

# Celebrating Luxury: A Look at Lexus' 35-Year Legacy

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Like leather, wine and cheese, Lexus is one of those things that just gets better with time. Since its 1989 debut, the automaker has evolved into a global luxury lifestyle brand.

With imaginative technology, pioneering performance and dynamic styling, the company has cemented its place in automotive history. From the Lexus LS 400 to the all-new 2024 TX 350, Lexus continues to epitomize luxury, blending eye-catching design with exhilarating handling. With sedans, SUVs, sports cars and hybrid vehicles in its lineup, Lexus models run the gamut — all with a human-centered approach in mind

For more than three decades, Lexus customers have come to appreciate and expect an unforgettable and elevated experience that's become synonymous with the brand. It's been a remarkable journey with countless milestones along the way.

Look back at Lexus' 35-year history and celebrate the brand that helped redefine and revolutionize the luxury vehicle market.