

Lexus Exhibit Will Exude 'Performance' at 2011 Chicago Auto Show

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CHICAGO, Ill., February 2, 2011 – While luxury is at the heart of Lexus, the automaker will be showing off a bit of its wild side at the 2011 Chicago Auto Show.

Lexus will be packing plenty of performance in its 20,000-square-foot exhibit with displays dedicated to sporty accessorization and sheer, unbridled horsepower.

“For more than a decade, Americans have made Lexus the top luxury brand in the country because of its refined sedans and SUVs, but there’s more to this company than meets the eye,” said Paul Rohovsky, National Manager of Events and Promotions at Lexus. “Lexus brings new excitement to the brand with vehicles like the LFA supercar and youthful CT 200h entry-luxury hybrid. Our F Sport accessories allow customers the opportunity to turn up the performance quotient on a number of vehicles.”

Among the numerous head-turning offerings in the Lexus exhibit is the inspirational and aspirational 552-horsepower V10 LFA supercar. Lexus began delivering the highly-anticipated 2012 LFA to U.S. customers last month. The new CT 200h will have a prominent place in the exhibit, encompassed in a “Darker Side of Green” interactive studio. The new CT 200h, the fifth hybrid in the Lexus lineup, achieves the luxury segment’s best EPA-estimated combined fuel economy of 42 mpg. It goes on sale this March.

The Chicago Auto Show will mark the debut of a highly-modified Five Axis Project CT that proves that hybrids can be aggressive. This CT 200h is complemented by a Five Axis custom widebody conversion, JDSU “Dark Passage” paint, and custom black accents. It sits low on a TEIN Flex coilover suspension system and custom 19-inch FIVE:AD forged wheels. The Five Axis Project CT also features a custom Ultrasuede® EcoDesign™ interior, custom touch screen interface center console and a Stoptech High Performance Big Brake Kit on the front. Standout vehicles from last year’s Specialty Equipment Market Association (SEMA) Show that will also be on display include a customized LS600h L by VIP Auto Salon and a revamped RX 450h courtesy of tuner Paul Tolson, EST Styling.

Due to its popularity on Internet sites such as YouTube, Lexus has a kiosk dedicated to the gravity-defying “Hard Way” television advertisement, featuring a crane and several Lexus vehicles linked in midair. Visitors will get a chance to view a video of the pain-staking preparation and engineering know-how that brought this much talked-about TV spot to life.

About Lexus

Lexus is the leading luxury automaker in the United States. With its reputation for high-quality products and exemplary customer service from its 229 dealers, Lexus has been the top-selling luxury automaker for 11 years in a row. In addition, Lexus is the luxury hybrid leader, offering five hybrids that provide the best in innovative technology and first-class luxury. When Lexus was established in 1989, it offered two models of vehicles. Now, more than 20 years later, Lexus offers variations of 10 vehicles, from the sporty CT 200h hybrid to the V10 supercar, the LFA.

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