Lexus Announces Pricing for All-New 2010 RX 450h and 2010 IS Convertible

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TORRANCE, Calif. (April 23, 2009) – Lexus today announced the Manufacturer's Suggested Retail Price (MSRP) for the all-new 2010 RX 450h hybrid luxury utility vehicle and the 2010 IS250C and IS350C retractable hardtop convertibles. The original RX400h was the world's first luxury hybrid vehicle when it debuted in 2005, and the all-new second-generation RX 450h once again raises the bar for design, engineering and luxury innovation in the segment. The 2010 RX 450h carries a base MSRP of $41,660 for the front-wheel drive (FWD) model and $43,250 for the all-wheel drive (AWD) version.

Continuing the performance and styling trends set by the IS luxury sport sedans, the ISconvertible provides the expressiveness of a convertible and the sporty styling of a coupe while expanding Lexus' strong presence in the entry luxury segment. The 2010 IS250C will have a MSRP of $38,490 when equipped with a six-speed manual transmission; the IS250C with a six-speed automatic transmission will be $39,660. The IS350C will have a MSRP of $43,940.

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RX450h

The 2010 RX 450h introduces an updated version of Lexus Hybrid Drive, featuring a 3.5-liter V6 Atkinson-cycle engine, lighter electric motors, a smaller and lighter power-control unit and other fuel-saving innovations. It offers up performance similar to V8s with better combined fuel economy than the average four-cylinder mid-size sedan. With an EPA-estimated 32 mpg city and 28 mpg highway (30 mpg combined) –30 mpg city, 28 mpg highway (29 mpg combined) for the AWD – it earns 16-20 percent better fuel economy than its acclaimed predecessor. While achieving improved fuel economy, the new RX450h produces 295 total system horsepower, 27 more than the current generation RX400h. It will achieve Super Ultra Low Emission Vehicle (SULEV) certification in California (Tier 2-Bin 3 in other states), producing nearly 70 percent fewer smog-forming emissions than conventionally powered vehicles.

Active safety features include the available Vehicle Dynamics Integrated Management (VDIM), which governs all of the vehicle's standard dynamic handling systems – the Anti-lock Braking System (ABS), Brake Assist, Vehicle Stability Control (VSC) and Traction Control (TRAC) – employing them collectively and seamlessly to make corrections while allowing higher dynamic capability. The new RX adopts Hill-start Assist Control, which uses brake pressure to help prevent the vehicle from moving backward when starting out on an incline. The RX450h also has the available new Intelligent Adaptive Front-lighting System (AFS), and the Pre-Collision System (PCS) with Dynamic Radar Cruise Control.

The 2010 RX450h is equipped with a segment-leading 10 standard airbags, including side curtain airbags, front seat-mounted side airbags, rear side airbags (for the outboard seating positions) and knee airbags for the driver and the front passenger.

It features new wider standard 18-inch aluminum-alloy wheels, which were designed to appear as if carved from a single block, and 235/60R18 tires. Optional unique 19-inch aluminum-alloy wheels with 235/55R19 tires are available.

Lexus' available next-generation Hard Disc Drive (HDD) navigation system eliminates the need for DVD map discs and offers a unique voice recognition system, which can work using casual-language inputs on certain functions. A distinctive Remote Touch controller allows the user to operate the navigation system, climate, audio, phone controls and more. The screen menus are selected with the controller, eliminating the need to reach out or avert eyes from the road. The attribute that most distinguishes Lexus' navigation controller from other devices in other luxury models is its "haptic"-feedback technology, which provides a tactile response to the hand.

The new RX450h accommodates a variety of music sources, providing auxiliary and available USB inputs, Bluetooth® Audio wireless connectivity and standard XM® satellite radio capability (requires subscription), which is also joined by XM NavTraffic® and XM NavWeather®.

An optional rear-seat entertainment system includes two high-definition seven-inch screens, one on each of the front seatbacks. The available wide-view side monitor and backup monitor each help provide the driver with a wider range of visibility.

The all-new RX450h is now available with a Heads-Up Display (HUD) that offers displays for speed, navigation, and audio. High-intensity LEDs project high-contrast white figures onto the windshield, which are easier to read – and easier on the eyes – than the typical green-colored readouts.

IS250C and IS350C

Featuring a three-panel roof that opens in just 20 seconds, the new IS250C and IS350C provide the spirited sophistication of a convertible and the sporty styling of a coupe. The three-panel roof structure is primarily constructed of lightweight aluminum that helps achieve smooth, quiet retraction; it also helps provide compact packaging and convenient luggage space. With the exception of the hood, all other body panels have been designed to blend seamlessly with the new three-panel folding roof.

Powered by the same powertrain as the IS sedans, the IS 250C features a 2.5-liter, 204-hp V6 mated to a six-speed manual or six-speed automatic transmission; the IS350C contains a 3.5-liter, 306-hp V6 with a six-speed automatic. Revisions to the body structure and suspension provide torsional stiffness and ride comfort with the top down, and low Noise, Vibration and Harshness (NVH) on par with the IS sedan when in coupe configuration.

The IS250C and IS350C's new exterior design provides dynamic, unique styling when interchanging between convertible and coupe configurations. A sleek aerodynamic design and a collection of underbody covers help achieve its lowest possible drag coefficient – 0.29 Cd versus the IS sedan's 0.27 Cd – while creating minimal wind turbulence in the cabin.

In the front, a new fog-lamp design is integrated in the revised front air dam. The rear overhang increases by two inches to improve luggage space, providing storage for two golf bags in coupe configuration and one in a convertible. New combination tail-lamp clusters feature LED lights; a LED brake light is integrated within the standard rear spoiler.

The interior maintains the innovation and luxury touch points associated with the IS sport sedans, while new comfort and entertainment features provide a consistent atmosphere regardless of top configuration. Instrument gauges have been revised to help increase visibility during top-down driving, and the climate-control system has a speed-sensitive control feature that automatically increases air flow when the top is down while also automatically adjusting to vehicle speed.

With a four-seat configuration, the IS250C and IS350C's rear seats feature a center console with built-in cup holders. In addition to front doors that are 11.8 inches longer than the IS sedans, an available new one-touch automatic mechanism provides easier egress and ingress through quick-acting, front-seat fold-and-slide activation. Rear-seat comfort is enhanced by shifting seat position inboard, providing improved headroom. The front seat backs are configured to also provide better rear-seat legroom.

A number of body-structure changes have been integrated into the IS250C and IS350C to augment strength, roll-over protection and torsional rigidity. Active safety features from the IS sedans transfer as well, including Vehicle Dynamics Integrated Management (VDIM), Vehicle Stability Control (VSC), and an available Pre-Collision System (PCS). The Safety Restraint System (SRS) will include the twin-chamber passenger airbag, while a new enlarged seat-mounted side airbag helps provide additional protection in certain side-impact scenarios. The convertible body shell has additional energy absorbing side-impact materials that also help protect front and rear passengers.

The IS convertible will go on sale in late May, while the all-new RX450h will reach dealerships in mid-summer. MSRP does not include a delivery, processing and handling fee of $875.