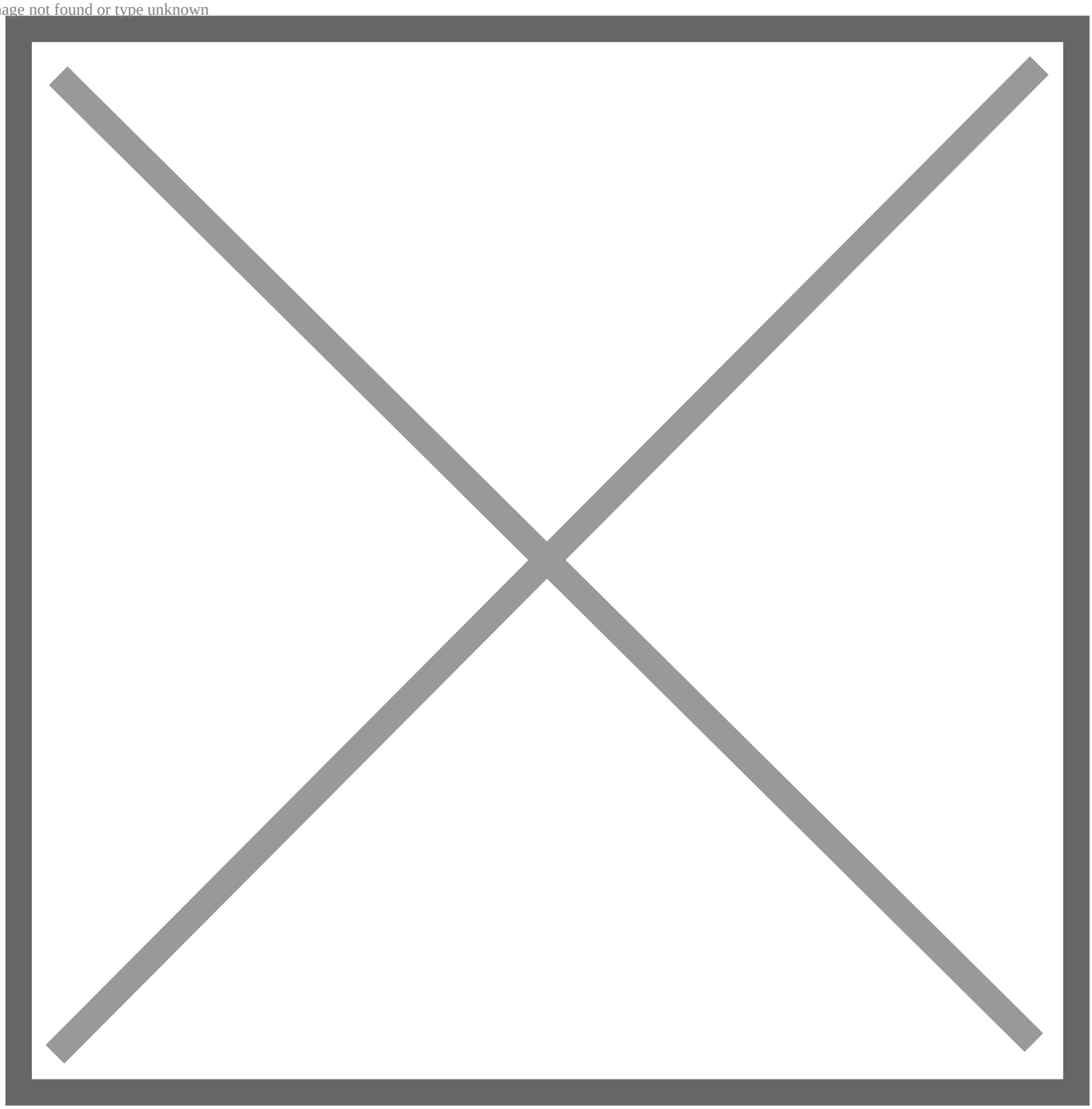
2026 LEXUS IS 350 MAKES PUBLIC DEBUT AT PETIT LE MANS IMSA RACE

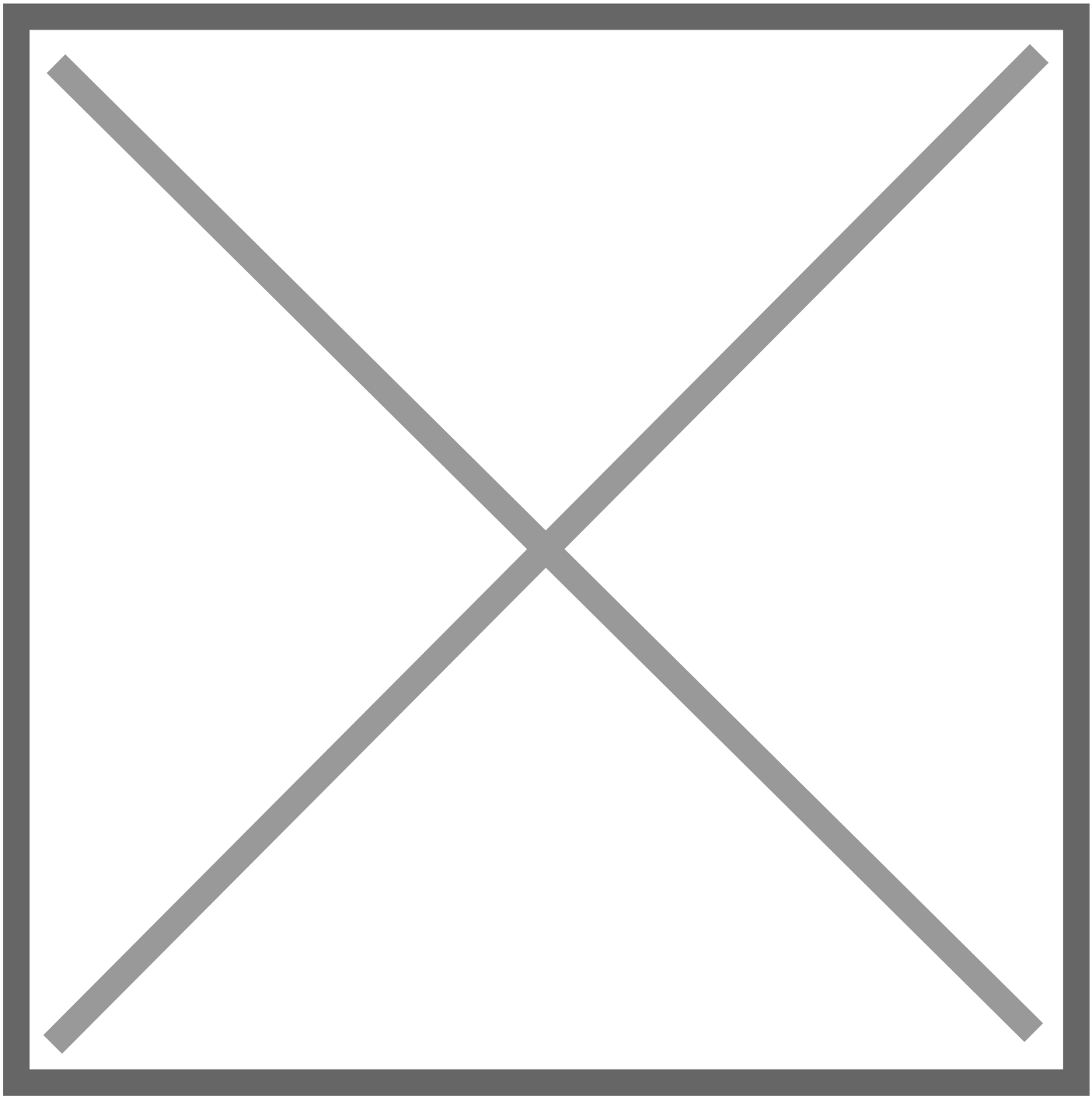
October 10, 2025

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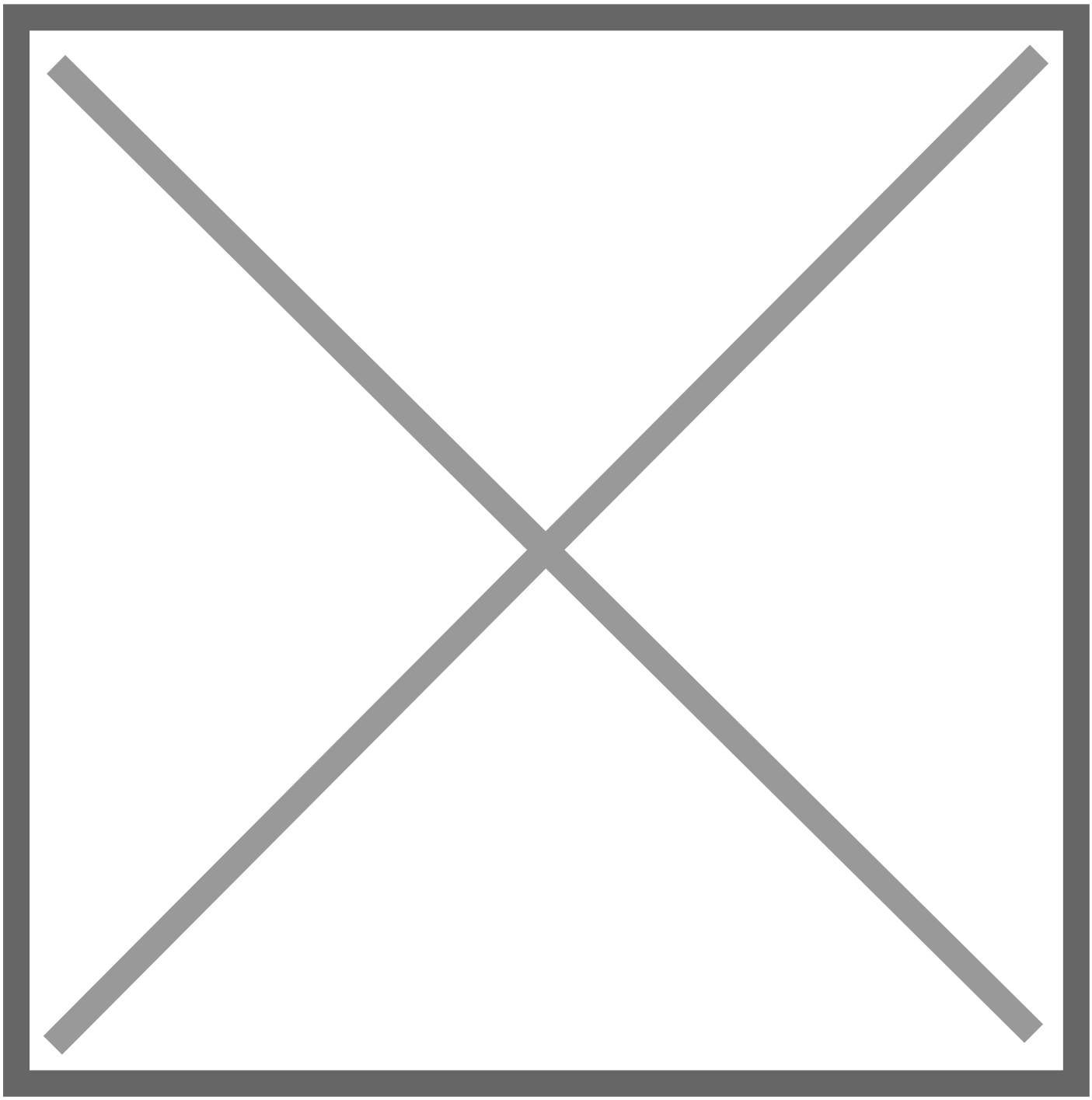
After its digital debut last month, the new 2026 Lexus IS 350 will make its first public appearance at the 2025 Petit Le Mans IMSA race weekend at Michelin Raceway Road Atlanta.

The 2026 IS leans into its athletic front-engine, rear-wheel-drive sport sedan roots, with the lineup going all-V6 and all-F SPORT this year. Both IS 350 F SPORT Design and F SPORT variants are available, each with either rear- or all-wheel drive. The IS 350's 3.5-liter V6 carries over unchanged and it, again, makes a stout 311 hp and 280 lb-ft or torque. That power is routed through either an eight-speed automatic transmission on rear-wheel-drive IS variants or a six-speed automatic on all-wheel-drive versions.



This weekend’s IMSA race isn’t the first to host an IS public reveal—the IS 500 F SPORT Performance model (including the Launch Edition) was unveiled in person at Sebring in 2021. The new IS 350 will be on display at the Lexus Racing Experience space in the Fan Zone at Road Atlanta from Thursday, October 9, through Saturday, October 11, where Lexus Racing and Vasser Sullivan are fielding two Lexus RC F GT3s in the IMSA SportsCar Championship GTD PRO and GTD classes.

Featuring the new-for-2026 Wind paint color, the IS 350 F SPORT on display will showcase this year’s F SPORT–specific design touches, including red-painted brake calipers, dark gray 19-inch wheels with staggered-width tires (235/40 front and 265/35 rear), triple-beam LED headlights and the newly available Radiant Red interior color scheme. Additional highlights include a modern, refreshed cockpit with a standard 12.3-inch Lexus Interface touchscreen and other advanced technologies.



Following Saturday's IMSA race, Lexus will host an invite-only event on Sunday for select current and new fans of the brand to get up close and personal with the 2026 IS 350 F SPORT. The gathering includes a walk-through of the IS with Lexus Marketing's Richard Hollingsworth along with appearances by Lexus Racing drivers.

The 2026 Lexus IS 350 goes on sale early next year. Final pricing and EPA fuel economy figures will be available closer to launch.

