

Pricing for All-New 2011 Lexus CT 200h to Start Below \$30,000

December 15, 2010

- Fun-to-drive hybrid with sport-tuned suspension priced at \$29,120
- Best EPA combined rating in luxury segment at 42 mpg
- Fifth hybrid and the most wallet-friendly vehicle in the Lexus lineup

TORRANCE, Calif. (December 15, 2010) – Lexus today announced the Manufacturer’s Suggested Retail Prices (MSRP) for the all-new 2011 CT 200h hybrid, which will be priced at \$29,120. The MSRP does not include a delivery, processing and handling fee of \$875. When it arrives at dealerships in early March, it will be the fifth hybrid in the Lexus lineup and have the luxury industry’s best overall combined fuel economy at 42 mpg. With its starting price of \$29,120, CT 200h will have the most attractive price point in the Lexus lineup and offer the level of refinement, quality and reliability that customers have come to expect.

“For just \$1,000 more than the cost of a non-luxury hybrid, buyers can indulge in a CT 200h with our proven Lexus Hybrid Drive technology,” said Mark Templin, group vice president and general manager, Lexus Division. “Lexus hybrids currently make up 90 percent of all luxury hybrid sales in the U.S., so you can imagine how excited we are to continue our leadership in this market with the CT 200h.”

The CT 200h emits approximately 60 percent fewer smog-forming emissions than the average new car, and has EPA-estimated ratings of 43 mpg city and 40 mpg on the highway utilizing regular 87-octane gasoline. Moreover, the CT 200h can be operated in a switchable EV mode which generates zero emissions.

In addition to the EV and Normal drive modes, the CT 200h offers Sport and Eco modes which can help enhance either performance and dynamic ability or driving efficiency, fuel economy and emissions. EV, Eco and Normal drive modes emphasize ride comfort and smooth acceleration.

Sport mode maximizes the CT 200h’s performance and agility. The throttle and Electric Power Steering (EPS) settings are modified. In addition, Sport mode provides less intrusive operation of the Vehicle Stability Control (VSC) and Traction Control (TRAC) systems. When Sport mode is selected, instrument panel lighting changes from blue to red and the hybrid power indicator is replaced with a tachometer.

To further enhance the overall driving experience, CT 200h features a sporty, wide-grip steering wheel and strategically angled pedals, and drivers sit in a low, 10-way power seat with a long seat cushion, lumbar support, and aggressive side bolsters. The hybrid also features a unique Yamaha front and rear lateral performance damping system. It’s designed to absorb and minimize undesirable body vibrations, offer a more linear steering feel, and further contribute to ride comfort.

“With its low emissions, great fuel economy, four driving modes, and performance dampers, CT proves that you can use ‘fun-to-drive’ and ‘hybrid’ in the same sentence,” said Templin.

Standard features on the CT 200h include SmartAccess with push-button Start/Stop and touch sensors on exterior front-door handles; leather steering wheel; a six-speaker, audio system with a CD player, and

Bluetooth® for phone and music streaming capabilities; integrated satellite radio receiver (includes complimentary 90-day trial subscription); USB/iPod® connectivity; 17-inch aluminum alloy wheels; and dual zone automatic climate control. The CT 200h also incorporates a standard eight-airbag Supplemental Restraint System.

Lexus has developed a unique electronic device holder that will be included in every CT. This simple console-mounted holder can easily accommodate most cell phones, music players, or portable navigation devices, keeping the device in close proximity to the power and USB ports on the console.

The optional sixth-generation navigation system features a backup camera and Lexus' exclusive Remote Touch controller with user-adjustable haptic feedback. The innovative controller, similar to a computer mouse, eliminates the need for touch screen controls, allowing the pop-up navigation system screen to be mounted further up the center stack and away from the driver. This helps the driver benefit with a clear, high-resolution screen, improved site lines and reduced eye movement.

For comfort and convenience, the CT 200h is available with a moonroof and heated seats. Consumers can also add an optional Premium Audio Package which includes the Lexus premium audio system with 10-speakers and six-disc CD changer, HomeLink and electrochromic rearview mirror with compass. An optional Leather Package includes perforated leather seats, heated front seats, driver memory, and rain sensing wipers. Other optional equipment available for the CT 200h includes: LED headlights with headlamp cleaners, backup camera in rearview mirror, and Pre-Collision System (PCS) with Dynamic Radar Cruise Control.

Improving its environmental performance, several of the CT 200h's larger components including the loadspace deck sides, deck board and deck board trim have been fabricated from a bioplastic material containing 30 percent plant-based resin. This helps in reduction of carbon emissions over the life of the vehicle. New for the CT 200h is the standard NuLuxe seat material that looks and feels like leather to driver and passengers, but is manufactured with the environment in mind.

Lexus Enform® with Safety Connect® is a telematics system available by subscription. Lexus Safety Connect is standard on all CT 200h models, while Lexus Enform is only available with navigation-equipped vehicles. Complimentary one-year trial subscriptions of Lexus Enform with Safety Connect are included. The Lexus Enform and the Safety Connect response center operates 24 hours a day, 7 days a week – every day of the year.

Lexus Insider™, a complimentary, opt-in service available without a subscription, is also standard on Lexus Enform-equipped CT 200h vehicles. The service offers in-vehicle audio casts with useful vehicle tips and event information, as well as insights into exclusive owners' benefits. As part of the Lexus Enform navigation platform, XM NavTraffic® and XM NavWeather™ are available via individual XM® subscriptions. Navigation-equipped vehicles also have the availability of XM® Sports and Stocks, a service that is included with an XM® satellite radio subscription. All XM services include a complimentary 90-day trial subscription.

###

Public Website: www.DarkerSideofGreen.com