

All-New Lexus GS 350 Sport Sedan to Arrive in February 2012

November 23, 2011

TORRANCE, Calif., Nov. 23, 2011 – Bringing sophisticated style, exciting performance and advanced technology to the luxury sport sedan segment, the new 2013 Lexus GS 350 comes to dealer showrooms in February 2012. Its arrival will be heralded by Lexus' first-ever Super Bowl commercial, followed by Lexus being the Official Automotive Marketing Partner of the Sports Illustrated swimsuit issue.

“The launch of the all-new Lexus GS is so big that nothing short of the Super Bowl and the Sports Illustrated swimsuit edition would do it justice,” said Mark Templin, Lexus group vice president and general manager. “We’ll also support the launch with a strong presence across all media, including a Consumer Performance Drive tour to encourage hands-on experience with the 2013 Lexus GS.”

The fourth-generation GS was revealed this summer at the prestigious Concours d’Elegance in Pebble Beach, Calif., and is making its auto show debut at the Los Angeles Auto Show, under way now. The all-new sport sedan features Lexus’ new design philosophy, including the signature Lexus spindle grille.

The new GS also incorporates a higher level of precision handling and driving dynamics. Whether gliding through a sweeping curve or attacking a tight corner, the GS exhibits a solid stance and confident handling. Its powerful 3.5-liter, 306 horsepower V6 engine propels the 2013 GS 350 from 0-60 mph in just 5.7 seconds.

Passengers enjoy a spacious cabin with luxury appointments including white LED ambient lighting and a classic analog clock. Cabin materials include three types of wood set off by meticulously detailed contrast stitching on the instrument panel, door trim, center console, shift knob and steering wheel.

Debuting on the new GS is the next-generation version of Lexus Enform® with Safety Connect®. This advanced multimedia system connects to music, information and entertainment services through the user’s smart phone. Apps include Bing for local search, OpenTable, MovieTickets.com, Pandora®, iHeartRadio, Facebook and Yelp. An SMS text-to-speech feature allows the driver to be read text messages and send preset responses. DVD audio and video compatibility, along with HD Radio™ with iTunes tagging and a three-month trial subscription to SiriusXM Satellite Radio® are standard.

The GS 350 will be available in rear-wheel drive (RWD) or all-wheel drive (AWD) configurations, and can be equipped with the available Premium, Luxury or F SPORT packages for greater personalization.

Next spring, the GS 450h hybrid arrives to complete the line-up. With a total system power output of 338 horsepower, the GS 450h not only has the power of a V8, but is projected to exceed most competitive V6s in fuel mileage with EPA-estimated ratings of 29 mpg city, 34 highway and 31 mpg combined.

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