

2012 NY Auto Show - 2013 Lexus ES Reveal

April 04, 2012

2012 New York International Auto Show

2013 Lexus ES/ES Hybrid Reveal

April 4, 2012

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Good morning ...and thank you for joining us for the continuing saga of our 2012 Lexus product blitz.

This year ...we're introducing an unprecedented ...9 new or updated vehicles ...plus three F SPORT models.

And that number doesn't even include the LF-LC coupe concept that we debuted in January at the Detroit auto show...which by the way...won the prestigious Eyes On Design award ... a first for Lexus.

And ... when we brought the coupe to the Chicago show...attendees voted it the best Concept vehicle.

The response we've gotten for this car is amazing.

People are always asking ... 'when can I get my hands on that coupe?'

The simple answer is ...well ... you'll have to wait and see.

After we unveiled our concept coupe ...the all-new GS ...arrived in dealerships in early February.

The response to this vehicle has been amazing ...and it's doing EXACTLY what we planned.

We're already on pace for a seven-fold increase in annual sales...and it's bringing new, younger buyers into the Lexus family.

According to early data...more than 40 percent of the GS buyers are under the age of 50...and 25 percent have chosen the F SPORT model.

True driving enthusiasts have taken notice...because it's one fantastic performance car.

Also in February... a refreshed LX made its way to dealer showrooms... and it's in high demand.

Then last month in Geneva ...the world got its first glimpse of the new RX.

With its...sportier new look...updated interior design...and technology that our customers have been asking for...the RX will continue to be our volume leader.

In fact ...the RX has been the top selling luxury SUV in America for 14 straight years.

Our owners love their RX's...but when I talk to other luxury vehicle owners ...they wish we offered an RX that was a little more ...edgy.

Well ...we heard them... and we responded.

Today ... for the first time in North America ... we're pleased to introduce the all-new 2013 RX F-Sport.

This is NOT just an appearance package ...it's a full-fledged performance package that has...

- F-SPORT suspension tuning
- an 8-speed automatic transmission and paddle shifters ... making it faster from 0-to- 60 than the base RX
- AND it has better fuel economy.

The RX F-SPORT challenges preconceived notions about what a crossover SUV is all about.

The new 2013 RX models are in our display on the show floor.

So make sure to stop by and see all of our latest products...proudly wearing the bold new face of Lexus.

Now...let's turn our attention to our newest offering... the all new ES.

The entry-luxury segment is getting more and more competitive as brands work to capture younger buyers...and those aspiring to move-up to luxury.

At Lexus ... we have three distinct models for this segment ...

- Our CT hybrid...that gets 42 MPG
- Our IS...that delivers engaging performance
- and our ES...that hits the sweet spot for...comfort, luxury and value.

The combined sales give Lexus a 17.2% share of the segment...making us the volume leader.

Since its introduction in 1989 ... the ES has been the benchmark for...quality, reliability, ride comfort and value.

And now...it's time to take it to a whole new level ... ladies and gentlemen...the all-new ES.

This is no longer JUST an entry luxury car!

This ES is SO good...it can go toe-to-toe with cars in more expensive segments...like the Mercedes Benz E Class.

That's how confident we are in this car!

It's the same length and width...and has more interior space than the E Class.

They both have 3.5 liter engines...yet...the ES will cost THOUSANDS less!

And once you get a chance to drive the ES...you'll experience its crisp, confident driving dynamics.

We've...

- redesigned the suspension system,
- increased body rigidity,
- and improved the steering to create more precise handling ...without sacrificing ride comfort.

And like the CT and GS... the ES offers three distinct drive modes...Eco, Normal and Sport ...allowing the driver to customize their experience.

Now ...take a closer look at the new cabin ...

- it's roomier ...and with a longer wheel base ... it has 4.1 inches of additional leg room for rear-seat passengers
- it's more premium
- it's contemporary
- there's a larger display screen
- and advanced LED accent lighting.

It's truly a class-up interior that was designed to provide ease of use and a sense of openness and security.

When it comes to safety features...the ES is loaded. It has...

- a segment- leading 10 airbags
- new, whiplash injury lessening front seats
- available pre-collision system
- lane departure alert
- and an available blind spot monitor with rear cross traffic alert.

When it comes to technology...just like the GS...the new ES has our second-generation Remote Touch...and Lexus Enform Multimedia system that can be operated through the driver's own smartphone!

Which means updates are done wirelessly and new apps can be added easily as they become available.

This seamless integration of engineering, design and technology results from the countless hours of a dedicated team ... led by Chief Engineer Toshio Asahi.

Asahi-san...please stand so we can recognize you for this great car.

Asahi-san and his team had a big job...designing a vehicle that balances the needs of Lexus customers all over the world.

Unlike the current generation...this new ES will be available in both left and right hand drive.

The left hand version launches this summer ... while the right hand drive comes later next year.

The ES is now an important global vehicle for Lexus and will contribute greatly to the expansion of our brand in both mature and developing markets around the world.

In addition to the ES350...we have a surprise for you.

We're launching an all-new vehicle that will tap an unmet need in this segment.

But...before I show you...here's a riddle. What has...

- the presence of our flagship LS
- more legroom than a Mercedes Benz E-Class
- a better emissions rating than a standard Chevy Volt
- and 25% better MPG than a subcompact Honda Fit?

The answer...the all-new ES hybrid!

Powered by our updated Lexus Hybrid Drive system ... the ES hybrid is the most advanced ES EVER...capable of 40 MPG in the city...and a super ultra-low emission rating.

Like its gas companion...the hybrid will have a drive select mode...with an additional EV mode that allows drivers to travel a short distance...at a reduced speed...using only the power from the hybrid battery pack.

The hybrid includes...

- an exclusive rear bumper with hidden exhaust
- a standard rear spoiler to improve aerodynamics
- and distinctive bamboo trim.

The ES 300h is the latest addition to our Lexus global Hybrid family.

In fact...by early 2014...we'll offer 8 hybrid choices to customers around the globe.

Look for the all-new ES and ES hybrid coming to showrooms this summer.

Our product blitz is under way...BUT...we're JUST getting started.

We're determined to provide emotional and inspirational products that our customers demand...while raising the bar even higher with our industry-leading customer service.

This is the new face of Lexus...this is our future...and it's here NOW.

Thank you for joining us ... if you could do me a favor and please allow the photographers to get a few shots of the cars first ... then we'll invite all of you to check them out up close.

Thanks again...and enjoy the show.