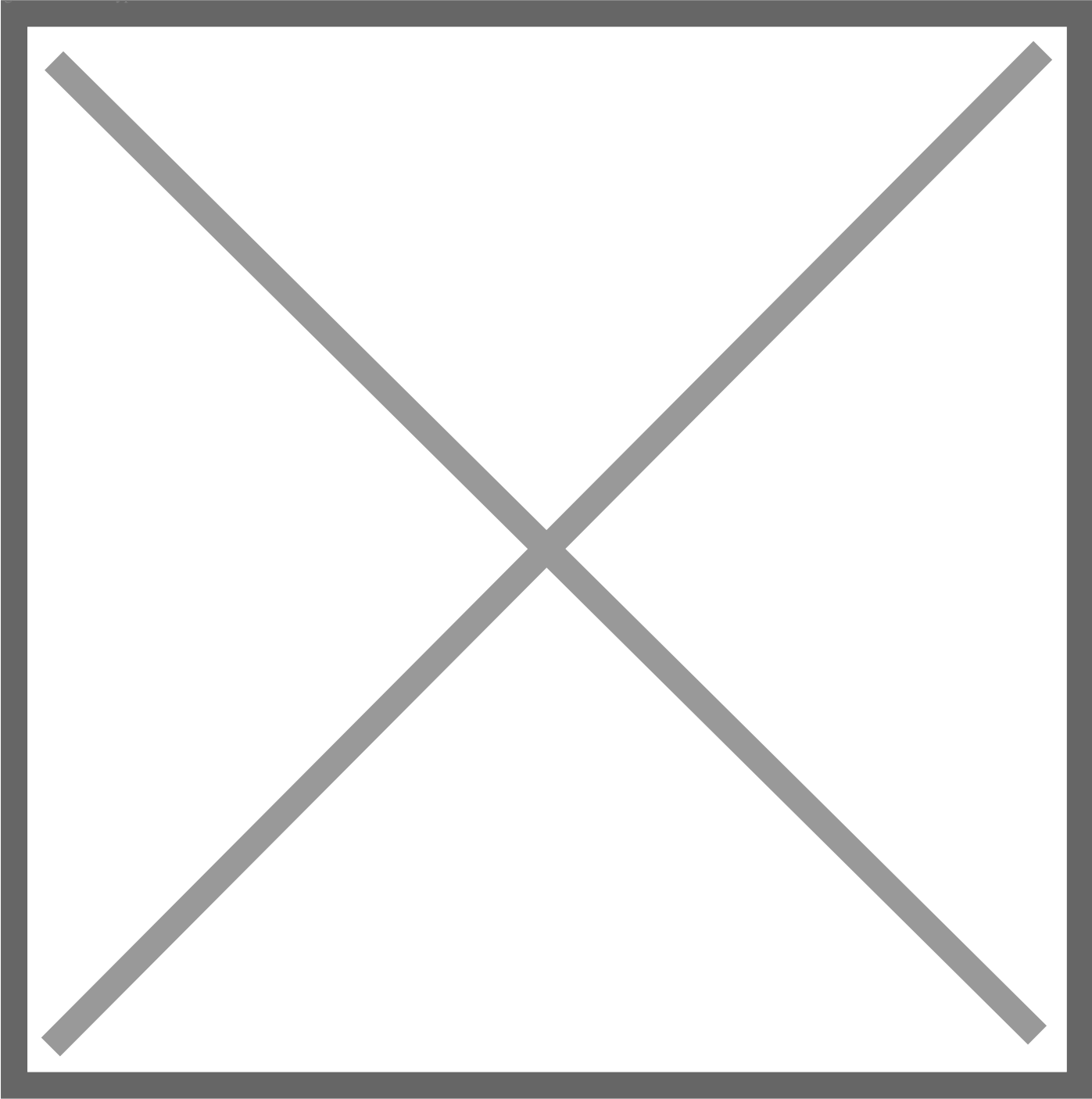


Celebrating Luxury: A Look at Lexus' 35-Year Legacy

November 07, 2024

Image not found or type unknown



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.