

The debut of the all-new Lexus IS will be webcast live at www.lexus.com and on the Lexus Facebook page at 9:30 a.m. Eastern Standard Time on Jan. 15.

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