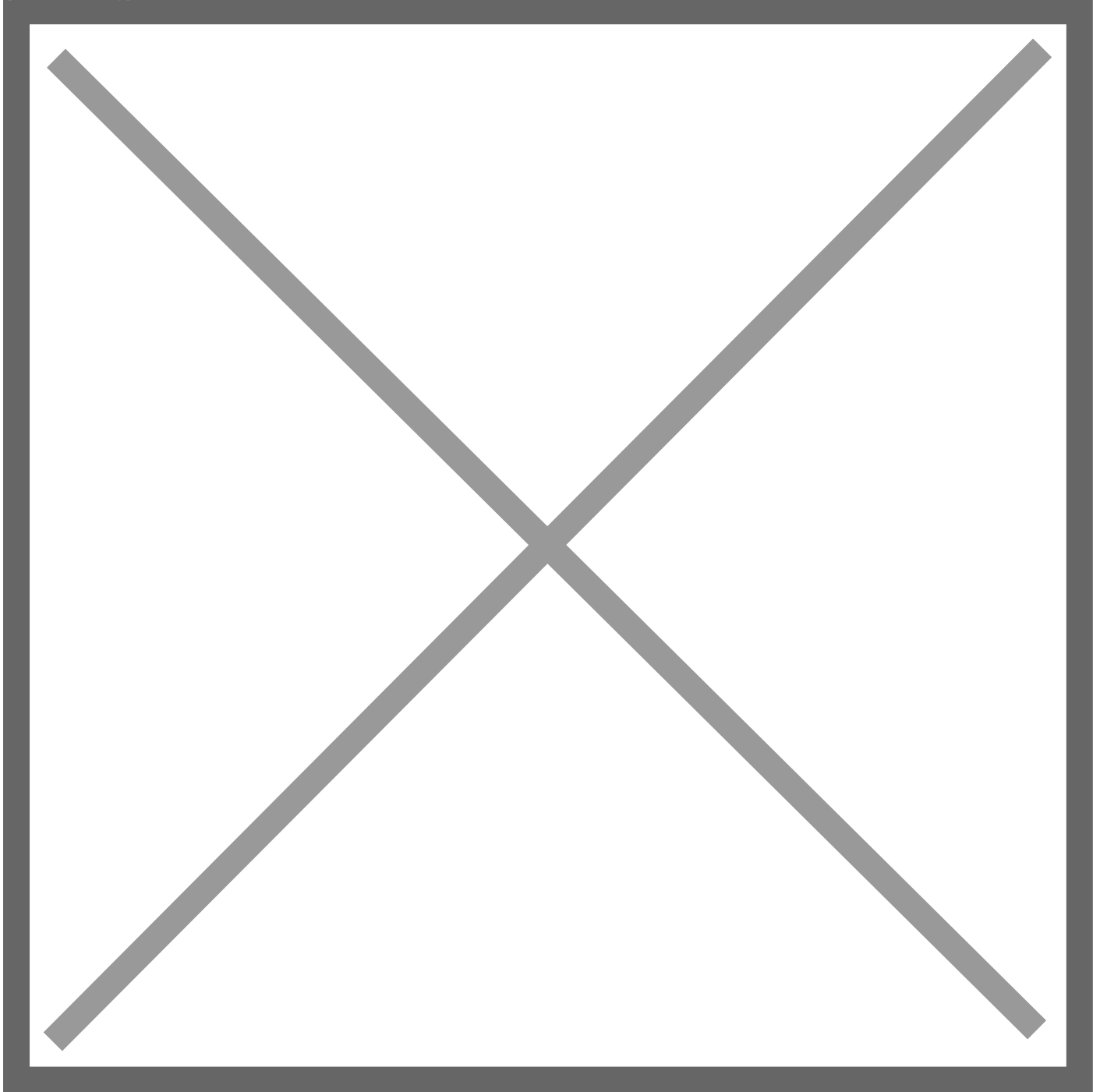


Lexus Announces Pricing for 2010 ES 350

September 18, 2009

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- New Exterior Styling Includes Revised Front Fascia and Taillights
- Interior Enhancements Include New Console and Trim Choices
- New Subscription-Based Lexus Enform™ with Safety Connect™ Telematics System

TORRANCE, Calif. (Sept. 18, 2009) – Lexus today announced Manufacturer's Suggested Retail Prices (MSRP) for the revised 2010 ES 350 entry luxury sedan which will arrive at dealerships later this month. The 2010 ES 350 will have an MSRP of \$34,800 which represents an increase of \$330 or 0.9%. The MSRP does not include a delivery, processing and handling fee of \$875.

The ES 350 debuts revised styling and new luxury amenities for 2010. Side mirrors with integrated turn signals, the front grille, grille surround, chrome body side molding, front bumper, and rain-sensing windshield wipers are new for 2010. Revised headlamps, lower intake with integrated foglamps, and taillamps define the entry luxury sedan. The standard 17-inch aluminum alloy wheels now have a split five-spoke design. The ES 350 also receives four new exterior colors: Truffle Mica, Peridot Mica, Satin Cashmere Metallic and Cerulean Blue Metallic. Moon Shell Mica, Amber Pearl, Aquamarine Pearl, Black Sapphire Pearl and Golden Almond Metallic were removed from the ES 350 color palette.

Inside, ES 350 receives revised steering wheel controls, new trim choices and driver's seat memory. A revised center console offers more storage volume than before. Standard leather-trimmed seating is available in three colors including Parchment which replaces Cashmere. New Brown Walnut wood trim replaces Medium Brown Walnut, while the ES adds Espresso Bird's Eye Maple trim. In addition, rear coat hooks and an Eco Drive indicator are standard. The ES 350 now has 10 standard airbags as rear seat-mounted side airbags are new for 2010.

The ES 350 enters 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 ES 350 vehicles. Lexus Enform is standard on navigation-equipped ES 350. Complimentary one-year trial subscriptions of Lexus Enform and Safety Connect are included.

Lexus Insider™, a complimentary, opt-in service available without a subscription, is also standard on Lexus Enform equipped ES vehicles. The service offers in-vehicle audio casts with useful vehicle tips and event information, as well as insights into exclusive owners' benefits. As part of the Lexus Enform navigation platform, XM NavTraffic® and XM NavWeather™ are available via individual XM® subscriptions. All XM services include a complimentary 90-day trial subscription.

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