

Lexus IS: The Evolution of An Icon

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Twenty years before the introduction of the 2021 Lexus IS last summer, the iconic rear-wheel-drive compact luxury sedan blazed a trail for the power of performance. This is the car that initiated Toyota President and master driver, Akio Toyoda, into the exhilaration of performance driving, and tapped into the desire for an

emotional feel behind the wheel. In balancing a sports car with a sedan, the IS created an ideal synergy for a new kind of Lexus guest.

The IS may have evolved in shape, size, efficiency and power, but it has stayed true to its stimulating heritage, retained the craftsmanship expected from Lexus, and created a culture of style and expression all its own.

Now, the IS launches the newest chapter in its story of innovation at Lexus as the first of the lineup to feature the Lexus Driving Signature approach to design. To chart the course of this groundbreaking driving experience, here is a look back at major milestones for the model that shook up luxury and forged a time-tested bond between driver and machine.

The Lexus IS sedan continues to evolve, with the ultimate goal of delivering a new generation of Lexus vehicles that is more balanced, refined, in control, and confident than ever before. Check out the next icons in the making, the new [2021 Lexus IS](#) and the [2022 Lexus IS 500 F SPORT Performance](#).