

# Lexus Announces Prices for Select 2010 Models

August 14, 2009

- Updated Lexus Premium Audio System Adds USB/iPod® Connectivity, Bluetooth® Streaming Music Capability, Integrated XM® Satellite Radio
- Optional Navigation System Receives Enhanced Voice Command and Bluetooth® Phonebook Download, Integrated XM® NAV Traffic®/Weather™/Sports/Stocks on Select Vehicles
- Lexus Enform® with Safety Connect® Telematics Available for Select Models

TORRANCE, Calif. (Aug. 14, 2009) ? Lexus today announced Manufacturer's Suggested Retail Prices (MSRP) for the 2010 IS 250 and IS 350 luxury sport sedans, IS 250 C and IS 350C luxury hard-top convertibles, IS F high performance sedan, SC 430 hardtop convertible, RX 350 luxury utility vehicle, RX 450h luxury hybrid utility vehicle and LX 570 premium luxury utility vehicle, which will arrive at dealerships later this month. The MSRPs do not include a delivery, processing and handling fee of \$875.

Lexus Enform® with Safety Connect® is an all-new telematics system available by subscription. Safety Connect alone is standard on non-navigation equipped IS 250, IS 350, IS F, IS 250C, IS 350C, RX 350 and RX 450h. Lexus Enform with Safety Connect is standard on 2010 LX 570 and navigation-equipped IS 250, IS 350, IS F, IS 250C, IS 350C, RX 350 and RX 450h. Complimentary one-year trial subscriptions of Lexus Enform and Safety Connect are included. As part of the Lexus Enform navigation platform, XM NavTraffic® and XM NavWeather™ are available via individual XM® subscriptions and include a complimentary 90-day trial subscription.

The IS 250, IS 350 and IS F enter the 2010 model year with an updated Lexus Premium Audio System and an optional hard disc drive (HDD) navigation system. The IS F also receives a new 19-inch wheel design, limited slip differential, and foldable rear headrests.

For 2010, the SC 430 receives new 18-inch six-spoke wheels, side mirrors with puddle lamps, an updated navigation system and updated Mark Levinson® Premium Audio System. SC has one exterior color change – Costa Azul Mica replaces Tigereye Mica.

The IS 250, IS 350, IS F and LX 570 all receive the updated Lexus Premium Audio System that 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 headunit or steering wheel audio controls. The IS 250, IS 350 and IS F add an integrated XM® satellite radio receiver that includes a complimentary 90-day trial subscription. XM® Sports and Stocks is included with an XM satellite radio subscription.

The new HDD navigation system is standard on SC 430 and LX 570 and available for IS 250, IS 350, and IS F. The Lexus Navigation System includes Voice command, a casual-language based voice recognition feature, and enhanced Bluetooth with phonebook download.

<b>Model</b>	<b>MSRP</b>	<b>MSRP Increase</b>	<b>Percentage Increase</b>
IS 250 – 6MT	\$31,845	\$540	1.7%
IS 250 – 6ECTi	\$33,015	\$540	1.7%
IS 250 – 6ECTi AWD	\$35,475	\$540	1.5%
IS 350 – 6ECTi	\$37,295	\$540	1.5%
IS 250C – 6MT	\$38,940	\$450	1.2%
IS 250C – 6ECTi	\$40,110	\$450	1.1%
IS 350C – 6ECTi	\$44,390	\$450	1.0%
IS F	\$57,760	\$1,000	1.8%
SC 430	\$67,505	\$700	1.0%
RX 350 FWD	\$37,250	\$450	1.2%
RX 350 AWD	\$38,650	\$450	1.2%
RX 450h FWD	\$42,110	\$450	1.1%
RX 450h AWD	\$43,700	\$450	1.0%
LX 570	\$76,405	\$550	0.7%