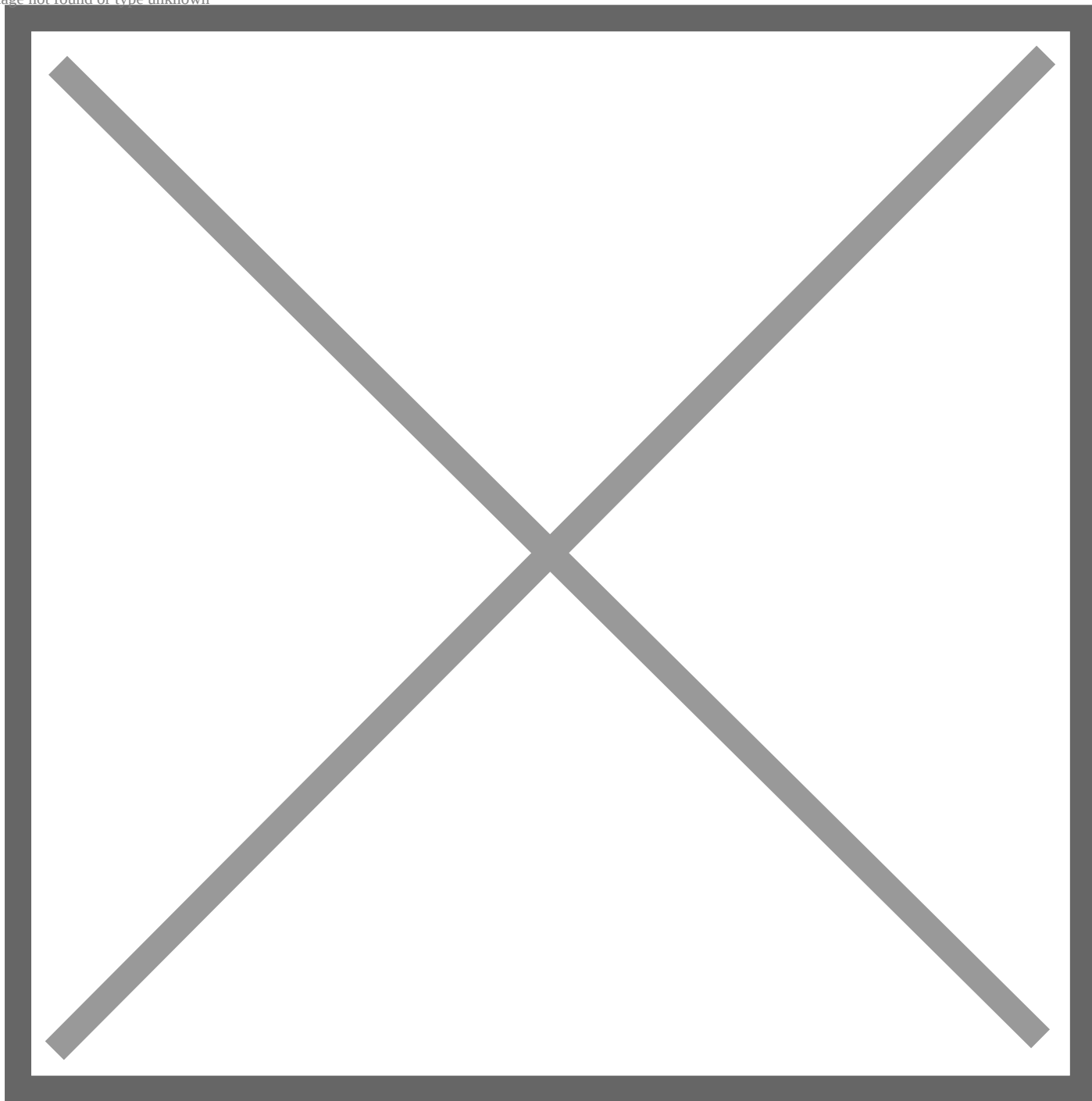


2026 LEXUS ES INTRODUCED IN “THE STANDARD OF AMAZING” VIDEO

November 12, 2025

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PLANO, Texas (Nov. 12, 2025) – The all-new Lexus ES is nearly here, and presaging its launch is a new campaign, “The Standard of Amazing.” Inviting viewers for a closer look at the 2026 ES inside and out, the 60-second video highlights how the new luxury sedan redefines what modern luxury feels like: Serene, intelligent, and electric. The new ES’ sculpted silhouette flows with quiet confidence, and its actual quietness is as much a part of the experience, creating an atmosphere designed for reflection and comfort. You can Experience Amazing with the new ES in both battery-electric and hybrid forms soon, and be sure to watch the entire video below: