

Lexus to Hold World Premiere of the All-New Lexus GS Luxury Sport Sedan at Pebble Beach

July 22, 2011

TORRANCE, Calif., July 22, 2011 – Lexus will reveal the all-new GS 350 luxury sport sedan on Thursday, August 18th in conjunction with the Pebble Beach Concours d'Elegance.

The fourth-generation GS model introduces a more defined and emotional design philosophy featuring a new distinctive front grille and styling cues that will soon be seen on all future Lexus vehicles. The new GS has also been engineered to provide a more engaging and dynamic driving experience and the highest levels of refinement.

"Our customers have been waiting for a new GS that's more intense in every way," said Mark Templin, Lexus group vice president and general manager. "They'll soon discover this GS was well worth the wait."

The Lexus press conference will take place on Thursday, August 18th at 4:15 p.m. PDT at Parc du Concours.