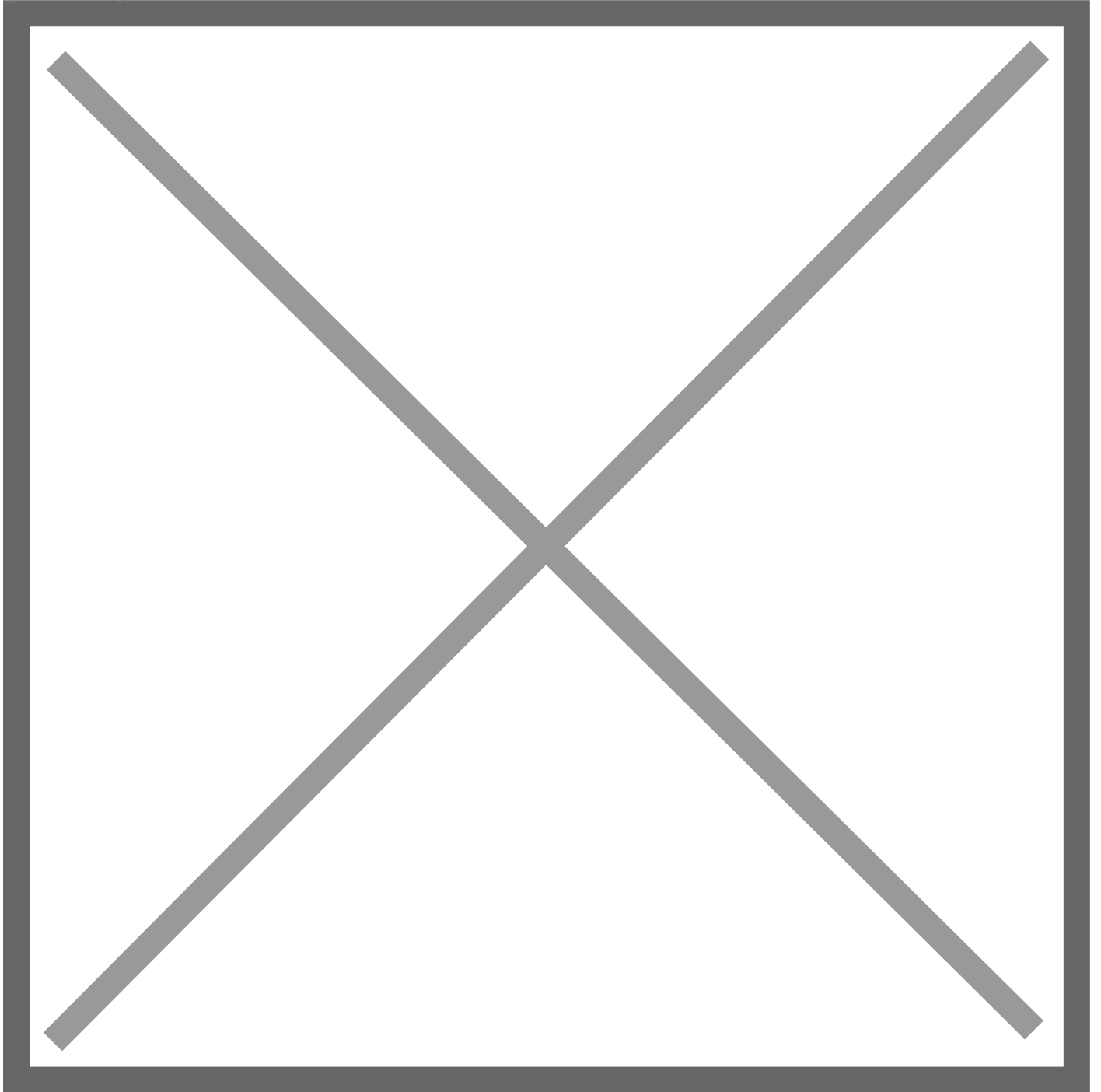# 30 YEARS OF REDEFINING LUXURY, AND LEXUS IS JUST GETTING STARTED

August 30, 2019

Iconic cars. A destination-worthy restaurant. The handcrafted experiences. In just 30 years, Lexus has cemented its place as both a luxury automaker and as a global luxury lifestyle brand. From the original LS 400 — the brand's entry to the luxury market in 1989 — to *INTERSECT BY LEXUS*, a luxury dining concept, and the upcoming LY 650, the first-ever Lexus production yacht, Lexus has spent the last three decades acting as a powerful changemaker in the luxury marketplace and beyond.

What began as a quest to create the best automobile in the world with the groundbreaking LS 400, set into motion a future of innovation. From this spirit came 21 inspiring industry firsts in luxury, helping the J.D. Power award-winning brand set the bar for what a luxury car should be. In the spirit of innovation, Lexus is looking to provide guests with new, personalized experiences through connected technology and a goal to create an electrified option for every vehicle in the lineup by 2025.

The Lexus brand has transcended the automotive sector, bringing enthusiasts world-class experiences in dining, travel, design, and athletics. Lexus' history as a disruptor and pioneering innovator has cemented its place as one of the great luxury brands, ensuring the next 30 years are equally as innovative.

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