

Toyota Motor Sales Announces Lexus Enform with Safety Connect

July 28, 2009

TORRANCE, Calif. (July 28, 2009) – Toyota Motor Sales (TMS), USA, Inc. today announced that its all-new, proprietary telematics system, Lexus Enform with Safety Connect, will soon be available on additional select 2010 Lexus models.

Already announced to launch on the HS 250h, Lexus Enform with Safety Connect will soon become available on additional MY10 Lexus models. As of the telematics' systems official "go-live" date, which is August 1, 2009, the IS sedans—including the all-new IS C and the IS F, the LX 570 as well as the RX 350 and RX 450h SUVs will also begin to offer the subscription service. Lexus Enform with Safety Connect will be available on these MY10 models manufactured after August 1, 2009.

Pricing has also been announced. One-year renewal subscriptions to Safety Connect alone will be available for \$139.95 and to Lexus Enform with Safety Connect for \$264.90 per year. Multi-year subscriptions will also be available. Complimentary one-year trial subscriptions of Lexus Enform and Safety Connect are included on all purchases of new Lexus vehicles equipped with the services.

The Lexus Enform and Safety Connect response center operates 24 hours a day, 7 days a week every day of the year. Safety Connect, the cornerstone of the services, is available on both non-navigation and navigation-equipped vehicles and offers four safety and security features: Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS), and Enhanced Roadside Assistance, which adds GPS data to the already included warranty-based Lexus roadside service.

Lexus Enform, available only on navigation-equipped vehicles, includes all of the Safety Connect features and builds upon them with the premium services of Destination Assist and eDestination. Destination Assist agents are available via the on-board cellular equipment and can help drivers find a specific address, a business by name, or a type of business (e.g., gas station, movie theater, etc.), and even Zagat[®]-rated restaurants, and then send the coordinates to the navigation system for routing. With eDestination, drivers can go online via LexusDrivers.com to save and sort destinations in up to 20 folders, each holding as many as 10 destinations. Then drivers can send the locations up to 200 at a time to their vehicle, where they will be available for download into the navigation system. Online, drivers can create personalized location names (e.g., "Favorite sushi," "1 PM Appt," "Kids' doctor," etc.) and even list notes about their saved locations, all helping them see exactly the information they choose in the vehicle.

Lexus Insider[™], a complimentary, opt-in service is also available, without a subscription, on all Lexus Enform—equipped vehicles. This feature offers in-vehicle audio casts that provide owners access to useful vehicle tips and event information, and insights into exclusive owners' benefits all designed to further enhance the Lexus experience.

Additionally, XM NavTraffic[®] and XM NavWeather[™] and the all-new XM[®] Sports and Stocks are available on Lexus Enform—equipped MY10 Lexus vehicles. XM services require separate XM subscriptions. The XM Sports & Stocks service is included with an XM[®] Radio subscription. All XM services offer included 90-day trial subscriptions.

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Note to Editors: Full press releases, specifications, optional package information and high-resolution images of the entire Lexus line-up are available at www.LexusNewsroom.com.

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Lexus Enform and Safety Connect

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