

# GENEVA 2012



 LEXUS

# LEXUS HIGHLIGHTS OF GENEVA 2012

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## NEW RX MODEL RANGE

- New, bolder, Lexus family 'spindle' grille frontal styling, and enhanced interior design and equipment
- RX 450h adds 'Sport' mode for improved Lexus Hybrid Drive system performance
- New F SPORT grade featuring bespoke exterior and interior design and performance dampers

### NEW LEXUS RX

The new, upgraded RX model range<sup>(1)</sup> makes its world debut at the 2012 Geneva Motor Show.

The new RX exterior features a new, more elegant and aggressive frontal design. An enhanced interior offers an expanded choice of colour schemes, new trim finishes, a new steering wheel, a revised instrument binnacle and a second generation Remote Touch Interface (RTI).

The versatility of the European flagship RX 450h's Lexus Hybrid Drive system has been enhanced by the addition of a Sport mode, supplementing the full hybrid powertrain's Normal, Eco and EV (electric only) drive modes. The EV mode can now be activated with a separate switch.

Further enhancing the dynamic and sporting character of the new RX and designed to attract new customers to the model range, a new F SPORT version will be available. Expected to account for some 30% of future

model range sales, the new F SPORT grade features bespoke exterior and interior design and driving dynamics technology.

With the launch of the first RX in 1998, Lexus created the Luxury SUV segment, combining, for the first time, all the flexibility, practicality and durability of a Sports Utility Vehicle with the handling, performance, refinement and ride of a luxury sedan.

The RX was the first ever SUV to be equipped with a full hybrid powertrain in 2005. Today, after three generations, two of which have been equipped with Lexus Hybrid Drive technology, the RX remains a key model for Lexus.

In Europe, the premium SUV is responsible for 32% of all Lexus sales, and is the second best selling Lexus after the CT 200h.

### Exterior Design

The new Lexus RX range is hallmarked by a bold, elegant and highly individual frontal treatment which will be adopted throughout the brand to strengthen the Lexus family identity between model ranges.

Giving the new RX a powerful, commanding road presence, this new, more aggressive design is a further evolution of a styling cue first developed on the CT 200h and GS model ranges.

<sup>(1)</sup> The new RX will be available with a choice of three powertrains: the hybrid flagship RX 450h, the RX 270 (in Russia only), RX 350 (mainly in Russia, the Ukraine, Kazakhstan and the Caucasus).

The inverted trapezoid upper grille and slanted lower grille have been combined and integrated into a single element, bridging the bumper mid-section to create a prominent 'spindle' shape. Reinforcing this more modern and bolder identity, the lower grille now features horizontal bars and is finished in black.

Positioned on a higher plane than the grille itself -a unique Lexus characteristic- a new, clear lens headlamp cluster design incorporates a choice of halogen, High Intensity Discharge (HID) or Light Emitting Diode (LED) headlamps. The headlamps are underscored by integral LED Daytime Running Lights (DRL) which form the L-finesse arrowhead motif, reinforcing the unique visual signature of the new RX model range.

Now also fitted with clear lenses, the rear lamp clusters have been redesigned with a stronger, more sweeping horizontal emphasis, adding elegance to the rear of the vehicle.

The current choice of 18" or 19" aluminium wheels is expanded by the addition of a new 19" alloy wheel design, and four new exterior colours are available -Satin Silver, Burgundy Red, Sienna Brown and Midnight Blue, bringing the choice of colours available to 10 in total.

### Interior Design

Further broadening the appeal of its spacious, luxurious and technically advanced dual-zone 'crossover' cockpit, the new RX interior features an expanded choice

of colour schemes, new trim finishes, a new steering wheel, a revised instrument binnacle and a second generation Remote Touch Interface (RTI).

Adding to the choice of interior colour schemes available, Saddle Tan, and F SPORT-exclusive Black and White Grey designs join the existing Ivory, Black and Light Grey line-up.

The choice of trim inserts has also increased; luxurious Walnut and classic Dark Grey complimented by the addition of modern, Dark Grey bird's eye maple and F SPORT-exclusive Silver finishes.

Clearly differentiating it from the smooth leather finish, the semi-aniline leather upholstery now incorporates diamond shaped perforations. Seat stitching has been enhanced by the use of thicker thread and more prominent colours, and the dashboard design enlivened through the addition of a matt silver insert above the glovebox.

A new, more comfortable steering wheel features a cross-section which is no longer uniform throughout its circumference. Its varying profile allows for a relaxing grip and smooth steering inputs. Wood finish steering wheels are now available with heated rims.

The driver's instrument binnacle of RX 450h versions is equipped with a new Hybrid System Indicator design featuring clearly delineated, Charge, Eco and

Power zones. New ambient illumination changes according to both driving conditions and the selected drive mode.

In EV (electric only), Eco or Normal drive modes, when the Hybrid System Indicator needle is in the Charge or Eco zones, the ambient illumination is blue. It will extinguish if the needle enters the Power zone. In Sport mode, the ambient illumination remains red at all times.

The centre console box has been extensively revised to enhance its practicality. The console lid opening angle has been increased to 95 degrees to improve access. Both the USB port and accessory socket have been moved closer to the top of the box interior, which now features a closable door and a removable divider plate.

The new RX model range is equipped with a second generation Remote Touch Interface (RTI). This Lexus-unique, multi-function control device has been enhanced for increased user-friendliness and ease of operation. It now features the world's first slide-type joystick control mechanism which functions much like a computer mouse, and the ENTER command is now accomplished simply by pushing the controller.

In conjunction with enhanced RTI control, the multimedia system's full colour LED display now has multi-screen capability. This allows for the permanent display -and independent control- of three types of information simultaneously, such as

map, vehicle information, audio, navigation input, air conditioner functions and incoming call.

### Drive Mode Select (Normal, Sport, ECO and EV)

Supplementing the Normal and Eco drive modes of the full hybrid powertrain's E-CVT intelligent electronic transmission, a new Sport mode further improves the performance and dynamic ability of the RX 450h. These three drive modes can be selected through the steering wheel, whilst the EV mode (electric only) can be now activated through a separate EV switch.

From start-up and at speeds of less than 50km/h the RX 450h automatically operates in EV mode, driving under electric motor power alone. The driver may also select EV mode manually. This unique driving mode is only available through the full hybrid technology of Lexus Hybrid Drive.

The EV drive mode allows for relaxing urban driving with minimal noise, and zero CO<sub>2</sub>, NO<sub>x</sub> and particulate emissions, for up to two kilometres. Because the petrol engine is switched off throughout its operation, the EV drive mode contributes to a significant reduction in the new Lexus' overall fuel consumption.

In Eco mode, throttle response to aggressive accelerator pedal inputs is reduced and air-conditioning control optimized for improved fuel economy. Depending on driving conditions, the Eco mode can help customers adopt

a relaxed driving style, and can achieve a perceptible reduction in fuel consumption.

Specifically tuned to deliver greater electric motor power, Sport mode maximises the new RX 450h's performance and agility. It not only modifies the throttle and Electric Power Steering (EPS) settings to give a faster response to driver inputs, but also provides less intrusive operation of the Vehicle Stability Control (VSC) and Traction Control (TRC) systems, allowing drivers to fully exploit the Lexus full hybrid's extended dynamic abilities.

The distinct character of each drive mode is further reinforced through changes to the driver's instruments. Lit in hybrid blue for the EV, Eco and Normal drive modes, the instrument panel ambient illumination automatically alters to red when the Sport mode is selected.

ALL-NEW F SPORT GRADE

Further enhancing the dynamic and sporting character of the new RX and attracting new customers to the model range, a new F SPORT version is now available.

Expected to account for up to 30% of all future RX sales in a new, 4 grade model range structure, the F SPORT grade features bespoke exterior and interior design and driving dynamics technology.

Exterior Design

F SPORT versions of the new RX are instantly identifiable by significantly more aggressive, model-unique frontal styling. A deeper, more vertical front bumper incorporates a bigger lower section of the Lexus family 'spindle' grille design.

Incorporating a full-width, aerodynamic spoiler for improved high speed stability, the lower bumper's flared extremities house deeply rebated fog lamps. Both upper and lower grilles feature a sporting, F SPORT-specific mesh design.

In profile, F SPORT models may be identified by exclusive, 19" shaded alloy wheels and front wing F SPORT badging.

Interior Design

The F SPORT-exclusive interior is hallmarked by an exclusive, Black and White Grey colour scheme. It features black, smooth leather upholstery with white grey perforations and contrast stitching, steel silver painted trim inserts and a black ceiling to give the interior a more cockpit-like feel and aid driver concentration.

Performance Dampers

F SPORT models further benefit from the lateral performance damper system, which is designed to absorb and minimise undesirable body

vibrations, offer a more linear steering feel and contribute to improved ride comfort.

In lieu of conventional fixed bracing, the system features a front performance damper connecting the left and right front suspension towers, and a rear damper connecting the left and right sides of the rear lower back panel.

With a construction similar to that of a typical monotube suspension damper, the front and rear performance damper assemblies differ according to the variations in body rigidity, noise and vibration of their surroundings, optimising their ability to absorb body torsion, flexure and fine vibrations.

Their installation has reduced vehicle floor vibrations across a wide frequency range, reduced body deformation through a drop in left and right front suspension tower displacement, and even lowered audio system white noise levels.

Though difficult to analyse even using Computer Aided Design, micron-sized, minuscule vibrations manifest themselves as a slight discomfort when turning the wheel and minute deviations in vehicle behaviour during straight line acceleration. Their elimination brings a new dimension of steering response, agility and ride comfort to the premium SUV segment.

6-Speed Multi-mode Automatic Transmission with Paddle Shift Control<sup>(2)</sup>

The 6-speed automatic transmission of the RX 350 F SPORT versions is now equipped with a steering wheel-mounted paddle shift control. The paddle switches can be used even with the gear selector in D range, allowing the driver to quickly change to fixed range mode without the need to engage S range via the gear lever.

Full RX technical specifications can be found on the USB stick

<sup>(2)</sup> Only offered on RX 350 (RX 350 is mainly available in Russia, the Ukraine, Kazakhstan and the Caucasus).





## LF-LC CONCEPT CAR

- Award-winning 2+2 Hybrid Sports Coupe concept makes European debut at the 2012 Geneva Motor Show
- Created by Caltly studio in California to explore future Lexus design directions
- Dynamic exterior design combines the latest evolution of Lexus spindle grille with all-glass cockpit
- Driver-focused interior design combines avant-garde beauty with advanced touch-screen technology

Honoured with the EyesOn Design Award for the Best Concept Car at this year's Detroit Motor Show, the Lexus LF-LC, a stunning new design concept for a hybrid 2+2 sports coupe, makes its European debut at the 2012 Geneva Motor Show.

Representing a new, more sporting image of the Lexus brand, the LF-LC is an entirely driver-focused vehicle that displays a possible future design direction for the premium automotive manufacturer.

Challenged by Lexus in Japan to design the future hybrid sports coupe concept, the Caltly design studio in Newport Beach, California, sought to move the definition of Lexus design forward with avant-garde beauty and advanced technology, whilst still keeping the brand within reach of the majority of premium buyers.

The LF-LC showcases the new Lexus design language in its bold interpretation of the signature Lexus 'spindle' grille and rear architecture. Curves blend smoothly into dynamic angles creating an engaging interplay of line, shadow and corner.

Framed by a deep aluminium surround, the mesh pattern of the spindle grille takes on a pronounced, 3D form, while functional air intakes in the bottom corners of the grille demonstrate a fusion of distinctive style and engineering functionality.

The Lexus design hallmark arrowhead motif of the LED daytime running lights and the fading dot matrix pattern of the vertical foglamps both add a strong sense of movement to the frontal design of the new concept.

In profile, the lines of the LF-LC's powerful silhouette reinforce the dynamism and motion inherent in the design. The dynamic cabin lines are carried through to the rear deck of the LF-LC, integrating the spindle grille theme to echo the front of the vehicle and create a feeling of width.

The tail and foglamps repeat the Lexus arrowhead motif, leading the eye down to a quad exhaust design. The 'L'-shaped inner lighting of the tail lamps creates a strong sense of depth, and the rear foglamps reiterate the fading dot matrix pattern.

The interior of the LF-LC is a driver focused design which integrates form and function in a coherent whole. Designed to feel both open and secure, the cockpit contrasts the cool ambience of advanced technology with organic forms and soft textures. The driver is surrounded by deeply scooped side panels and a high, curved console, creating a strong focus on the controls and the road ahead.

True to Lexus' commitment to making driving an intuitive experience, the LF-LC features a remote touch-screen system that allows the driver to operate controls without shifting position or altering his line of sight.

Twin 12.3" LCD screens provide information and navigation displays. A centre console touch screen controls the audio, air-conditioning and navigation systems, with a pop-up touch-screen keyboard for more complex commands. Similar touch-screen surfaces on each door are used to operate the windows, mirrors, seat positions and personal entertainment settings.

Multi-level meters within the driver's instrument binnacle layer LCD and analogue technologies. The bottom layer displays temperature, fuel and the Eco meter background; the middle layer is the tachometer's mechanical ring; and the topmost layer provides indicators for the tachometer, speedometer and Eco meter.

Surfaces throughout the cabin are finished in a combination of smooth leather and suede, with brushed metal trim and wood accents. The lightweight, race-inspired front seats are formed in multiple layers, and echo the interlacing curves that define the cabin's styling. The lightweight, racing-style steering wheel features integrated switchgear and the engine start button.

The front-engined, rear-wheel drive LF-LC features an Advanced Lexus Hybrid Drive powertrain. Targeting a power output of over 500hp and CO<sub>2</sub> emissions of under 150g/km, it equips the LF-LC with both exhilarating driving performance and outstanding fuel and environmental efficiency.







## ALL-NEW GS RANGE

- Three model range on sale in Europe –GS 250, GS 350AWD and GS 450h
- All-new exterior and interior design combines commanding road presence with increased space and comfort for all occupants
- GS 450h second generation Lexus Hybrid Drive combines V6 performance with a 23% reduction in fuel consumption to just 5.9l/100 km
- New platform and revised front and new rear suspension and Adaptive Variable Suspension (AVS)
- Lexus Dynamic Handling (LDH) system –world's first integration of Dynamic Rear Steering (DRS), Variable Gear Ratio Steering (VGRS) and Electric Power Steering (EPS)
- Comprehensive active safety and driver assist systems including new Vehicle Dynamics Integrated Management (VDIM) Step 5

The new, fourth generation Lexus GS is on display at the 2012 Geneva Motor Show. It is on sale in Europe as a three vehicle model range; the GS 250, the GS 350AWD and the high-performance flagship, the full hybrid GS 450h.

The GS features an all-new exterior and interior. Its new, bold and dynamic exterior design includes a more aggressive frontal treatment, giving the new GS the powerful, commanding road presence appropriate to a Lexus performance sedan.

The new interior offers increased space and comfort to all occupants. Front seat passengers benefit from an increase in legroom and up to 30mm of extra headroom. Rear seat knee room has improved by 20mm and headroom increased by 25mm. GS 250 and GS 350AWD luggage volume has increased by more than 30% due to a revised rear suspension. Thanks to the smart-packaging of the hybrid battery into a stacked format, GS 450h luggage volume has increased by more than 60%.

Several highly innovative technologies make a first appearance in the new GS model range, including a new, 'S-Flow' energy saving air-conditioning system with 'nanoe' technology, and a second generation Remote Touch Interface (RTI) linked to the world's largest on-board multi-information display screen.

The F SPORT package, available across the GS model range, features exclusive exterior and interior design elements and bespoke suspension tuning.

The GS 450h is the world's first front engine rear-wheel drive premium performance sedan to be equipped with a two-motor full hybrid system featuring a V6 Atkinson cycle petrol engine with next generation D-4S direct injection technology.



Its second generation Lexus Hybrid Drive system features improvements to every aspect of the full hybrid powertrain, combining significant reductions in fuel consumption and CO<sub>2</sub>, NOx and PM emissions with performance on a par with comparable V8 powered rivals.

With a total system power output of 254kW/345DIN hp, the GS 450h will accelerate from 0-100 km/h in 5.9 seconds and has a maximum speed of 250 km/h. Conversely, fuel consumption has been reduced by over 23% to 5.9l/100 km, and CO<sub>2</sub> emissions have fallen to 137 g/km.

The new GS 350AWD also benefits from powertrain revisions, delivering both more power and improved efficiency. The GS 250 features a fuel-efficient, low emission 2.5 litre V6 engine which is new to the model range.

The new, fourth generation GS has been designed to offer customers an engaging driving experience. It combines sharp, accurate steering and excellent body control with outstanding high speed stability and all the ride comfort appropriate to a Lexus performance sedan.

Significant improvements to GS driving dynamics have been achieved through a re-engineered bodyshell with a 14% increase in structural rigidity, new suspension, more powerful brakes and leading-edge technologies such as Adaptive Variable Suspension (AVS) and the Lexus Dynamic Handling (LDH) system.

Available on the GS 450h F SPORT, the Lexus Dynamic Handling system features the world's first integration of Dynamic Rear Steering (DRS), Variable Gear Ratio Steering (VGRS) and Electric Power Steering (EPS). It coordinates every aspect of front and rear wheel control to provide sharp, agile and confident driving behaviour, with a more direct response to the driver's actions.

The new Lexus GS is comprehensively equipped with the most technologically advanced active safety and driver assistance systems available on the market today. VDIM Step 5 now integrates the newly developed Lexus Dynamic Handling (LDH) system. An Advanced Pre-Crash Safety (PCS) system incorporates a Driver Monitor Camera, and a complementary Adaptive Cruise Control (ACC) system now functions at all speeds down to 0 km/h on the GS 450h.

Additional active safety features include a Lane-Keep Assist (LKA) system, a Blind Spot Monitor (BSM) system, the Lexus Night View system, and a Head-Up Display (HUD) with an expanded content menu.

Full product information and technical specifications can be found on the USB stick





## F SPORT RANGE

- Expanded range of Lexus F SPORT models on display – CT, GS and RX
- F SPORT grade reflects the more focused, bold and engaging driving experience inherent in Lexus F performance models, the IS F and LFA
- Chassis performance enhancement through purpose-built suspension, brakes, steering and wheels, giving a new depth of driver involvement and control
- Exclusive exterior and interior design features, enhanced standard equipment specifications and new levels of vehicle personalisation

Enabling a wider customer base to experience the sporting spirit of Lexus' high performance F models, a range of Lexus F SPORT vehicles is on display at the 2012 Geneva Motor Show: the CT and -new for 2012- GS and RX F SPORT variants.

The design and engineering DNA of every Lexus is dedicated to delivering a unique blend of seven core attributes; excellent quality, pleasurable driving, occupant comfort, safety technology, sophistication and attention to detail, distinctive design, and competitive pricing with high residual values.

Today, F models introduce an eighth attribute to compliment this core Lexus DNA; driving performance. The 'F' in Lexus F celebrates the close connection between the first F model, the IS F, and the Fuji Speedway, where it was intensively tested during development. Located at the foot of Mount

Fuji, the Fuji Speedway features 16 demanding corners and one of the world's longest straights.

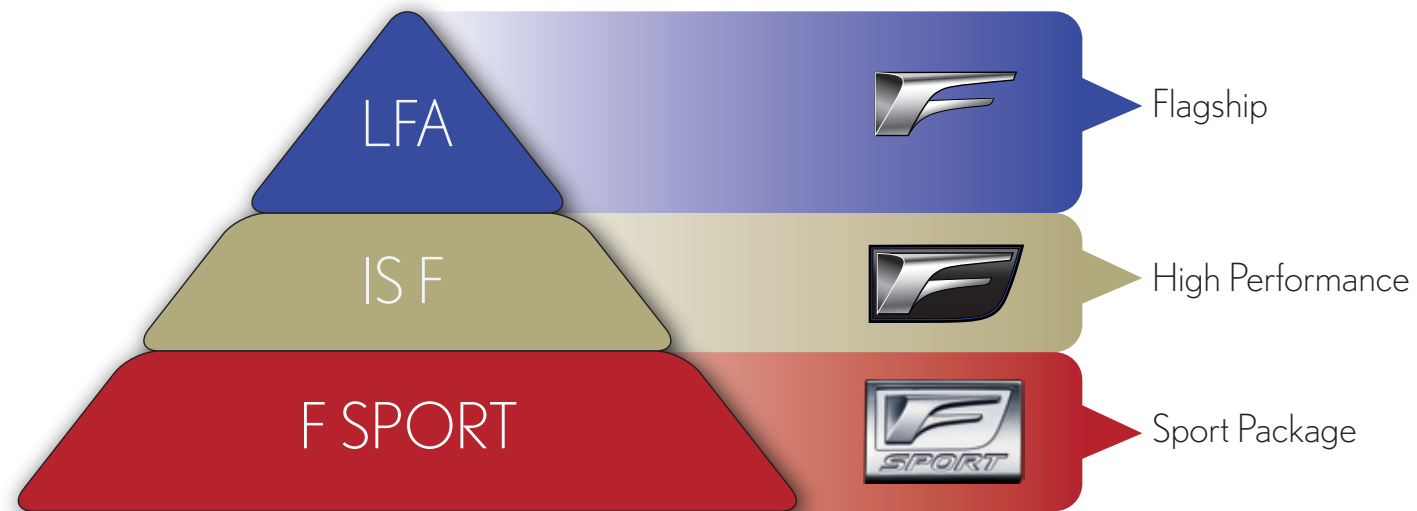
Lexus continues new product testing at the most challenging race circuits in the world, including in competition at the world renowned Nürburgring. Through this extensive track-born driving development experience, the IS F and ultra-high performance LFA flagship have introduced customers to a new, more exciting dimension of the Lexus brand -the sheer pleasure of performance driving.

Infused with motorsport technology, these F models not only deliver true high performance capability, but also a unique Lexus perspective on extreme driving engagement. Putting the driver in complete control, they amplify their skills rather than demanding high skill levels, placing the emphasis on true driving excitement.

With the LFA and IS F representing the pinnacle of the Lexus F performance line-up, F SPORT models are designed to appeal to a new, younger group of customers, offering them a taste of the more focused, bold and engaging driving experience inherent in Lexus F models.

Lexus F SPORT vehicles incorporate true chassis performance enhancement through purpose-built suspension, brakes, steering and wheels, offering drivers a new depth of involvement and control.

The F SPORT range of packages and accessories combines enhanced standard equipment specifications with exclusive exterior and interior design features and new levels of vehicle personalisation.





# IMAGE BANK

## Software requirements:

### PC:

If your configuration is set for this application, a pop-up will appear:  
"What do you want Windows to do?".

Select the option: "Start interactive interface". If this is not the case, go to the USB-drive in Windows Explorer and double click on: start.exe.

For a full use of the application the following minimum configuration is needed:

Windows XP or later  
512Mb Ram or more is recommended  
USB-Port  
Internet Explorer  
Quicktime

### Contents:

- Interactive interface
- Word-, and Pdf-files
- Images Hires and Lores .jpg
- Quicktime movies

### Mac:

Go to Finder of OS X and double click on the USB and double click on Start.app.

For a full use of the application the following minimum configuration is needed:

Mac OSX v10.4  
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USB-Port  
Safari  
Quicktime

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## RX



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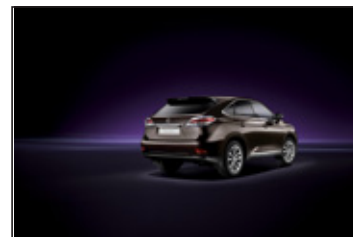
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## RX



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More pictures can be  
found on the USB stick

## GS



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## GS



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## LF-LC



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