

Lexus Launches New Facebook Page with Cover Photo and Timeline

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TORRANCE, Calif. (Feb. 29, 2012)—Today, Lexus is among a small group of brands to unveil a new Facebook® Page (www.Facebook.com/Lexus) that optimizes the new features by telling the brand's story through a highly visual and organized timeline while still allowing Lexus enthusiasts to dialogue and interact with the brand. The launch coincides with the brand reaching one million fans on the social networking site this week. To gather stories for the new Page, the Lexus team talked to automotive historians, met with Lexus archivists and spent hours at the Toyota USA Automobile Museum reviewing old film, photos and artifacts.

The launch cover photo features Lexus' futuristic new 2+2 coupe LF-LC concept vehicle, while the timeline exemplifies the brand's evolution and pursuit of perfection during the last 23 years. More than 80 stories have been added to the Page dating back to before the brand's launch in 1989.

All major vehicle launches, redesigns and concept cars – from the original Lexus LS 400 to the all-new 2013 Lexus GS – have been added to the timeline. Additionally, Lexus added backdated posts to include pre-Facebook updates like the one millionth Lexus sold in the U.S. in Nov.1999.

“Researching the information for our new Facebook Page became a very personal and introspective process for the team,” said Brian Smith, Lexus vice president of marketing. “It was fascinating to look back at our rich history and see the many ideas and innovations that have come from Lexus. We are proud to be one of the first brands invited to explore Facebook's new platform, and we hope our fans enjoy the new experience.”

Lexus' new Facebook Page will also showcase “Lexus World Firsts” that tout the brand's contributions to the automotive industry including the world's first Mark Levinson automotive sound system and the world's first advanced parking guidance system in a luxury vehicle.

Other key milestones are:

- Dec. 2000 – Lexus is named the best-selling luxury automotive manufacturer in the United States
- Jan. 2002 – Lexus develops the Lexus 2054 concept car for Steven Spielberg's *Minority Report*
- Jan. 2004 – World premiere of the first luxury hybrid SUV, the Lexus RX 400h