

# 2024 Lexus Year in Review: Celebrating Legacy, Evolving Luxury and Alluring Innovation

December 11, 2024

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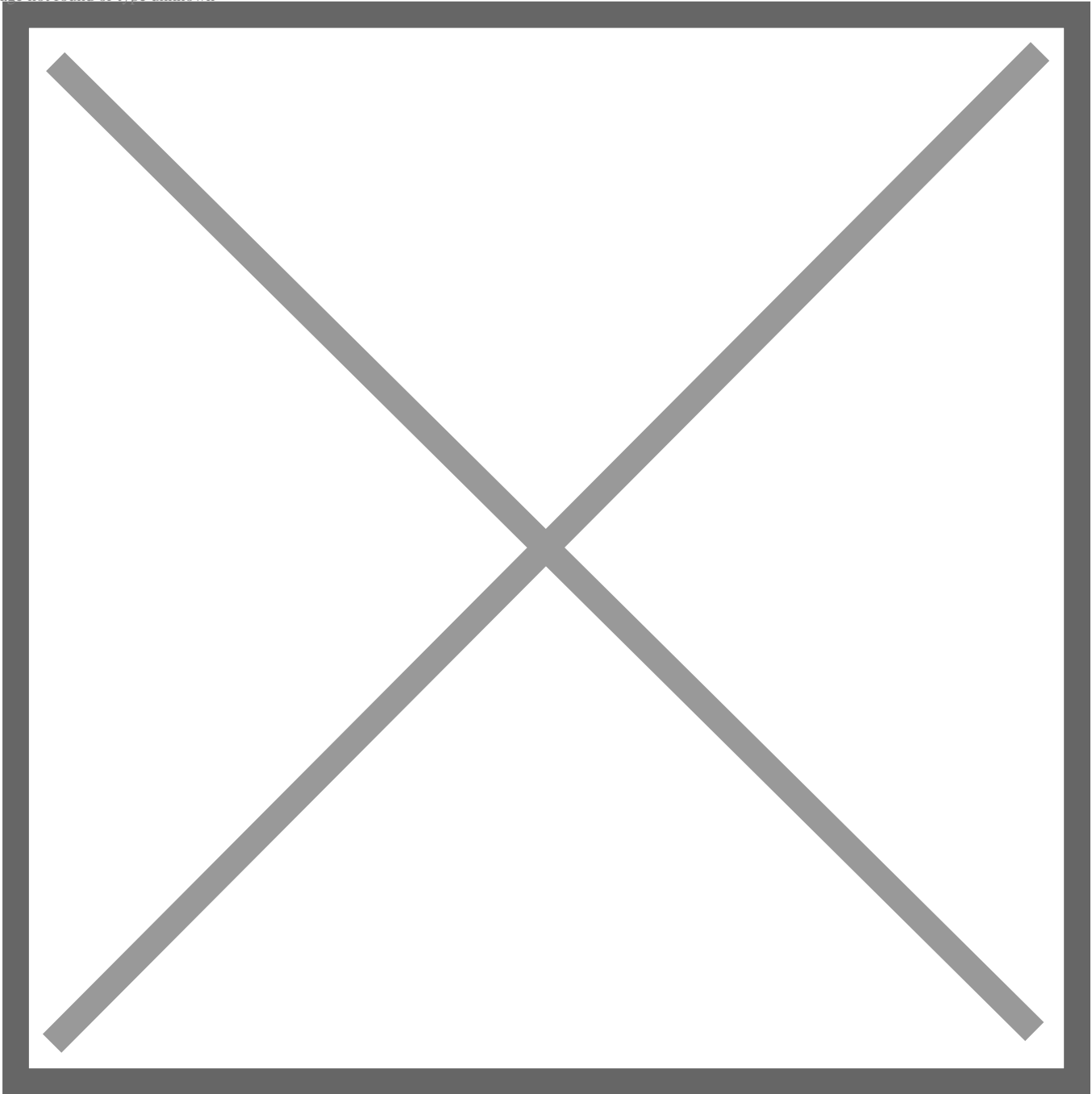
With 2024 inching further into the rearview mirror, Lexus has plenty to celebrate. For starters, the company marked its 35th anniversary. This milestone is a testament to the brand's commitment to developing innovative, well-designed products for individuals.

Throughout the year, Lexus continued its legacy of delivering exciting products including the first-ever 2025 Lexus LX Hybrid. Between new offerings, highlighting the people responsible for bringing them to life, motorsport wins and well-suited lifestyle partnerships, the last 12 months showcased what the brand has always driven: luxury and high performance.

Review some of the accomplishments that made 2024 an exciting year for Lexus:

### **Looking Back To Forge Ahead**

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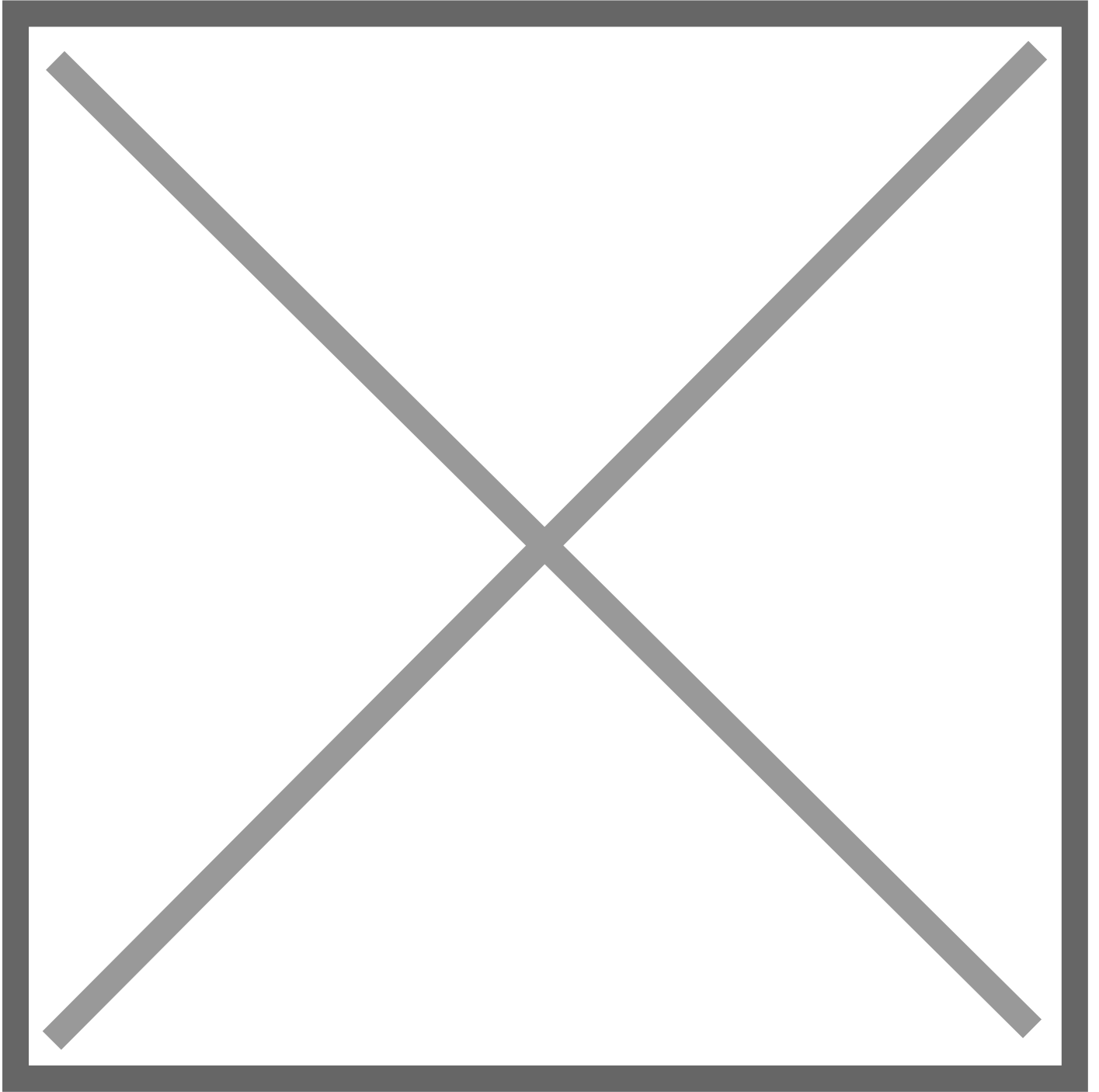
Thriving three and a half decades in the luxury world is no small feat. That's why Lexus observed this achievement with several stories of celebration that put the company's longevity and legacy in the spotlight. These features included retrospectives of some of the brand's most iconic cars and fond Lexus memories from tenured employees.

Below, read more about Lexus' banner 35th anniversary year:

- [Celebrating Luxury: A Look Back at Lexus' 35-Year Legacy](#)
- [Driving Down Memory Lane: Lexus Employees Share Their Favorite Memories of the Luxury Brand?](#)

- [Lexus Celebrates 35 Years of Luxury As Future Concepts Make North American Debuts At Monterey Car Week 2024](#)

## **Driving Electrification Forward**



Every year, Lexus moves one step closer to reducing carbon on all its models. Thanks to innovations and technological advancements, the company is committed to bringing even more electric vehicles (EVs) to

market. After ushering in last year's groundbreaking electrified line of vehicles, the brand is back this year with its [first-ever 2025 LX Hybrid](#).

The news of this hybrid powertrain offering for Lexus' flagship SUV brings the brand's electrified options to 12. It's another demonstration of Lexus' commitment to continuous improvement and meeting the needs of its customers. No matter if the journey calls for off-road obstacles or urban adventures, the LX is equipped and ready to take guests to their destinations.

Take a look at some of the other big moments in electrification for Lexus in 2024:

- [Overtrail grade available exclusively on LX 700h with two or three rows](#)
- [New F SPORT Design grade available on RX 350h](#)
- [Black Line Special Edition exclusively available on RX 500h F SPORT Performance](#)
- [Entry-level grade added to RZ 300e and RZ 450e AWD](#)

**Giving Guests Simply the Best**



Providing exceptional service to customers has always been one of Lexus' signatures. This commitment, referred to as the "Lexus Covenant," has been integrated into the brand's philosophy since day one.

Providing a great customer experience starts from the moment a guest considers a Lexus and throughout their ownership.

For Lexus in 2024, that ethos was exemplified with several of the 2025 vehicles: the [ES](#), the [IS](#), the [LC 500 coupe](#) and the [LC 500 convertible](#). For the ES, the sporty Black Line Special Edition package returns to the top-

selling sedan. It includes black outer mirrors, a distinctive black rear lip spoiler and a black lower rocker panel. In addition to offering the Black Line Special Edition package, the 2025 ES offers three available powerful engines, all-wheel drive capability and two F SPORT models.

The IS, which has been in the Lexus lineup for 25 years, is back with a new limited edition: the [IS 500 Special Edition Package](#). This new offering is available on IS 500 F SPORT Premium grades.

The LC coupe and convertible also showcase updated aesthetic and structural features for the 2025 model year. It introduces Iridium as an exterior color option and both coupe variants also receive additional front and rear underfloor braces for increased rigidity.

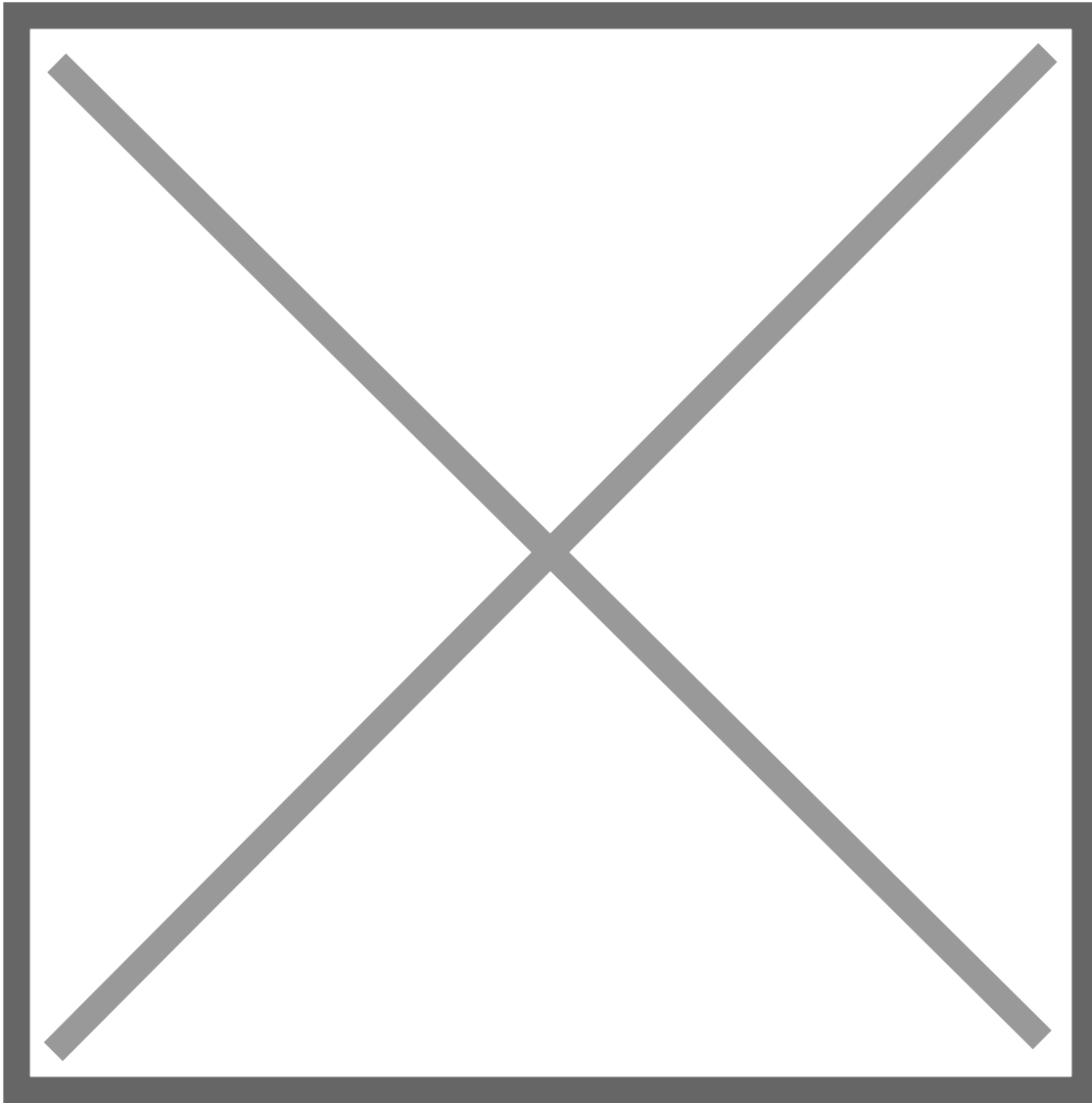
In the SUV segment, and in celebration of the all-new Lexus GX, Lexus partnered with luxury appliance brand [Monogram](#)<sup>TM</sup> to design a bespoke concept vehicle for culinary, wine and spirits aficionados: the Monogram GX. The vehicle made its official debut at the Food & Wine Classic in Aspen, CO, in June.

It wasn't the only model to embrace an innovative, eye-catching build through collaboration. Lexus also partnered with [Malbon](#), a lifestyle brand inspired by the game of golf, to develop the 2024 Lexus GX 550 Malbon Edition, a special-project vehicle that caters to the ultimate golf foursome.

To find out all the latest offerings with the Lexus vehicle lineup for the 2025 model year, be sure to check out the [What's New for 2025 page](#). After getting up to speed on what's new, put what you've learned to the test with the Test Your Knowledge features published this year:

- [Test Your Knowledge of the 2024 Lexus RZ](#)
- [Test Your Knowledge of the All-New 2024 Lexus GX](#)
- [Test Your Knowledge of the 2024 Lexus TX](#)

**Leveling Up: Lexus-Style**



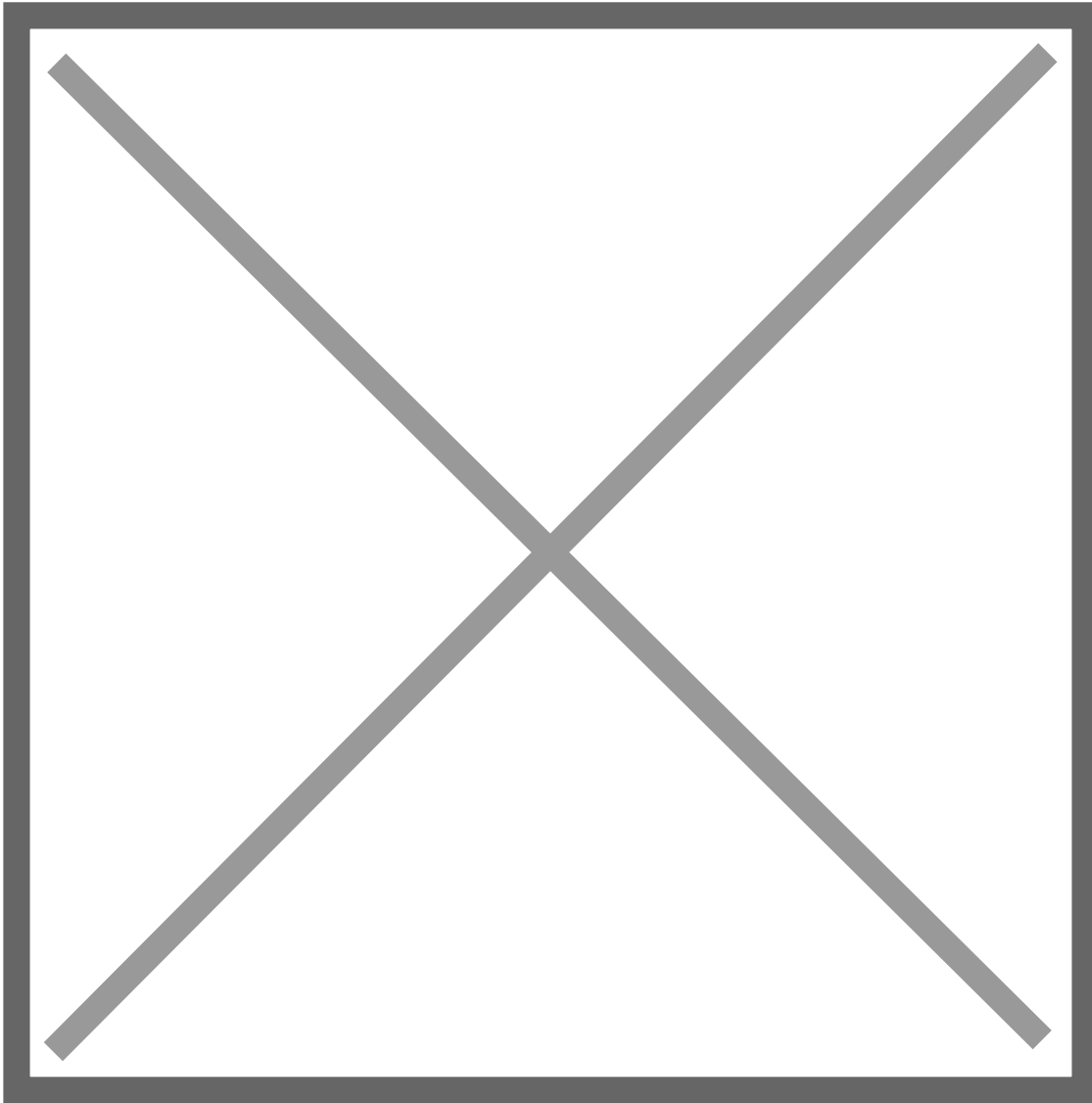
When it comes to memorable, elevated experiences, Lexus answers the call. From acclaimed chef, restaurateur and television personality [Shota Nakajima](#) joining the esteemed team of Lexus Culinary Masters to pro surfer [Griffin Colapinto](#) as the brand's first-ever surf ambassador, there were several notable collaborations in 2024.

To get a sampling of some of the company's most prominent partnerships, be sure to check out the following links:

- [DESTINATIONS By Lexus: Expanding The Palate](#)
- [Lexus Signs Will Zalatoris to Golf Ambassador Program](#)
- [Lexus Signs 2023 U.S. Open Champion Wyndham Clark to Golf Ambassador Program](#)
- [Lexus And 100 Thieves Enhance Multi-Year Partnership](#)

**Race to Wins**





It's no secret that Motorsports can provide the ultimate adrenaline rush. Take it from the members of the Lexus Racing Vasser Sullivan team, who thrive on racing and the undeniable thrill that comes with it. In 2024, the team had an exciting year that included two wins, four podium results and five pole positions.

In March, [the Vasser Sullivan No. 14](#) Lexus RC F GT3 was victorious in the Twelve Hours of Sebring at Sebring International Raceway with drivers Jack Hawksworth, Ben Barnicoat and Kyle Kirkwood. The win marked the first for Lexus and Vasser Sullivan in the historic 12-hour event.

In April, following a [GT class track-record pole](#) by Parker Thompson, the No. 89 Lexus RC F GT3 captured the GTD class victory in the Grand Prix of Long Beach. Thompson, along with Ben Barnicoat, delivered Lexus and Vasser Sullivan's second consecutive win on the streets of Long Beach (GTD PRO class winners in 2023) and the second consecutive win of the season for the team following the GTD PRO victory at Sebring in May.

With 35 years to celebrate, the past year has been a reflective and exciting journey. Lexus is steadfast in delivering unparalleled products, championing its people and ensuring that every guest gets what they expect and more when they choose the luxury brand. Lexus is ready to blaze new paths.