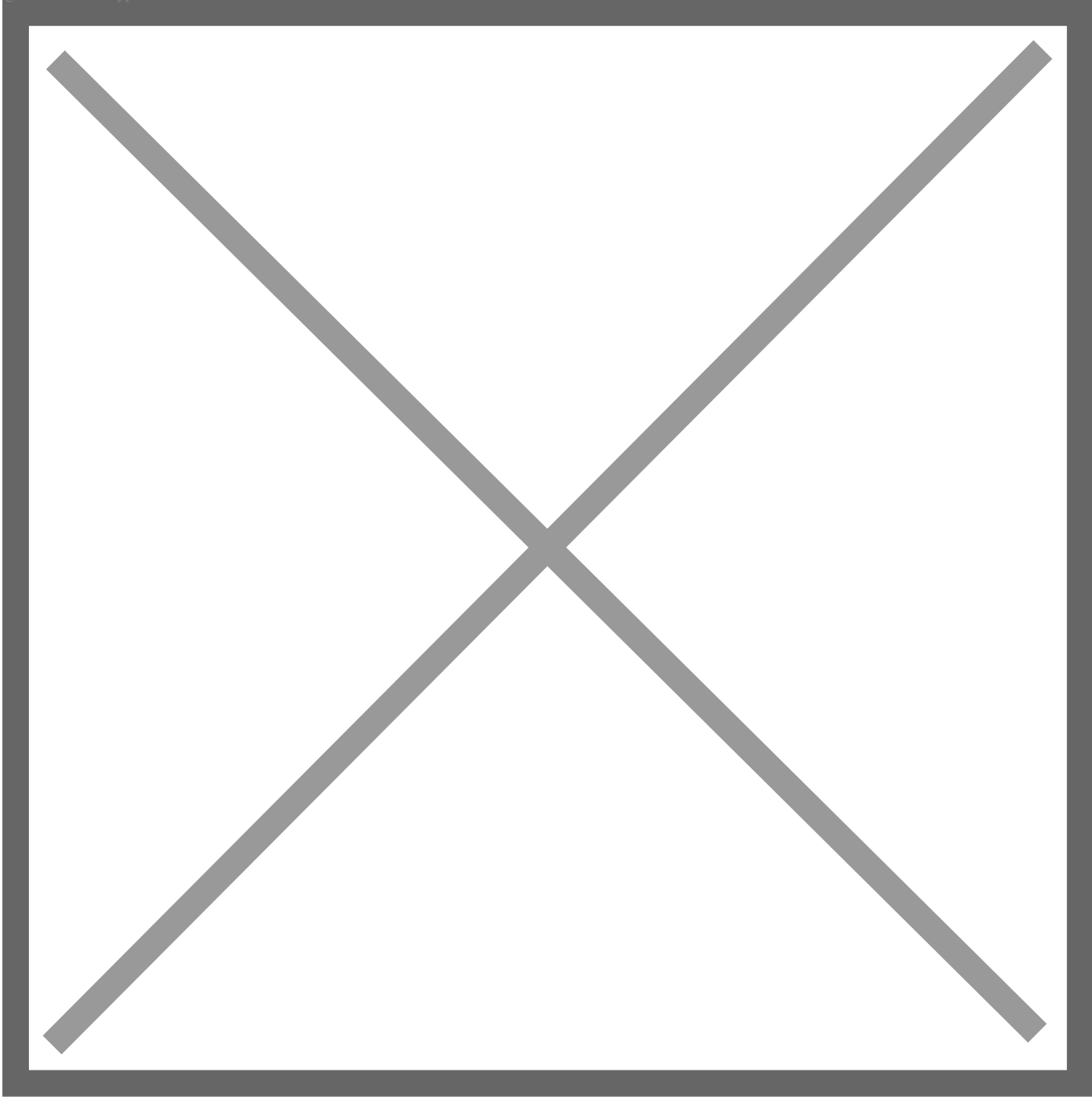


Lexus Announces Prices for 2011 Models

July 16, 2010

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- IS Sport Sedan Line Expands and Receives Minor Changes
- Lower Cost of Ownership with Regular Fuel for ES 350 Owners
- Standard New Brake Override System

TORRANCE, Calif. (July 16, 2010) – Lexus today announced Manufacturer’s Suggested Retail Prices (MSRP) on its 2011 models ranging from the luxury IS sport sedan to the flagship luxury hybrid sedan LS 600h L. The new Lexus vehicles will arrive at dealerships later this summer and early fall. The MSRPs do not include a delivery, processing and handling fee of \$875.

All 2011 Lexus gas models will receive a standard new brake override system as an additional measure of consumer confidence. The braking system enhancement will automatically reduce engine power when the brake pedal and the accelerator pedal are applied simultaneously under certain driving conditions.

For 2011, the popular IS 350 luxury sport sedan line is adding a 306-horsepower all-wheel drive (AWD) model. IS enthusiasts will now have the traction and grip of all-wheel drive with the IS 350’s higher performance capability. New HID headlamps with LED daytime running lamps are standard on the IS 350 and available for the IS 250. In addition, a new front grille and bumper highlight the IS sedans, while at the rear, it sports a new taillamp cover and revised tailpipe design. The IS models will also feature newly designed 17-inch and optional 18-inch wheels, along with revised exterior choices.

A new F Sport Package for the IS 250/350 rear-wheel drive (RWD) models will have special suspension tuning and 18-inch alloy wheels with a dark super-chrome finish. The F Sport package also includes a front lip spoiler and rear deck spoiler, a matching dark chrome front grille insert, F Sport badging, and the addition of Ultrasonic Blue Mica to the exterior colors. For the interior, unique front seats feature a special microfiber insert and leather side bolsters to provide grip for the driver and passenger during cornering and F Sport badging to the steering wheel.

The LS 460 flagship luxury sedan has changes to its suspension for all-wheel drive models including the discontinuation of Truffle Mica exterior color. The LS 460 AWD models will have standard coil suspension for comfortable everyday driving and available air suspension to allow drivers to adjust for their current driving situation.

Owners of the ES 350 will reap the benefits of reduced cost of ownership as the new fuel recommendation changes from 91-octane to 87-octane. ES 350 customers will continue to enjoy a smooth and quiet ride. The ES 350 will receive an EPA fuel economy estimate of 19 miles per gallon in the city and 27 on the highway. A new exterior color, Deep Sea Mica, replaces Black Sapphire Pearl.

Model	2011 MSRP	MSRP Increase	Percentage Increase	On-Sale Timing
IS 250 6MT	\$32,145	\$0	0.0%	Late Summer
IS 250	\$33,315	\$0	0.0%	Late Summer
IS 250 AWD	\$35,775	\$0	0.0%	Late Summer
IS 350	\$38,570	\$975	2.6%	Late Summer
IS 350 AWD	\$41,030	–	–	Late Summer
IS 250C 6MT	\$39,890	\$450	1.1%	Late Summer
IS 250C	\$41,060	\$450	1.1%	Late Summer
IS 350C	\$45,340	\$450	1.0%	Late Summer
IS F	\$59,010	\$550	0.9%	Late Summer
HS 250h Standard	\$35,100	\$450	1.3%	Fall
HS 250h Premium	\$37,870	\$450	1.2%	Fall

ES 350	\$35,525	\$350	1.0%	Early Fall
GS 350 RWD	\$46,000	\$400	0.9%	Summer
GS 350 AWD	\$47,950	\$400	0.8%	Summer
GS 460	\$54,470	\$400	0.7%	Summer
GS 450h	\$57,950	\$500	0.9%	Summer
LS 460 RWD	\$65,380	\$0	0.0%	Fall
LS 460 AWD	\$67,685	(\$1,220)	(1.8%)	Fall
LS 460 L RWD	\$70,925	\$0	0.0%	Fall
LS 460 L AWD	\$73,230	(\$1,220)	(1.6%)	Fall
LS 600h L	\$110,000	\$1,200	1.1%	Fall
RX 350 FWD	\$37,975	\$350	0.9%	Early Fall
RX 350 AWD	\$39,375	\$350	0.9%	Early Fall
RX 450h FWD	\$43,235	\$550	1.3%	Early Fall
RX 450h AWD	\$44,825	\$550	1.2%	Early Fall
GX 460 Base	\$52,345	\$375	0.7%	Late Summer
GX 460 Premium	\$57,140	\$375	0.7%	Late Summer
LX 570	\$77,755	\$850	1.1%	Late Summer

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