2018 Lexus LS 500 F SPORT Debuts in New York

- New F SPORT model offers the most engaging LS driving experience ever
- Includes exclusive F SPORT design touches, 20-inch alloy wheels, 6-piston front and 4 piston rear brakes.
- Available Handling Package for LS 500 RWD F SPORT enhances dynamic feel with chassis tech from LC coupe and helps to underline the "sport" in F SPORT

New York (April 11, 2017) -- Having debuted its reinvented flagship sedan earlier this year—the all-new 2018 LS 500—Lexus is putting an exclamation point on this signature model with the new F SPORT model. The LS 500 F SPORT, unveiled today and on display this week at the New York International Auto Show, moves the driving emotion needle even farther with handling enhancements and a performance-infused design outside and in.

The original luxury disruptor when it debuted to launch the brand, the Lexus LS has for nearly three decades set benchmarks for powertrain smoothness, ride quietness, craftsmanship, attention to detail, and long-term quality. The 2018 LS 500 will offer the most dynamic driving experience in the model’s history; now it has the possibility of being enhanced further with the new F SPORT model.

Within the Lexus lineup, the F models, including GS F and RC F, are the track-tuned maximum performance machines. The F SPORT versions, meanwhile, imbue the standard models with a more engaging driving spirit through carefully applied chassis tuning and enhancements, while still emphasizing exceptional comfort. On the new LS, the F SPORT model will be available with gas and hybrid powertrains, and those choosing the RWD V6TT model will have the option of adding the F SPORT Handling Package to bring a level of liveliness never before seen on the flagship sedan.

F SPORT Look

Lexus designers didn’t hold back when giving the LS 500 its coupe-like silhouette and dramatic rendition of the Lexus signature spindle grille that shows even greater intricacy in the design. Developing the F SPORT grille took computer-aided design (CAD) operators some five months to achieve the desired texture and interaction with light. Even then, they adjusted 7,100 individual surfaces to achieve the desired look and texture (compared to 5,000 for the standard model’s grille). And when combined with the sporty enlarged side grille, it is functional as well, helping to maintain the vehicle’s cooling performance.

The special F SPORT front grille, rocker panel, and trunk moldings accentuate the sedan’s rakish profile, while F SPORT badging on fenders and exclusive 20-inch alloy wheels complete the exterior transformation. For those looking to really stand out, Ultra White is offered as an F SPORT-exclusive
exterior color.

**F SPORT Inside**

As it did with the exterior, Lexus shifted the LS 500 cabin into F SPORT spec by applying trim and features exclusive to this version. A common thread through all LS models remains: Omotenashi, the concept of Japanese hospitality. Applied to the LS 500, it means taking care of the driver and passengers, anticipating their needs, attending to their comfort and helping to protect them from hazards. The F SPORT adds a performance attitude to the mix.

The F SPORT persona shines throughout the cabin, starting with the F SPORT-exclusive front seat, which provides enhanced support for dynamic driving. A perforated-grill pattern on seating surfaces and unique scored aluminum trim elements add additional sporty flair.

The driver faces a special F SPORT steering wheel as well as a speedometer and tachometer in a movable meter with a ring that slides to display information—a design adapted from the limited-production Lexus LFA supercar and a further expression of the car’s dynamic intentions. Attention to detail shows in the aluminum accelerator, brake and footrest pedals, as well as the F SPORT perforated shift handle and footrest. Ultrasuede in the seats and headliner is the crowning touch. For those desiring the ultimate sporty look, a new Circuit Red interior is available exclusively on F SPORT models.

**LS 500 Chassis Details**

2018 LS F SPORT models feature the latest generation of the brand’s advanced chassis control technology, Vehicle Dynamics Integrated Management (VDIM), which has been refined since its debut more than a decade ago.

In 2004, Lexus introduced the first integrated control system that combined the previously independent ABS, traction control, vehicle stability control, and EPS, as well as other functions, into a single system. In 2012, the brand adopted the four-wheel active steering integrated control system—known as Lexus Dynamic Handling, or LDH—from the GS for enhanced safety and driving performance that responds to the driver’s intention.

The new VDIM system implements cooperative control of all vehicle subsystems – braking, steering, powertrain, and suspension – to control basic longitudinal, lateral and vertical motion as well as yaw, roll and pitch. Optimal control of these motions helps to enable exceptional ride comfort, enhanced traction and safety and handling agility, and allows for enriched flat vehicle posture during cornering as well as a more comfortable and stable ride overall.
Sporting Genes
The LS 500 is based on an extended version of the brand’s premium global architecture for luxury vehicles (GA-L) platform from the new Lexus LC 500 coupe. The stiffest platform that Lexus has ever developed, GA-L sets the stage for enhanced handling, ride smoothness and cabin quietness. The LS F SPORT capitalizes on the platform’s responsiveness and agility.

Equipping the LS 500 F SPORT with standard 20-inch wheels and 245/45RF20+ 275/40RF20 tires, (summer tires for RWD) along with larger front and rear brakes (6-piston calipers on front and 4 pistons on rear), unlocks more of the platform’s intrinsic performance capability. Opting for the available F SPORT Handling Package (RWD gas model) equips the LS 500 F SPORT with Lexus Dynamic Handling (Variable Gear Ratio Steering and Active Rear Steering), Active Stabilizer, and sport-tuned air suspension with rapid height function. The result is a full-size premium luxury sedan that responds more like a sports coupe through curves, helping to underline what F SPORT stands for.

415-Horsepower Heart with a 10-Speed Partner
Lexus designed an all-new 3.5-liter V6 engine specifically for the new 2018 LS 500, using twin turbochargers developed through the company’s F1 technology. This new twin-turbo V6 offers V8-level performance – 415 horsepower and 442 lb-ft of torque – paired with the first-ever 10-speed automatic transmission in luxury sedan.

The engine yields a broad torque curve and, perfectly in tune with the F SPORT spirit, the new engine and transmission deliver instant acceleration and a constant buildup of torque toward the vehicle’s redline. The LS 500 is undeniably quick, with a 0-60 time of 4.5 seconds (gas RWD). An electric wastegate is among the features that contribute to the engine’s rapid responses. The driver can tailor powertrain response and feel by choosing from Normal, Sport S or Sport S+ modes, and just enough of the exhaust note is heard to enhance the sporty feel.

F SPORT Performance, Hybrid Efficiency
The LS 500h F SPORT infuses high efficiency into the sporting formula. The new Multi Stage Hybrid System combines a naturally aspirated Atkinson-cycle 3.5-liter V6 gasoline engine with two electric motor/generators and uses a compact, lightweight lithium-ion battery. The V6 engine uses D-4S direct fuel injection, and lightweight valvetrain components, with Dual VVT-i ensuring ample torque across the engine speed range. Combined system output is 354 hp.

The new system adapts the planetary-type continuously variable transmission from Lexus Hybrid Drive
and also adds a unique four-speed automatic transmission. Working in concert, the two gearsets alter output in four stages to utilize the V6 engine across the entire speed range.

In manual mode, the two gearsets act together to provide the effect of 10 ratios, giving the LS 500h F SPORT an enhanced dynamic feel on the road and allowing the driver to shift through the ratios with paddle shifters. The Multi Stage Hybrid System allows for more electric assist at lower vehicle speeds. What’s more, this system allows the RWD LS 500h to propel from 0-60 in 5.2 seconds - which is on par with the previous-generation V8-powered LS 460 and 3 /10th of a second faster than the AWD LS 600h.

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<tr>
<th>2018 Lexus LS F SPORT Basic Specifications</th>
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the needs of global luxury customers in more than 90 countries. In the United States, Lexus vehicles are sold through 237 dealers offering a full lineup of luxury vehicles. With five models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers six F SPORT models and two F performance models. Lexus is committed to being a visionary brand that anticipates the future for luxury customers.

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ALL-NEW LEXUS LS 500h MAKES ITS WORLD PREMIERE
AT THE 2017 GENEVA MOTOR SHOW

- Full hybrid powertrain with a 3.5-liter V6 Dual VVT-i gasoline engine and Lexus Multi Stage Hybrid System
- Compact, lightweight, lithium-ion hybrid battery is 20 percent smaller with a higher power density than the current LS 600h L
- Spacious cabin design influenced by Japanese hospitality
- Available interior trims include hand-pleated door trims inspired by origami and glass ornamentation using Japanese Kiriko techniques

GENEVA, March 7, 2017 -- The 2018 Lexus LS 500h, the full hybrid version of Lexus’ new flagship sedan, was unveiled today in Geneva.

The model, which follows the world premiere of the twin-turbo gas V6-powered LS 500 at the 2017 North American International Auto Show (NAIAS) in Detroit, is a further manifestation of how Lexus has reimagined the luxury sedan, presenting bold design, enhanced performance and a sophisticated appeal to capture the imagination of forward-thinking customers.

The car’s design successfully brings together the virtues of a long-wheelbase four-door sedan with a low, coupe-like profile, positioning the LS perfectly across the growing sedan and coupe segments.

The cabin has benefited from an equally new approach, focusing on “progressive comfort,” interpreting Japanese aesthetics and craftsmanship traditions in the context of an advanced, luxurious and innovative vehicle interior such as the unique door trim ornamentation. Notably, the LS 500 was honored at the NAIAS with the EyesOn Design Award for Design Excellence – Interior Design.

Conceived as the new global pinnacle of the Lexus brand, the LS goes beyond what the world expects from a luxury car. Chief Engineer Toshio Asahi explained: “Developing such a flagship model required a massive paradigm shift. Rather than being bound by the conventions that had defined luxury cars in the past, we aimed to create a car with innovative, emotional and sensual appeal that would draw customers’ eyes away from other luxury cars and provide entirely new values.”

The LS 500h is equipped with the new Lexus Multi Stage Hybrid System, which provides enhanced responsiveness and linear acceleration, particularly when accelerating from a full stop. The powertrain features a 3.5-liter V6 Dual VVT-i V6 gasoline engine and two electric motors, together delivering maximum system power of 354 hp.

The LS 500h is built on the new Lexus Global Architecture – Luxury (GA-L) platform, which is shared with the all-new LC. This platform ensures a low center of gravity and optimum weight distribution, contributing to the car’s essential stability and handling agility, which in turn deliver increased driver rewards. The fundamental high rigidity of the chassis allows the new multi-link suspension to be tuned to achieve enhanced handling performance and the supreme comfort for which the LS is renowned. The car’s dynamic performance also benefits from the coordination of braking, steering and stability systems through Lexus Dynamic Handling.

Advanced technologies are further used to deliver impressive safety performance. The LS 500h’s available Advanced Safety Package features the world’s first Intuitive Pedestrian Detection system with Active Steering within the lane.
Omotenashi, expressing the unique sense of Japanese hospitality, defines the LS 500h’s whisper-quiet and luxurious interior. Supreme comfort is provided by front and rear seats with multiple power adjustment, heating, cooling, and massage functions. There is also an optional rear seat arrangement that includes an extending leg ottoman and the most generous leg room of any LS generation. At 123 inches, the wheelbase of the new LS is in fact 1.3-inches longer than on the current long wheelbase LS 600h L.

Lexus Takumi craftsmanship also contributes to the special quality of the LS 500h’s cabin, in luxurious new trims, materials and detailing, including a new pleating treatment and Kiriko glasswork on the inner door panels.

**IMAGINATIVE TECHNOLOGY**

**Full hybrid powertrain with 3.5-liter V6 Dual VVT-i gas engine**

The LS 500h’s Lexus Multi Stage Hybrid System combines a 3.5-liter V6 Dual VVT-i gas engine with two electric motors, together delivering a total output of 354hp. The engine makes optimal use of Dual VVT-i (intelligent variable valve-timing), with timing precisely gauged in line with driving conditions, helping to secure high torque at all engine speeds. Measures to reduce friction losses and thus improve engine efficiency include the adoption of narrow, lightweight roller rocker arms and low-friction timing chains, while D-4S direct fuel injection helps create optimum combustion conditions, contributing to enhanced fuel economy.

**Lexus Multi Stage Hybrid System**

The new LS 500h is equipped with Lexus’ Multi Stage Hybrid System, a breakthrough technology that enriches the hybrid powertrain performance experience and is also seen on the all-new LC. The system adds a four-stage shifting device to the Lexus Hybrid Drive combination of a 3.5-liter V6 gas engine and two electric motors. The result is more direct response to driver inputs while maintaining the characteristic smoothness and efficiency for which Lexus hybrids are renowned.

In a conventional full hybrid vehicle, engine output is boosted by the electric motor via a reduction gear, but with the new Multi Stage Hybrid System the power from the V6 engine and the hybrid battery can be amplified by the four-stage shifting device, allowing much greater drive power to be generated when accelerating from stationary and achieving a 0-60 time of 5.4 seconds.

The design of the system places the multi-stage shift unit immediately behind the power split device, on an axis aligned with the engine crankshaft. Although the unit has four speeds, the D range has a simulated shift control pattern that delivers the feel of driving with a 10-speed gearbox. As vehicle speed rises, engine speed increases with a linear, direct and continuous acceleration feel, free from the “rubber band” effect witnessed in some continuously variable transmissions. In the 10th gear range, the CVT control allows for high-speed cruising at lower engine revs for quiet, smooth and fuel-efficient performance.

The transmission further benefits from an improved version of the artificial intelligence shift control found in conventional automatics. This enables intelligent, optimum gear selection to be made in line with driving conditions and driver inputs, for example when going up or downhill. By reading the vehicle’s acceleration, deceleration and lateral G trajectories, the system can adjust gear shifts to suit the driver’s style and behavior, without the driver having to select a different drive mode to get the kind of performance they want from the transmission.

Thanks to the Multi Stage Hybrid System’s design, the driver is able to take advantage of an M mode to select and hold gears manually, using paddle shifts mounted behind the steering wheel – a function not previously available on a Lexus hybrid. Thanks to the coordinated control of the Power Split Device and the gear shifting mechanism, the gear shift will start instantaneously with the computer receiving the signal from the paddle shift, giving an exceptionally quick response.

**Lithium-ion hybrid battery**
The LS 500h is fitted with a compact, lightweight, lithium-ion hybrid battery. It is 20 percent smaller than the nickel-metal hydride unit featured in the current Lexus LS 600h, yet has a higher power density. Using lithium-ion technology has also reduced the component’s weight, helping reduce the car’s overall mass, thus supporting overall fuel economy, emissions performance and handling balance.

It is the first Lexus hybrid battery to feature a satellite construction design, in which the cell voltage monitoring function has been made separate from the battery ECU. This allows for efficient use of what would otherwise be empty space inside the battery pack to house the wiring harness and battery cooling blower, thus reducing the unit’s overall dimensions. The cooling blower itself has been made more powerful and thinner in size.

**LUXURY INTERIOR INSPIRED BY OMOTENASHI**

Omotenashi, the Japanese concept of hospitality, is a common thread that has run through all LS models. In the context of a luxury automobile, it means taking care of the driver and passengers, anticipating their needs, attending to their comfort and protecting them from hazards.

**Takumi Craftsmanship**

The quality, precision and pride in perfection that define Lexus’ Takumi craftsmanship are richly evident in the luxury detailing in the new LS, as befits a flagship sedan. Lexus has produced a unique aesthetic for the new LS which can be witnessed in elements such as the interior lighting and an exceptional attention to detail in the finish and appearance of everything you see and feel.

**Inspired by Japanese culture and traditions**

Natural woodwork and the application of sophisticated sliced wood and laser cutting technologies have been used to produce new interior finish options, including Art Wood/Organic, Art Wood/Herringbone and Laser Cut Special. The grain pattern of Art Wood is achieved by combining different color woods and is an original Lexus design, created using Takumi craftsmanship skills. The LS’ new cross grain finish is larger with sharper contrasts between light and dark, creating a more vibrant effect. The new Laser Cut Special trim emphasizes the contrast between precise metal lines and natural wood.

Hand-pleated door trims were inspired by origami, the Japanese art of creating three-dimensional forms from a single piece of paper. The door panels were originally rendered in paper by a skilled fabric artisan. The finished three-dimensional pattern captures the Lexus “L” motif in its intricate and precise folds, conveying a different effect when seen in daylight or the cabin’s night-time illumination.

For the ornamentation panel, the aim was to express Lexus’ Time in Design philosophy. To achieve this, the team called on the skills of Kiriko artisan glassworkers who produced hand-carved designs that capture the contrast created by light and shadow. Through painstaking trial and error, a design was chosen that looks beautiful and sensual from any angle. Although fragile in appearance, the glass has been treated using reinforcement technology to ensure it is robust for use in a vehicle interior. The hand-carved design was reproduced using advanced glass production technology, which precisely scans and digitizes tens of thousands of facets. In the next step the glass ornamentation undergoes a series of treatments such as polishing and strengthening conducted by specialized Japanese Takumi craftsmen.

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<td>LS 500h</td>
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<td><strong>Cylinders</strong></td>
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WITH THE ALL-NEW 2018 LS,
LEXUS REIMAGINES GLOBAL FLAGSHIP SEDAN

- Radical new design with coupe-like silhouette, yet spaciousness of prestige sedan
- New platform for greatest-ever LS agility and comfort
- All-new twin-turbo V6 with 415 horsepower
- 10-speed automatic transmission
- All-new available Lexus Advanced Safety Package
- New level of flagship luxury in every aspect
- Interior inspired by traditional Japanese aesthetics
- On sale in U.S. near the end of 2017

DETOUR, Jan 9, 2017 — It is possible that no single automobile has, upon introduction, upended its category as decisively as the first Lexus LS did when it launched the luxury brand 28 years ago. The 1990 LS 400 was the original luxury disruptor, winning critical acclaim and astonishing customers by setting new benchmarks for comfort, powertrain performance and smoothness, quietness, build quality, attention to detail, and dependability. The brand supported that groundbreaking vehicle by setting and maintaining new standards for customer service and satisfaction.

Now, Lexus is about to repeat history with the introduction of the all-new, fifth-generation LS flagship sedan for 2018, unveiled at the 2017 North American International Auto Show. Inside and out, the new LS reflects a strong, uniquely Japanese identity and approach to luxury. Yet, the LS was designed to be the brand’s latest global citizen, available in about 90 countries.

“Not only will the LS symbolize the Lexus brand, it will become the definitive new-generation luxury car embodying Japanese tradition and culture,” said Toshio Asahi, chief engineer for the new LS. “As such, this global pinnacle must go far beyond what the world expects from a luxury car.”

Longer, Lower, Wider – and More Exciting

Longer and lower than the sedan it replaces, the all-new LS debuts a strikingly bold design with a coupe-like silhouette punctuated by the Lexus design language. A new driver-centric performance feel comes from building the LS on the company’s all-new global architecture for luxury vehicles (GA-L). This premium rear-wheel drive platform, an extended version of the one used for the stunning new Lexus LC 500 coupe, will offer a more dynamic experience on the road while further elevating renowned Lexus comfort.

The original Lexus LS won acclaim by anticipating what luxury customers would want, rather than simply amplifying what established luxury automobile brands offered at the time. In that spirit, the 2018 LS sedan’s spacious cabin, unique appointments and visionary technology will once again surprise customers by resetting expectations for a global flagship sedan.
“We set previously unheard of targets and resolutely pushed ahead towards these ambitious goals,” said LS chief engineer, Asahi. “The customers who are going to want to own a Lexus flagship are already surrounded by luxury on a daily basis, people who have a sharp eye for authenticity to begin with. We wouldn’t turn their heads with a conventional premium product.”

**A Flagship Reborn**

Just as the original LS launched the Lexus brand, the all-new 2018 LS continues the brand’s more dynamic direction. Each generation of LS sedans leading up to this iteration advanced luxury, craftsmanship, performance and safety in their own way, with the most recent also introducing a far more emotional design and engaging on-road performance.

To create the all-new LS, Lexus took the approach of starting from new, reimagining what a flagship sedan should be, as if launching the brand all over again. The goal was not to improve on what Lexus has done, but to exceed expectations of global luxury customers.

A common thread going through all LS models remains: *Omotenashi*, the concept of Japanese hospitality. Applied to a luxury automobile, it means taking care of the driver and passengers, anticipating their needs, attending to their comfort and helping to protect them from hazards.

**Vehicle Dynamics**

More than ever before, luxury sedan drivers demand greater handling agility and performance feel without sacrificing comfort. It’s one of the most difficult balances to achieve in a vehicle, yet the new Lexus global architecture for luxury vehicles (GA–L) meets the challenge. The new platform debuted in the LC 500 coupe and now, with a longer wheelbase, underpins the new LS. To enhance center of gravity height and weight distribution, the new LS has a wide and low design.

The GA-L platform is the stiffest in Lexus history, setting the stage for enhanced handling, ride smoothness and cabin quietness. The 123-inch wheelbase is 1.3-inch longer than the current LS long-wheelbase model.

Helping to provide the uncanny ride and handling balance in the new LS is the latest generation of a chassis control technology known as Vehicle Dynamics Integrated Management (VDIM). This system implements cooperative control of all vehicle subsystems – braking, steering, powertrain, and suspension – to control basic longitudinal, lateral and vertical motion as well as yaw, roll and pitch. Optimal control of these motions helps to enable exceptional ride comfort, enhanced traction and safety and handling agility. Handling can be further enhanced by active stabilizer bars and the Lexus Dynamic Handling (LDH) System with independent front and rear steering. VDIM is capable of aiding stability when the car is traversing split-friction surfaces, such as dry pavement and ice.

In creating the new LS, engineers used lightweight materials including ultra-high tensile steel sheet and aluminum to carve over 200 pounds from the current LS platform and body. These
savings, along with the implementation of the new V6 engine and enhanced body rigidity, allow for a more dynamic driving experience.

Critical to its driving performance, the new platform lowers the car’s center of gravity by placing most of the mass, including the engine and the occupants, in a position more centralized and lower in the chassis. Special braces in the engine compartment, stiff aluminum front and rear suspension towers, and other features help bolster the strength of key chassis structures.

The LS has a history of outstanding suspension compliance, yet Lexus saw opportunity for new gains in this realm as well. For example, the multilink suspension employs double ball joints on the upper and lower control arms to help allow for control of the smallest movements from the driver inputs and road conditions. Beyond sharing workload, a dual ball joint arrangement helps optimize suspension geometry to increase wheel control and yield more precise steering response with better initial effort. To reduce unsprung weight and therefore aid agility and comfort, aluminum is used extensively in the suspension.

**LS Performance and Smoothness Redefined: Twin-Turbo V6 and 10-Speed Transmission**

For both high power and excellent fuel efficiency, Lexus designed an all-new 3.5-liter V6 engine specifically for the new LS with all-new twin turbos developed through the company’s F1 technology. This new engine in the LS is indicative of the more dynamic approach being taken by Lexus, offering V8-level power without sacrificing fuel economy—all while minimizing noise and vibration. The new LS engine offers the output one would expect in a flagship sedan: 415 horsepower and 442 lb-ft of torque, sizeable gains over the current LS model’s V8. The long stroke and optimized stroke-to-bore ratio contribute to high-speed combustion and the efficiency of the twin turbos, which assist the LS with a projected 0-60 time of 4.5 seconds (RWD).

Perhaps more critical is how Lexus tuned the engine and transmission to deliver instant acceleration and a constant buildup of torque toward the engine’s redline.

A ladder frame structure in the cylinder block, redesigned engine mounts, electric wastegates and numerous other features help ensure the remarkable powertrain smoothness, a Lexus hallmark. The driver will be able to tailor powertrain response and feel by choosing from Normal to Sport to Sport+ modes, and just enough of the exhaust note can be heard to enhance the sporty feel.

The first-ever 10-speed automatic transmission for a premium passenger car, having already debuted in the Lexus LC 500, is also used in the new LS flagship sedan. It is a torque-converter automatic, yet with shift times that rival those of dual-clutch transmissions. The wide bandwidth afforded by ten closely spaced ratios is ideal for all forms of driving, helping to provide an optimal gear for all conditions.

Shifting via paddles is available, yet many will prefer the advanced electronic control system, which anticipates the driver’s input. The system chooses the ideal ratio by monitoring the acceleration, braking and lateral-g forces.
For starting acceleration, the close ratios of the low gears and the shortened shift time enable a rhythmical and exhilarating acceleration feel. The high torque of the twin-turbo engine matches ideally with the higher gear ratios for effortless, serene highway cruising, yet very quick downshifts yield direct acceleration with no lag in G response.

Torque converter lock-up activates in all ranges except when starting off to provide a direct feel, while also supporting fuel efficiency.

**Crafting a Unique Identity**

“The LS is the flagship of the Lexus brand,” said chief designer, Koichi Suga. “More than any other model, it embodies the history and image of Lexus and serves as a symbol for everything the brand stands for.”

Following the “Yet” philosophy that has been passed on since the first-generation LS, Lexus created a design offering the room and comfort of a prestige “three-box” sedan, yet with the stylish silhouette of a four-door coupe that holds stronger appeal for younger luxury customers.

Lexus designers took full advantage of the new platform, with its lower profile and length on par with that of a prestige long-wheelbase sedan, to give the new LS a stretched, ground-hugging appearance. Compared to the current LS, the new model is about .6 inches lower, while the hood and trunk are approximately 1.2 inches and 1.6 inches lower, respectively. The new LS is the first Lexus sedan with a six-side window design. Also a first for a Lexus sedan, the flush-surface windows smoothly integrate with the side pillar.

To preserve headroom with the lower profile, the new LS features an outer slide-type moonroof. The unique rendition of the spindle grille mesh, with a texture that seemingly changes in different light, is the result of both intense CAD development and hand-adjusting thousands of individual surfaces.

The LS debuts five wheel designs, including two new 19- and three 20-inch wheel designs. The 20-inch premium wheels employ a brilliant appearance created using an electroplating technique known as sputtering. All but one of the wheel designs feature a hollow rim structure that helps reduce the resonance sound generated by the tires.

**Progressive Comfort with Traditional Inspiration**

Creating a new standard of flagship luxury is not simply a matter of adding more features. Inspired by the omotenashi principle, Lexus sought to instill the new LS cabin with luxury that welcomes and envelops the occupants while treating the driver like a partner.

“I suggest that you simply open the door and experience that immediate, intuitive sense that you’re looking at an interior that is unlike any luxury car before,” said chief designer Suga.

New seating designs, including available 28-way power front seats that feature heating, cooling and massage, exemplify this approach. The organically shaped dash design clusters information
displays at uniform height to support the “seat-in-control” layout that emphasizes the driver’s ability to operate all systems without the need to change posture.

While making the new LS even more of a driver’s car, Lexus also lavished attention to the rear seat, developing a design that creates seamless, enveloping continuity between the trim and seatbacks for passenger egress.

Options for heating, cooling and massage make the rear seat a welcoming environment. The available power front and rear seat with Shiatsu massage and a raised ottoman, part of a wider rear seat luxury package, offers the most legroom of any previous-generation LS. In addition, the seat behind the front passenger in this optional package can be reclined up to 48 degrees, and can be raised up to 24 degrees to help assist the rear-seat passenger in exiting the vehicle.

Because the new LS is lower than previous versions, Lexus, for the first time, equipped the available air suspension with an access function. Activated by unlocking the car with the smart key, access mode automatically raises the vehicle and opens the seat bolsters to welcome drivers behind the wheel.

**The Intersection of Tradition and Technology**

Lighting and attention to detail express a unique aesthetic in the LS. A new approach to creating trim elements again turned to Japanese culture, combining traditional Japanese aesthetic with advanced manufacturing techniques. This is reflected in signature touches, such as beautiful interior ambient lighting inspired by Japanese lanterns and armrests that appear to float next to the door panel.

Inspired by Shimamoku wood patterns, the new forms that combine the artistic combination of natural woodwork and application of Japan’s sophisticated sliced wood and laser cutting manufacturing technologies can be seen in the new LS. New patterns include Art Wood Organic, Art Wood Herringbone, and Gray Sapele Wood with Aluminum. Compared to the straight-grain Shimamoku pattern, the new LS cross-grain is a larger pattern featuring bolder contrasts between light and dark, giving the wood a more vibrant appearance.

**The Sounds of Near Silence – or Great Music**

Lexus tuned the LS exhaust to convey a more authoritative tone, yet also designed the cabin to ensure utterly quiet cruising. New sound suppression methods further hush the environment compared to previous LS models. Active Noise Control quiets the cabin even more by detecting the sound of the engine coming into the vehicle and cancelling certain frequencies using antiphase sound from the audio speakers.

The serenity of the LS cabin provides an ideal stage for the standard premium audio system or the audiophile-worthy available 3D surround Mark Levinson audio package with in-ceiling array speakers. The package features a more inviting graphic user interface. Its next-generation remote touch is designed to mimic smartphone operation, also supporting handwritten input. In addition to its 12.3-inch wide navigation display, the LS can incorporate an optional 24-inch color heads-
up display (HUD)—the largest in the world—that projects a variety of information onto the driver’s forward view.

**Advanced Safety Features and Driver Support**

Structurally, the all-new Lexus LS offers a high degree of passive safety for occupant protection in collisions. Lexus has also equipped the LS with technologies that can possibly help prevent crashes from occurring or mitigate their effects.

The LS will feature the brand’s Lexus Safety System + and offer the Advanced Safety Package, which features the world’s first system with Intuitive Pedestrian Detection with Active Steering within the lane. With this system, if a pedestrian is detected in the lane ahead and a collision is imminent, the LS is designed to automatically brake and potentially steer around the person while staying in the lane. The available color HUD is utilized in alerting the driver.

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Lexus launched in 1989 with two luxury sedans and a commitment to pursue perfection. Since that time, Lexus has expanded its line-up to meet the needs of global luxury customers. Lexus is now going beyond its reputation for high quality vehicles with the integration of innovative technology, emotional exterior and interior designs, and engaging driving dynamics and performance. With six models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers seven F SPORT models and two F performance models. In the United States, Lexus vehicles are sold through 236 dealers who are committed to exemplary customer service.

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