

Lexus Introduces Drivers to New HS, Hello Someday

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New ad campaign launches automaker's most advanced hybrid vehicle

EL SEGUNDO, Calif. (Sept. 9, 2009)—This month, Lexus raises the bar once again with the arrival of the most fuel-efficient luxury vehicle in the U.S. The 2010 Lexus HS250h hybrid sedan

“Conan Please Blow Up My Car”—Lexus partnered with *The Tonight Show with Conan O'Brien* to create a promotion where participants submitted their clunker in a sweepstakes for the chance to win and replace it with an all-new HS Hybrid. The winner was announced on Sept. 4.

? ABC's Flash Forward Partnership—The HS 250h will be a featured vehicle of a key character on ABC's highly-anticipated premiere season of *Flash Forward*, and will also be featured in the show's print, television and online ad campaigns.

About the HS 250h

Lexus is creating an entirely new category for vehicles in the marketplace with the launch of the HS Hybrid, which is the fourth in its hybrid line up. The HS is powerful yet efficient, luxurious yet responsible—the perfect blend of technology with sustainability. Engineered from the ground up, the HS 250h redefines the word “hybrid” with a multitude of advanced vehicle technologies, making this hybrid unlike any other in the world. The HS has four driving modes: Power, Regular, ECO and EV. When it runs in the EV mode, which is purely electric power, the result is zero emissions. The optional Heads-up Display clearly projects vehicle speed and other data on the windshield. Optional Lexus Enform allows for multiple points of interest to be pulled up from a home or office computer, or any Web-enabled device, and sent via the Internet directly to the vehicle's available Navigation System. With an impressive 187 horsepower under the hood and an EPA-combined rating of 35 mpg, the HS has the best combined fuel mileage of any luxury car in the U.S. and gives new meaning to “having it all.”

The HS 250h has a base MSRP of \$34,200. MSRP does not include the destination fee of \$875. For additional information about the Lexus HS 250h, visit lexus.com/HS.

About Lexus

Lexus is celebrating its 20th Anniversary in the United States. Since its debut in 1989, Lexus has earned a reputation for offering high-quality luxury vehicles and providing benchmark customer service through its 227 dealers. This has led to Lexus being the top-selling luxury automaker for nine years in a row. Lexus is also committed to the environment and, with four hybrid vehicles in its line-up, is the luxury hybrid leader. Through its innovative technology and outstanding customer service, Lexus is dedicated to exceeding its customers' expectations.

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CONTACTS:

Daphne Adair
(310) 615-2109

daphne.adair@teamone-usa.com

Marcy Vernier
(310) 615-2052

marcy.vernier@teamone-usa.com