# Lexus CT 200h Introduction

September 12, 2010

**CHAPTER 1: INTRODUCTION**

**Lexus CT 200h**

- **Environmentally sensitive, with no compromise on refinement and driving pleasure**
- **Low emissions with almost no NOx and PM**

The Lexus CT 200h marks the introduction of the first, and only, full hybrid vehicle to the core of the premium compact segment.

The CT 200h is the new gateway into Lexus. It introduces the company's unique synthesis of quality, sophistication and high technology to the premium compact segment for the first time, and will bring a younger group of customers to the brand.

Specifically designed and developed with the European market in mind, the all-new CT 200h's size, packaging, full hybrid technology and ultra-low emissions perfectly meet the requirements of a young, highly discerning, environmentally-conscientious customer base. Yet it offers no compromise on the refinement and driving pleasure which hallmark the progressive luxury inherent in every Lexus.

The new CT 200h represents the synthesis of five key Lexus attributes which offer customers an unprecedented experience in premium compact motoring: Lexus Hybrid Drive and the Lexus MUSTs; a unique driving character; the dynamic yet elegant styling inherent in the latest realization of Lexus' L-finesse design philosophy; Lexus' outstanding manufacturing quality and attention to detail; and the renowned customer service which lies at the heart of the Lexus ownership experience.

The CT 200h's Lexus Hybrid Drive system has been developed in accordance with an extremely rigorous set of development standards known as the Lexus MUSTs. These unique standards include more than 500 items that set strict guidelines for raising the dynamic and environmental performance of the new full hybrid.

The Lexus MUSTs also set NVH standards to achieve the levels of quietness and durability expected of the Lexus brand, and even apply to static factors such as the appearance, tactile quality, sound quality, and the performance and sensitivity of controls.

With a highly modified existing platform incorporating numerous, exclusively developed body, chassis and Lexus Hybrid Drive powertrain control system engineering applications, the CT 200h has been designed to offer drivers a segment-unique choice of Dynamic and Relaxing driving moods.

Combining the low center of gravity with a high-rigidity bodyshell, a unique lateral performance damper system and new double wishbone rear suspension, the new full hybrid driving experience is characterized by high speed stability, smooth, precise handling, rewarding agility and the ride comfort expected of any Lexus.

The dynamic driving experience is further reinforced with a highly focused driver's environment. While offering a uniquely efficient, elegant and spacious cabin design, the CT 200h also features a low ergonomical driving position.

Marrying refined elegance to sporting dynamism, the CT 200h is a new embodiment of the Lexus L-finesse design philosophy. With a powerful new Lexus frontal design, sweeping lines which mimic the natural flow of wind over and around the bodywork and a purposeful, wide track stance, the new full hybrid is the perfect expression of compact precision and power.

The CT 200h is built at Toyota Motor Kyushu (TMK) where, in 2008, the Kokura plant started operations as the world's first factory dedicated to hybrid production. TMK maintains high standards of manufacturing quality through the high-level fusion of innovative production technology and the skills of Lexus master craftsmen.

Entering production at the end of 2010, the CT 200h will be available in the first quarter of 2011.