

2013 Detroit Auto Show - 2014 Lexus IS World Premiere

January 15, 2013

2014 Lexus IS World Premiere
North American International Auto Show
Detroit
Tuesday, Jan. 15, 2013 @ 9:30 a.m. EST
Mark Templin, Group VP and General Manager, Lexus Division

Good morning and thanks for joining us.

Over the last few years our talented designers in Japan, France and the U.S. have worked together to bring passion and excitement to our stunning concept vehicles ... the LF-LC and LF-CC and to our recently introduced production models like the GS, ES and LS.

So, as you can see, we've made a dramatic change in our approach to design. Frankly, we've become obsessed with design and it shows in all of our new products.

In less than 2 years, we'll have changed the face of every vehicle in our lineup. No one else can say that! And this change is symbolized by our iconic spindle grille, which brings a bold new face to our brand. Now, when you see one of our new cars in your rearview mirror, you know it's a Lexus.

And we've also taken our interiors to a whole new level with intelligent designs complemented by the finest materials. And it's not just about looks. Our engineers have made significant changes to enhance our driving dynamics too.

The performance and handling of our new GS surprised many of you but it wasn't a fluke by any means. We followed up on the success of the GS with improved handling across our entire lineup and our F SPORT variants take Lexus driving dynamics to a whole new level.

Our commitment to design goes beyond our products. Our Lexus team members from all over the world worked together to develop a new Motor Show Stand making its global debut here in Detroit. Be sure to check it out.

Throughout the year, you'll see more examples of our commitment to design and the environment with unique Lexus branded experiences all over the world. In the midst of all of this change, thanks to our great retail partners, we've raised the bar on our already industry leading customer service.

In fact, last year, our dealers added two new positions to further enhance the customer experience.

Lexus Delivery Specialists

- customize vehicle deliveries according to the interest of the individual customer and

Lexus Technology Specialists

- are dedicated to helping customers get the most out of the advanced features of their Lexus throughout their ownership experience.

Thanks to their help.

In 2012, we achieved the ‘Grand Slam’ of automotive excellence by finishing number one in

- Initial Quality
- Vehicle Dependability
- Customer Satisfaction
- and Sales Satisfaction.

Looking ahead to 2013, we’ll preserve that industry-leading customer experience and plan for steady, measured sales growth as we launch more great new products.

Now let’s shift our focus to a vehicle that will help us to achieve that growth both here and abroad ... the all-new IS. The IS represents a great global opportunity for us. Since its debut in 1999, it has provided an entry point into the Lexus brand for youthful, performance-oriented customers.

In fact, the current generation IS has the youngest buyer of any car in the entire luxury industry. And this new IS will give these customers even more of what they want. Let’s take a look.

(VIDEO)

Ladies and gentlemen, the 2014 IS 350 F SPORT.

(REVEAL)

To be competitive in this segment, you have to have a great looking car that’s fun to drive and offers true luxury and a value proposition. The IS delivers!

It announces its presence with the boldest expression yet of our signature spindle grille with L-shaped LED daytime running lights placed independently below the headlamps. The overall dynamic shape of the body emphasizes the wide flare of the wheel arches to give it a broad, powerful stance.

One of the guys from our production crew said it looks fast even when it’s standing still.

And take a look inside. The LFA inspired cockpit features the refinement you’d expect of a Lexus, and it puts the driver in the perfect ergonomic position to attack the road. With a longer wheelbase, rear seat legroom has been increased nearly three inches.

And, for the first time, IS will feature 60:40 split folding rear seats further enhancing the flexibility and cargo

capacity of the new, larger trunk.

As you might expect, this car is loaded with new technology.

The meter cluster is all LFA. Check it out – a thin film transistor display moves in concert with a sliding bezel adding a sporty and high-tech touch to the instrumentation.

And, thanks to new electrostatic switch technology the climate control system can be adjusted with a simple slide of the finger.

The IS also has a new state-of-the-art multimedia system. In an industry-first, our new system provides subscription-free traffic and weather information delivered through the HD radio service on all of our audio systems.

Vehicles with Navigation feature Lexus Enform providing on-board access to a variety of popular apps, and it's all controlled with our second-generation Remote Touch Interface.

Now, not only does the IS look great, I can't wait for you to drive it. It delivers an entertaining and engaging driving experience. And we're confident that it will rival the most 'fun to drive' vehicles in the segment.

The IS 350 F SPORT is powered by a direct and port injected 3.5 Liter V6 engine delivering more than 300 horsepower.

And this power plant is mated to the same 8-speed automatic transmission in the IS-F high performance sedan – delivering quicker shifts, full torque converter lockup and manual mode throttle blips. The Drive Mode Select offers four different modes to suit the driver's preferred combination of fuel economy, comfort, performance and handling.

New, laser screw welding and adhesive body bonding techniques have increased overall body rigidity improving both stability and ride quality. The double wishbone front suspension system has been re-engineered – offering a twenty percent increase in sway rigidity.

The rear adopts a new multi-link suspension system taken from the GS resulting in outstanding grip performance and excellent response to steering inputs. Also from the GS, the power steering system has been tuned to enhance steering feel and response.

In developing the IS, our Chief Engineer Junichi Furuyama wouldn't settle for theoretical improvements in handling devised on a computer. Instead, he took the IS to some of the greatest tracks and proving grounds in the world – from Fuji Speedway to the Nurburgring.

I know he said these trips were all business, but you should've seen the smile on his face each time he left for a different track. Heck ... I'd smile too if I got to drive the IS on some of the greatest circuits around the world. However, he did use his time wisely at these venues experimenting with different suspension configurations to further enhance the handling characteristics of the IS.

He's been all over the world and he is here with us today. Furuyama-san ... please stand and be recognized for your achievements in developing this fantastic vehicle for our customers.

The all-new IS will go on sale in the U.S. in June.

Earlier, I talked about the importance of IS for us on a global basis. One of the key benefits of having a global product portfolio strategy is that it gives us the flexibility to offer the right vehicles, at the right time, in the right markets, in direct response to customer needs.

A prime example of this approach is our first-ever IS Hybrid.

The IS 300h will be available in Japan where a majority of the vehicles we sell are hybrids and in Europe and other international markets where CO2 emissions drive buying behavior.

The full hybrid system combines a powerful electric motor with a newly developed 2.5 liter, four-cylinder Atkinson cycle engine featuring a new D-4S fuel injection system, Dual VVT-I and a high-efficiency Exhaust Gas Recirculation system.

While we can't disclose actual numbers until later this spring, I can tell you that we're targeting CO2 emissions lower than 100g/km and fuel consumption of less than 4.3 liters per 100 kilometers – while delivering total system power of 162 kw.

And those of you from Europe know exactly how impressive that is.

The IS 300h receives all of the same handling enhancements of the IS 250 and IS 350 and will also be available in an F SPORT model.

We expect the hybrid to make up more than 80 percent of the mix in Europe and contribute greatly to our global growth.

We expect great things from the all-new IS lineup and look forward to getting you all behind the wheel. Before I invite you all to the stage for a closer look, please allow the photographers to take a few shots first.

Thank you and enjoy the rest of the show.

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