

Lexus Announces Prices for 2010 LS 460 and GS Models

October 09, 2009

- New LS 460 Optional Sport Package Combines Sport Tuned Air Suspension, Brembo Brakes, 19-inch Forged Wheels with Aero Body Design Elements and Exclusive Interior Features
- Updated Lexus Premium Audio System Adds USB /iPod® Connectivity, Bluetooth® Streaming Music Capability, Integrated XM® Satellite Radio Receiver
 - New Subscription-Based Lexus Enform™ with Safety Connect™ Telematics System

Lexus today announced Manufacturer's Suggested Retail Prices (MSRP) for the 2010 LS 460 and LS 460 L premium luxury sedans, GS 350 and GS 460 mid-size luxury sport sedans, and GS 450h mid-size luxury sport hybrid sedan. The MSRPs do not include a delivery, processing and handling fee of \$875. The GS and LS sedans will arrive at dealerships later this month.

For 2010, the 2010 LS 460 models receive a revised grille, bumper, and headlamps, taillamps, license plate surround and exhaust diffusers. In addition, new side mirrors feature integrated turn signals while the standard 18-inch wheels have a new 10-spoke design. The LS 460 and LS 460 L freshen their exterior color palette for 2010 with new shades: Peridot Mica, Satin Cashmere Metallic, Matador Red Mica and Deep Sea Mica. Inside the LS adds an Eco Drive indicator that can encourage economical driving. LS 460 L models also receive standard Intuitive Park Assist and Intelligent High-Beam.

The LS 460 rear-wheel drive (RWD) model offers a new Sport Package for 2010. The Sport Package enhances the overall driving experience with an exclusive perforated Black/Saddle leather interior with sport front seats, a unique leather-trimmed steering wheel and paddle shifters for the eight-speed automatic transmission. It also offers tighter handling with its sport-tuned air suspension, stabilizer bars and shock absorbers. A unique front grille, distinctive Aero kit, which features a front lower spoiler, side rocker panels, and rear lower spoiler, 19-inch 10-split spoke forged wheels, and Brembo brakes are also included in the package.

The Appearance Package, a stand-alone option for all LS 460 and LS 460 L models, is also new for 2010 and offers the unique front grille and Aero kit found in the Sport Package. For RWD models the package also includes 19-inch five-spoke wheels.

The new Cold Weather Package featuring a deicer, more effective heater and heavy-duty battery is available for all LS 460 and LS 460 L models.

Advanced Pre-Collision System (APCS) is now available for the LS 460 L models. LS 460 and LS 460 L models also receive power rear seats with lumbar massage and power butterfly headrests as part of the optional Comfort Plus, Rear Seat Upgrade and Executive Class Seating Packages.

The GS 350 and GS 460 enter the 2010 model year with active front headrests and updates to exterior and interior colors. The GS 350 and GS 460 receive two new exterior colors, Deep Sea Mica and Satin Cashmere Metallic as Black Sapphire Pearl, Verdigris Mica, and Golden Almond Metallic are discontinued. Parchment-colored interior replaces Cashmere.

GS 450h receives a few exterior enhancements to distinguish itself from the gas-only model, including a revised front grille, clear taillamp covers and unique 18-inch wheels.

The LS 460 and GS series enter the 2010 model year with an updated Lexus Premium Audio System and a new optional hard disc drive (HDD) navigation system. The Lexus Navigation System includes a casual-speech voice recognition feature, voice command, and enhanced Bluetooth® with phonebook download. The updated Lexus Premium Audio System includes Bluetooth streaming audio and a USB port, in addition to the auxiliary port. When an iPod® is connected through the USB port, information such as artist, track and album is displayed on the head unit, while music can be controlled through the head unit or steering wheel audio controls. An integrated XM® Satellite Radio receiver is also standard.

Lexus Enform™ with Safety Connect™ is an all-new telematics system available by subscription. Safety Connect alone is standard on all LS 460 and GS models. Lexus Enform with Safety Connect is standard on navigation-equipped LS 460 and GS vehicles. Complimentary one-year trial subscriptions of Lexus Enform and 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 LS 460 and GS vehicles. The service offers in-vehicle audio casts with useful vehicle tips and event information, as well as insights into exclusive owners' benefits. Also available as part of the Lexus Enform navigation platform are XM NavTraffic® and XM NavWeather™ which are available via individual XM® subscriptions. All XM services include a complimentary 90-day trial subscription.

Model	MSRP	MSRP Increase	Percentage Increase
GS 350 RWD	\$45,000	\$0	0.0%
GS 350 AWD	\$46,950	\$0	0.0%
GS 460	\$53,470	\$0	0.0%
GS 450h	\$56,550	\$0	0.0%
LS 460 RWD	\$64,680	\$855	1.3%
LS 460 AWD	\$68,205	\$855	1.3%
LS 460 L RWD	\$70,225	-\$3,510	-4.8%
LS 460 L AWD	\$73,750	-\$3,510	-4.5%

###