

Lexus Exhibit Presents Captivating All-New Display Exhibit and Exciting Vehicles at 2010 New York International Auto Show

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NEW YORK ? March 30, 2010 ? Lexus will debut an all-new exhibit at this year's 2010 New York International Auto Show featuring the brand's most thrilling new vehicles.

This year, the exhibit has a modern and stylish feel, with a three-sided marquee emblazoned with Lexus and a sophisticated black and grey carpet entry. The Lexus exhibit comes with a concierge who welcomes visitors and guides them through the display.

"We are thrilled to showcase our premium vehicles with this distinctive presentation," said Andrea Lim, Lexus Events Marketing Manager. "This exhibit illustrates a new and modern atmosphere with an emphasis on our environmental commitment while showcasing the newest products."

Designed and constructed by Michigan-based George P. Johnson Company, the Lexus exhibit also features an array of recycled and repurposed materials. Comprising more than half the total mass used in constructing the exhibit, these materials help create many of the booth's surfaces and unique styling cues.

The centerpiece for the 14,529 square-foot display will be the all-new Lexus CT 200h premium compact hybrid, which will be on display for the first time in North America. As the only dedicated hybrid vehicle in the premium compact segment, the CT 200h is expected to lead the class in fuel economy numbers and standard safety features including eight airbags.

As part of an integrated launch in the U.S., Lexus will release a breakthrough interactive short film that offers a new take on the test drive by providing the viewer a fully immersive way to experience the new Lexus CT 200h. The 60-second trailer to the Lexus-produced "Dark Ride" film will premiere and run continuously on multiple oversized screens inside the CT 200h's Darker Side of Green-themed amphitheater. The sporty and versatile five-door will be showcased on a moving turntable and surrounded by interactive kiosks featuring social network access that will promote two-way dialogue.

The Lexus LFA, the automaker's first world-class, 550 hp supercar, will take stage on a turntable awash in light from an LED-equipped canopy. Only a limited number of these hand-built vehicles will be distributed worldwide. Visitors can interact with the "LFA Configurator," which gives them an opportunity to build their own computerized dream car ? with selected colors, wheels and calipers ? and send the image to an email address or post to their favorite social media web site.

The exhibit will feature the latest Lexus models, including an all-new 2010 IS 350C F-Sport Special Edition convertible with only 100 units available nationwide. The special edition was designed to engage driving enthusiasts with the performance and styling enhancements from the F-Sport accessories line. The F-Sport accessories include, newly designed 19-inch forged alloy wheels with a wheel lock set and Michelin Pilot Sport 225/35ZR19 tires in the front and 255/35ZR19 tires in the rear; front and rear brake upgrade for a firmer pedal feel and enhanced fade resistance; new and unique F-Sport grille not previously available; shock set developed in cooperation with Bilstein®; lowering springs that reduce the ride height approximately one-inch in the front and rear; sway bar set that helps reduce body sway and provide flatter cornering; embroidered floor mats with F-Sport logo; leather-wrapped shift knob with F-Sport logo; exterior badging; and an individually numbered badge on the center console complete the uniqueness of this vehicle.

A custom-built IS 350C by 0-60 Magazine will also be on display. This is a more aggressive, performance enhanced version of the luxury two-door convertible. The vehicle highlights a GReddy Performance exhaust system, engine management computer and gauges; Advan Racing Lightweight one-piece racing wheels with Continental Performance tires; Brembo custom front and rear Big Brake kit (rotors and calipers); KW coilover

suspension system; Ings+1 exterior body kit; and custom suede additions with contrasting stitch design.

Also displayed prominently will be Lexus' award-winning hybrid line-up, including a modified HS 250h hybrid sedan designed by builder Clark Ishihara of VIP Salon, Inc. in Torrance, Calif. This HS 250h features a Brane Japan Aero package and stainless steel muffler; Japan Domestic Market window visors; Huper Optik window film; 19-inch RAYS Hyper Bronze RE30 Eco Drive wheels with Hankook Ventus V12 tires; custom suspension; and 6000k HID headlights and foglights.

The Lexus display uses carefully selected sustainable materials with luxurious character. The fabric graphic panels and overhead canopy are made of post-industrial and post-consumer content and use non-toxic inks. Select display structures use recyclable steel; contain 100 percent recyclable aluminum with 52 percent recycled content; and plywood certified by the Forest Stewardship Council. The paint used for the exhibit has low-VOC levels that are better than the Green Seal standard. The floor carpet is 100 percent recyclable, is made with Anso Caress nylon, and contains recycled carpet content. In addition, the recyclable carpet padding is made of 100 percent recycled content. After the close of the show, the carpet and carpet padding will be sent to a warehouse in Michigan to be resold, donated or recycled.

In keeping with its recycling theme, Lexus has once again contracted famed New York-based jeweler Kenny Hwang to create one-of-a-kind jewelry, from reclaimed metal found on Lexus vehicles, for the exhibit's product specialists. This jewelry ranges from necklaces to bracelets to rings.

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Contact:

Lexus Public Relations

Ming-Jou Chen ? 310.468.4782 or ming-jou_chen@lexus.com

Bill Kwong ? 310.468.3764 or bill_kwong@lexus.com

Allison Takahashi ? 310.468.5315 or allison_takahashi@lexus.com