

# 2022 Lexus Year in Review: A Year of Electrification and Elevated Guest Experiences

January 12, 2023

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Lexus is synonymous with luxury, performance, guest experience and innovation. That legacy has been consistently upheld over the years, and 2022 was no exception. Steadfast on a mission to provide guests with a diverse lineup of quality vehicles that focus on bold design, standard safety features, and advanced technology, the brand continues to demonstrate its evolution.?

As part of Lexus' commitment to offer a full lineup of battery electric vehicles (BEV) by 2030, the brand started 2022 with the launch of the all-new RZ 450e, the first global Lexus BEV.

Additionally, in 2022 the brand took its signature sophistication and progressive prowess beyond the roads with programs and partnerships that complement the company's ethos.

For the year ahead and beyond, the brand looks to continue to deliver quality vehicles and the amazing experiences guests seek and expect.

Take a look at some of Lexus' top achievements in 2022.



## **An Electrified Future**

In the spring, Lexus announced the upcoming release of the [2023 Lexus RZ 450e](#) and the start of Lexus' Electrified Era. The Z stands for zero, and according to Akio Toyoda, global president of Toyota Motor Corporation, it represents Lexus' goal to create vehicles that produce zero CO2 emissions.

By replacing the traditional spindle grille with a BEV Spindle Body, the exterior design of the RZ expresses an aesthetic that ushers in a new generation of Lexus style. A unique roof spoiler tops the vehicle and reduces

aerodynamic force, and, because there's no engine to cool, the hood sits lower for a sleek silhouette.

In May, Lexus revealed urban dweller style and improved driving dynamics for the new [2023 UX 250h](#). Enhancements to the hybrid crossover includes the addition of Lexus Interface multimedia system, which has a larger, higher-resolution touchscreen display, and Lexus Safety System+ 2.5. It was also announced that in the U.S., the UX would only be available with a hybrid powertrain to further the brand's work toward the realization of a carbon-neutral society.

In September, Lexus took a look back at the evolution of the [Lexus RX](#) as it revealed the fifth generation of the iconic vehicle. For more than 20 years, the RX has redefined the luxury crossover space, and the all-new 2023 RX is no exception, adding extraordinary refinement to its legacy.

In November, Lexus announced that the flagship [2023 Lexus LS 500](#) would provide drivers with an intuitive multimedia system that included the addition of Lexus Interface with standard 12.3-inch touchscreen display with wireless CarPlay® and Android Auto™ capability, Voice Assistant (Hey Lexus), as well as Wi-Fi Connect, Service Connect and Safety Connect trials.

The Lexus Interface multimedia system and connected services present a reimagined user experience for LS guests. The system contains the latest display featuring higher resolution and smartphone-like, anti-glare technology. Users can interact with the system through intuitive touch and voice activation controls.



### **Guest-First Mentality**

To better adapt to the changing retail landscape, Toyota Motor North America (TMNA) created [Monogram for its Lexus guests](#). The digital retail solution allows customers to move seamlessly between the online and in-dealership shopping experience when researching and purchasing Lexus vehicles. Designed to serve a changing marketplace, the solution continues to evolve and adapt based on guests needs, giving them the flexibility they want in how they lease, finance or purchase a new Lexus vehicle.

In September, [L/Certified by Lexus](#) was named the best certified pre-owned (CPO) program for the fifth year in a row by U.S. News & World Report. Launched in 1996 and trusted by first-time buyers and Lexus loyalists alike, the L/Certified by Lexus program allows customers looking for a pre-owned vehicle to have a like-new shopping experience, receiving the Lexus quality they trust and the peace of mind of a comprehensive coverage policy.

Later in the month, Lexus provided an additional peace of mind to assist when the unexpected occurs by offering new extended trials on select models to [Safety Connect and Service Connect](#), a suite of available services that are designed to help drivers stay secure while on the road.

That level of attention to detail and luxury service is what Lexus guests have come to expect. Recently, the brand announced [LexusCare](#), an industry-leading suite of services and benefits. While the brand has always had a myriad of owner services and benefits, this offering puts them all together under one umbrella, making it easier for guests to manage, navigate and utilize.

From discounts at luxury spas, hotels and resorts to premier culinary events and wine tastings, Lexus owners can indulge in a variety of experiential activities that are sure to delight and invigorate their senses.



## **Driving Technology Forward**

It comes as no surprise that technology is a driving force that fuels Lexus as a leader in the luxury space. With several innovative initiatives, products and enhancements over the past year, Lexus has lived up to its reputation for cutting-edge developments.

In June, the [Lexus new product showcase](#) delivered an announcement lineup that included the highly-anticipated global reveal of the all-new 2023 RX, a first look at the all-new 2023 RZ, and the U.S. debut of the 2023 UXh.

Later in the summer, the [GX 460](#) was announced with updates for the 2023 model year. The exterior color palette received a few updates, and the Luxury grade also received the addition of standard Mark Levinson Premium Surround Sound Audio.

In September, Lexus announced that the [2023 IS 500](#) would offer standard new 19-inch Enkei alloy wheels with a dark finish. Based on the success of the 2022 IS 500 Launch Edition, the 2023 IS 500 would also continue the exclusive 19-inch Matte Black BBS forged alloy wheels as an available option for both IS 500 F SPORT Performance models.

It was announced that the [2023 IS 350](#) would have a new F SPORT Design grade for both RWD and AWD configurations for the 2023 model year. All the carefully curated F SPORT exterior styling treatments including bumpers, grille, rear lip spoiler and badging, along with the 19-inch F SPORT alloy wheels, can be found on the updated IS 350 F SPORT Design.

Later that month, it was announced that the [Lexus NX](#), which was fully redesigned from the inside out in 2022, would carry these new features into 2023. Advanced technology abounds in the NX with the intuitive features of Lexus Interface. Guests can enjoy features such as wireless Apple Car Play and Android Auto, Voice Assistant, cloud-navigation capable with Google Points of Interest (POI), over-the-air (OTA) updates and an available Digital Key (requires a Drive Connect subscription).

Additionally, the first-ever NX 250 features a naturally aspirated, 2.5-liter 4-cylinder engine with start/stop functionality mated with an eight-speed transmission. This setup, available in both FWD and AWD options, has an EPA-estimated 28 combined MPG rating. The powertrain produces 203 horsepower and 184 lb. ft. of torque, resulting in 0 to 60 times of 8.2 seconds (FWD) and 8.6 seconds (AWD).

In October, Lexus unveiled what's new for the [LC 500](#) family, which represents a harmonious blend of emotional design and top-tier driving performance.

For 2023, the LC 500 embraces Lexus Driving Signature through the vehicle's dynamic handling characteristics. Front and rear suspension settings have been optimized to enhance ground contact feel, linear steering response, and steering effectiveness in the high cornering G range. With nimbler vehicle handling, Lexus Driving Signature creates a sharper connection between driver and vehicle.

For those who like to feel the breeze, the [LC Convertible](#) returns for 2023 with the addition of a lightweight soft top and an available advanced Climate Concierge with upper-body heating. Plus, its soft-top design allowed engineers to focus on accentuating the sleek lines of the convertible without the significant intrusions to the trunk and cabin space that can come with a heavier, bulkier hard top.





Participating in the [Lexus Performance Driving School \(LPDS\)](#) became even more memorable this year. In addition to driving a Lexus RC F, an IS 500 F SPORT Performance, and an LC 500 on the legendary WeatherTech Raceway Laguna Seca in Monterey, California, LPDS guests were also given an unforgettable memento. Upon completing the 2.24-mile track and conquering the 10-story drop that is the Corkscrew, guests were given a unique digital token — known as an NFT (non-fungible token) — that showcases each individual's performance in class and has video footage from their time behind the wheel.

Lexus continues to offer guests bountiful choices to fit their personalized interests, passions and lifestyles. The [Lexus ES](#) returns for 2023 with the Lexus Interface multimedia system, a redesigned center console, and new trim and material options. The ES family is also expanding this year with the introduction of F SPORT Design and Handling, complete with styling and performance upgrades that make for an exhilarating grade.

In November, Lexus was in a bigger, new space for the [2022 Specialty Equipment Market Association \(SEMA\) Show](#), with six stellar vehicles showcasing the future of the brand.

The four key pillars representing the driving force for the company included bold design, intuitive technology, electrification and the Lexus Driving Signature — and all facets were on display for the mecca of the aftermarket enthusiast.

Later that month, Lexus unveiled new developments for the [LX 600](#). Redesigned from the ground up for the 2022 model year, the 2023 LX 600 builds upon its success with customer-driven updates to the flagship SUV. Powering LX is a high-output, high-torque 3.4-liter V6 twin-turbo gasoline engine. Refined vehicle control in both on-road and off-road situations is enabled by the Electronically Controlled Brake (ECB) system and Electric Power Steering (EPS).

LX's exterior design pursues a blend of athletic performance, accessible functionality and striking beauty — a combination that began with the 2022 NX. Key to LX's design are optimized proportions that combine sophistication with power and presence.



## **Elevated Luxury Lifestyle**

This spring, Lexus hit the road with health and wellness on its mind. For those striving for a better self and looking to incorporate more balance and mindfulness into their lives, the luxury automaker launched [Lexus “Wellness Destinations.”](#) The program is a collaboration with four luxury hospitality and wellness resorts — Cal-a-Vie Health Spa and all three Miraval Resorts and Spas — and offers Lexus-curated wellness packages paired with complimentary transportation for each guest.

In June, the Lexus Culinary Masters program welcomed [superstar chef, television personality and author Kwame Onwuachi](#), who trained at the Culinary Institute of America in New York. The James Beard Award-winning chef has opened five restaurants before the age of 30 and is author of the critically acclaimed memoir “Notes from a Young Black Chef,” which is being adapted into a feature film. He joined the ranks of other Lexus Culinary Masters who act as ambassadors to the brand, seeking to craft amazing experiences and amplify Lexus core values: quality, innovation, prestige, luxury and performance, while also partnering with the brand on marketing initiatives and food and wine events.

Later in the fall, for Lexus’ fifth immersive experience during Miami Art & Design Week, the brand unveiled [“Shaped by Air” at the Institute of Contemporary Art, Miami, presenting a vision by acclaimed New York-based artist and architect Suchi Reddy](#). The piece draws inspiration from the Lexus Electrified Sport’s quality of being “shaped by air.” Reddy’s ethereal installation — her first public project in Miami — celebrated the collaborators’ shared commitment to human-centered, carbon-neutral and impeccably crafted design. It envisioned the vehicle as shaped by mist and light, draws upon the curves of the vehicle’s design and incorporates foliage-inspired cutouts to suggest movement through nature.



### **Last But Not Least**

The Lexus Newsroom introduced its latest communication offering this year, the [Newsroom Connection newsletter](#). The pulse of the Toyota and Lexus newsrooms, Newsroom Connection is a curation of the best stories in a unique monthly newsletter delivered straight to your inbox.