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### 2013 Geneva Motor Show - Lexus Press Conference

Good morning and welcome to Lexus!

Thanks for joining us on the brand new Lexus Motor Show stand!

Please have a look around you our stand has been totally redesigned with elegant lines, refined materials, and innovative displays. Inspired by Lexus' design philosophy, the new stand provides a great showcase for our new models and technologies.

It's also a testimony to our obsession for design which goes beyond cars. Next month, Lexus will participate in the Milan Design Week and we will grant our first ever Lexus Design Awards to young talented designers selected among more than 1 thousand projects which have been submitted from across the globe.

It's an exciting time for Lexus, and we're looking forward to building on the success we enjoyed in 2012.

Last year our global sales grew by 18% to 476 thousands sales. All global markets contributed to this growth, including Japan, China, North America, Middle East and of course Europe.

As a result, Lexus is now the 4th largest premium brand in the world!

In Europe, despite challenging economic conditions, Lexus sales climbed by 5% to over 45 thousand units.

This number includes around 26 thousand hybrid vehicles – an all-time record for Lexus in Europe.

Lexus launched no less than 5 new models in Europe in 2012, and all of them proved successful.

The GS, for example, was the first full execution of the Lexus spindle grille and delivered a much more rewarding driving experience with advanced technologies including Lexus Hybrid Drive.

Media response has been great, and the GS 450h received accolades in many magazines even winning several hybrid comparison tests in some German magazines.

Customers also warmly welcomed the new GS with sales up 6 fold.

To complete the renewal of our line-up there was one more essential Lexus model we still had to tackle – my personal favourite, the IS.

Since the launch of the first generation in 1999, we have sold more than 150 thousand IS in Europe. So revising this model is crucial, and we therefore listened to our customer carefully.

They told us they expect more from the new IS a better environmental performance more room for passengers and luggage. In addition, we challenged ourselves to provide superior driving dynamics, new technologies and a design that would make the car stand out from its peers.

The result is a car we are extremely proud of, the all-new IS 300h, shown here today for the first time in Europe.

We are evolving our design philosophy, which we call L-Finesse to give all Lexus models a more emotional and outspoken personality. The new IS bears the boldest expression yet of this coherent design language featuring our signature spindle grille, elegant and sleek cabin lines and a broad, powerful stance.

The cockpit adopts the new elegant Lexus dashboard design and advanced Lexus technologies, such as the Drive Mode Select to adapt powertrain behaviour and even suspension settings to different driving styles.

Let me also mention the dual-zone air conditioning system, which features touch-sensitive, electrostatic switches to control the cabin temperature just by sliding one finger. How smart is that!

The new IS also provides best-in-class knee room for rear seat passengers, thanks to an extended wheelbase and a new front seat design.

The IS 300h is the very first hybrid IS, equipped with our second generation Lexus Hybrid Drive engineered for greater efficiency, driving pleasure and functionality.

It debuts a new 2.5 litre hybrid engine for Lexus with a 4-cylinder Atkinson cycle engine equipped with a new D-4S direct injection system, Dual VVT-I and a high-efficiency exhaust gas recirculation system. This engine will play an important role in the Lexus line-up in the near future.

With a total system output of 223 hp, the new IS 300h brings superior acceleration performance going from 0 to 100km/h in just 8.3 seconds, the IS 300h and covering 80 to 120 km/h in only 6.7 seconds.

These impressive figures go with best-in-class environmental performance. Today, I am proud to confirm that the new IS 300h reaches CO2 emissions as low as 99 g/km corresponding to a fuel consumption of 4.3L/100km. No other petrol, diesel or hybrid vehicle in the segment can match this outstanding result.

Furthermore, thanks to a new positioning of the battery, the IS 300h has a very competitive trunk comparable to non-hybrid vehicles and, for the first time, 60:40 folding rear seats.

In other words: the Lexus IS 300h brings all the benefits of a hybrid with no compromise on package and comfort.

The IS will also be available with an F SPORT package featuring a mesh-pattern spindle grille among other bespoke exterior and interior design touches. These include a sporty and high-tech meter cluster, which is directly taken from the LFA.

The IS 300h F SPORT will also offer an Adaptive Variable Suspension system and specifically tuned electric power steering for an even more dynamic drive.

Actually, we can't wait to let you drive this car. We think European driver will be amazed by how well the new IS behaves on the road it is precise, entertaining and engaging to drive, but still delivers Lexus refinement. The new driving experience was at the heart of the development of the new IS and every part has been engineered to that end. For instance, we applied new laser welding technology and we made extensive use of adhesives in the manufacturing process to increase the body rigidity.

This reinforced chassis is tuned for comfort and dynamics – again, we make no compromise. The new IS is a very composed and agile car, which behaves exactly as the driver wants.

Launch is planned for June and July across Europe. The IS 300h in all Lexus markets, and the IS 250 in selected countries.

We expect further growth of Lexus sales in Europe in 2013 and IS will strongly contribute together with continued success of CT, RX, GS and other Lexus models.

Let me close this press conference by inviting Ise-san, president of Lexus International, and Furuyama-san, chief engineer of the new IS, to join me for a photo opportunity.

We hope you will spend some time with us during these press days and we'd be delighted to answer your questions.

Thank you.

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#### **About Lexus**

Launched in 1989, Lexus has become renowned throughout the world for its pursuit of perfection, the outstanding quality and sophisticated high-technology content of its products, and for its unique concept of complete customer service. Further reinforcing the traditional Lexus values of unparalleled build quality, interior luxury and state-of-the-art technology, the L-finesse design philosophy represents a highly significant factor in positioning Lexus as a uniquely desirable global brand. Today, Lexus remains the first - and only - premium automotive manufacturer to offer a comprehensive full-hybrid model range comprising the RX 450h, the GS 450h, the LS 600h and the CT 200h. In Europe, models featuring Lexus Hybrid Drive account for 60% of all Lexus sales. Lexus sold 42,637 vehicles in Europe in 2011, an increase of 40% vs 2010.