

# 30 Years of Luxury Innovation

August 29, 2019

Image not found or type unknown



In 1989, Lexus disrupted the luxury automotive industry with the first Lexus L. It was an answer to guests that were looking for more in a luxury vehicle with quality, value and an exceptional dealership experience. In 30 years, Lexus has grown into a truly luxury lifestyle brand, from the first luxury crossover, followed by the first

hybrid luxury crossover, to the integration of Lexus Safety System+, a suite of standard active safety packages anchored by automated pre-collision warning and braking in each of our vehicles.

Lexus looks forward to what the next 30 years hold. We will continue to build on the solid foundation to create amazing products, innovative technology and a unique ownership experience for our guests.