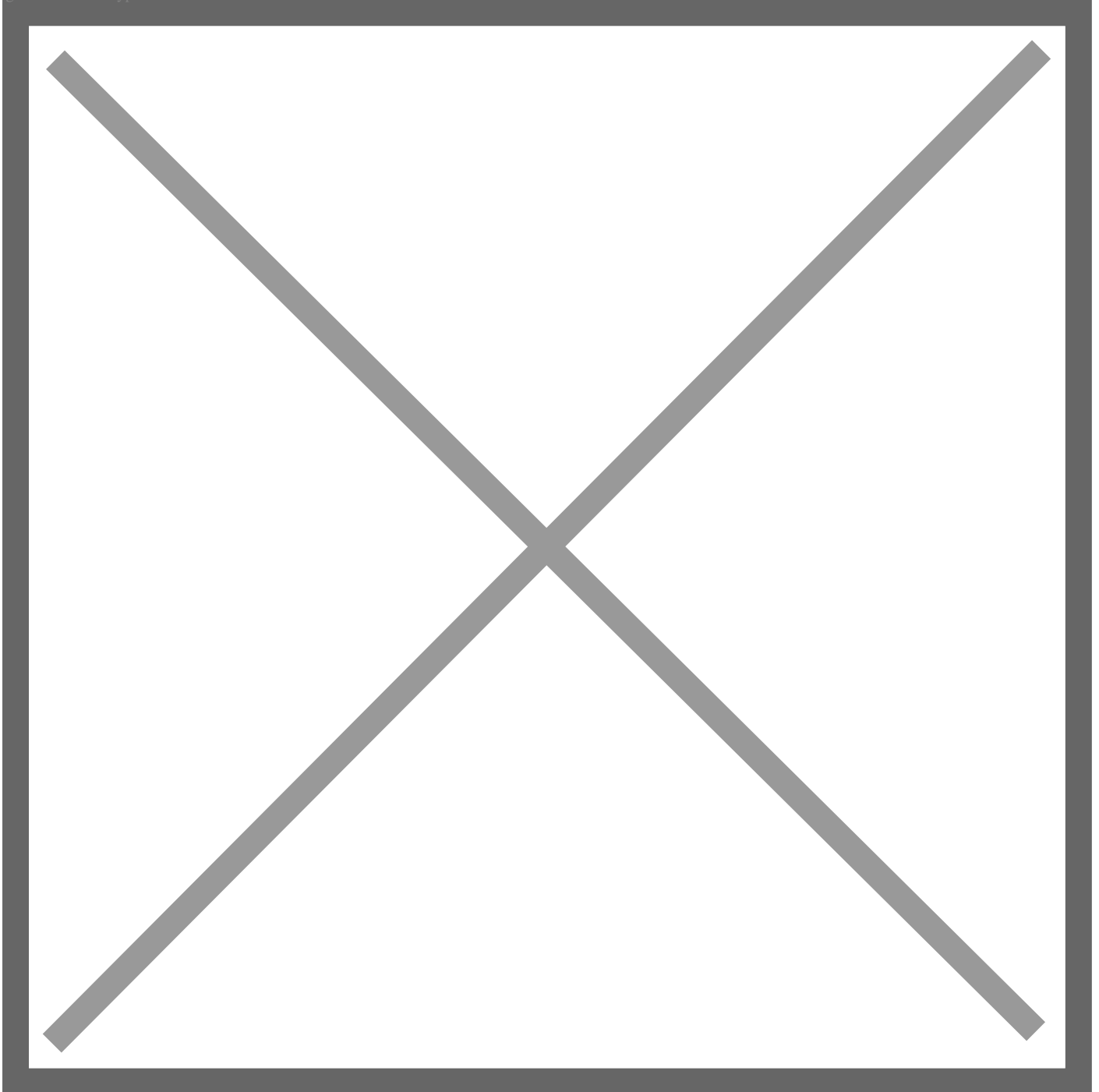


Lexus Enform Launches All-New Mobile Application Available For Additional Convenience - Broadens Lexus Technology Offerings

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Lexus Enform Mobile 001

- Lexus Enform Enables Customers to Save and Organize Locations
 - Safety Connect® Standard on All Models
- Available XM Service Includes Complimentary 90-Day Trial Subscription

Lexus Enform® Mobile

Lexus Enform® recently launched an all-new mobile application to provide customers with more convenience on-the-go and valuable additions to services they have come to rely on and trust. Customers with an iPhone, iPod touch, or select Android™ phones and RIM BlackBerry® devices can download the complimentary Lexus Enform mobile app from the Apple App Store, Android Marketplace, or Blackberry App World for quick access to resources and information.

Lexus Enform® subscribers can use eDestination Mobile to search for points of interest and addresses and then save destinations to their vehicle to make trip planning even easier. Other Lexus Enform Mobile features include easy access to vehicle information such as short product videos; to the Lexus Customer Assistance Center for general questions or Roadside Assistance; and to the mobile version of Lexus.com. Customers will also have the ability to find and contact a nearby Lexus dealer. Users with an iPhone, iPod touch or select Android phones will be able to effortlessly send locations to Facebook© to share upcoming meeting locations with their contacts.

eDestination Mobile users can also create, save and access folders in their account to store up to 200 different locations. These folders can help the user organize destinations to make trip planning easier on-the-go.

Safety Connect® and Lexus Enform

All 2011 Lexus models offer the proprietary telematics system, Safety Connect®, while all vehicles equipped with a navigation system feature Lexus Enform with Safety Connect. Complimentary one-year trial subscriptions of Safety Connect and Lexus Enform with Safety Connect are included on all purchases of new Lexus vehicles equipped with the services. The Lexus Enform and Safety Connect response centers operate 24 hours a day, 7 days a week—every day of the year.

Safety Connect, the cornerstone of the services, is available on both non-navigation and navigation-equipped vehicles and offers four safety and security features: Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS), and Enhanced Roadside Assistance, which adds GPS data to the already included warranty-based Lexus roadside service.

Lexus Enform, available only on navigation-equipped vehicles, includes all of the Safety Connect features and builds upon them with the premium services of Destination Assist and eDestination. Destination Assist agents are available via the on-board cellular equipment and can help drivers find a specific address, a business by name, or a type of business (e.g., gas station, movie theater, etc.), and even Zagat®-rated restaurants, and then send the coordinates to the navigation system for routing.

With eDestination, drivers can go online via LexusDrivers.com or use the new mobile app to save and sort destinations in up to 20 folders, each holding as many as 10 destinations. Then drivers can send the locations—up to 200 at a time—to their vehicle, where they will be available for download into the navigation system. Online or on the mobile app, drivers can create personalized location names (e.g., “Favorite sushi,” “1 PM Appt,” “Kids’ doctor,” etc.) and even list notes about their saved locations, all helping them see exactly the information they choose in the vehicle.

Lexus Insider and Available XM Services

Lexus Insider™, a complimentary, opt-in service is also available, without a subscription, on all Lexus Enform—equipped vehicles. This feature offers in-vehicle audio casts that provide owners access to useful vehicle tips and event information, and insights into exclusive owners’ benefits—all designed to further enhance the Lexus experience.

Lexus Enform vehicles are factory ready for subscriptions to a variety of innovative XM services. An integrated XM Radio receiver is standard on all Lexus vehicles. Additionally, Lexus Enform vehicles feature XM NavTraffic® and XM NavWeather™ services. XM NavTraffic informs the driver of current traffic conditions

with real-time traffic displays. When traffic problems are detected the navigation system alerts the driver so that the route can be adjusted. XM NavWeather provides near real-time weather conditions as well as spoken and nav-screen forecasts, both based on official National Weather Service data.

Lexus Enform also provides the platform for XM Sports and Stocks, which features in vehicle updates on sports and stocks so drivers can stay connected to their favorite teams and investment data while on the road. XM Sports provides game results and schedule for up to five personally selected national league sports teams while XM Stocks supplies data for up to 10 personally selected stocks. After inputting their selections, drivers can access the reports either by the navigation system, or by using the voice command system, adding a level of flexibility.

XM services require separate XM subscriptions. The XM Sports and Stocks service is included with an XM Radio subscription. All XM services offer included 90-day trial subscriptions.

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Note to Editors: Full press releases, specifications, optional package information and high-resolution images of the entire Lexus line-up are available at www.LexusNewsroom.com.

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