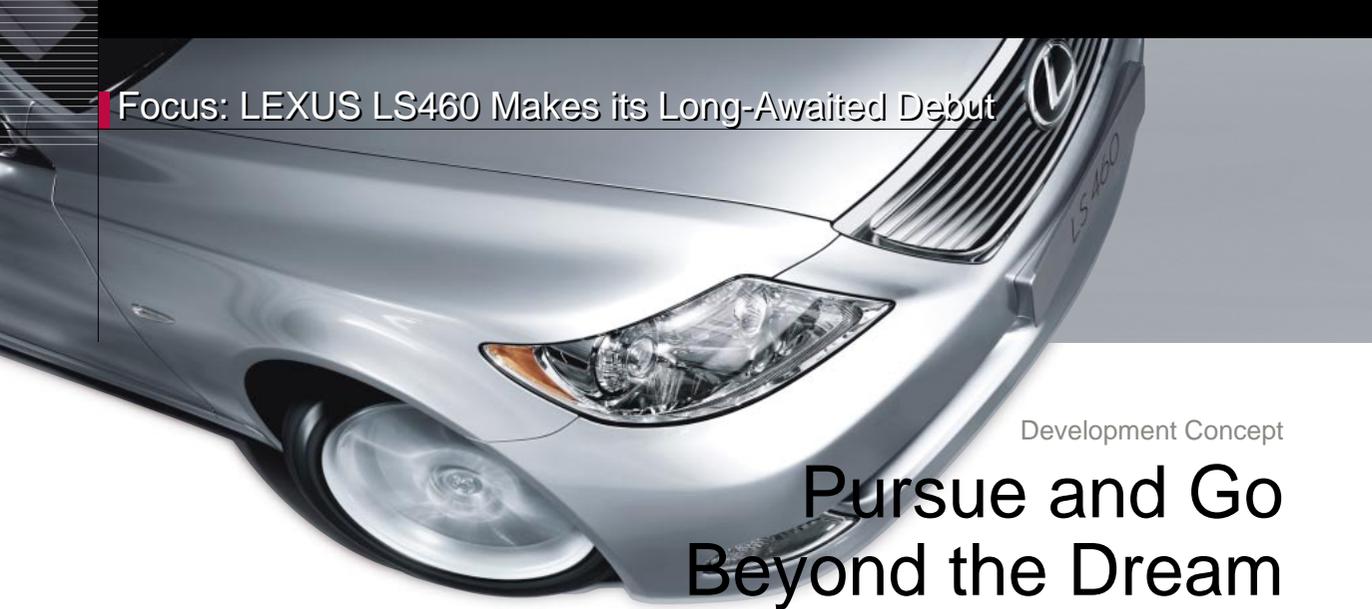


## Focus: LEXUS LS460 Makes its Long-Awaited Debut



Development Concept

# Pursue and Go Beyond the Dream

September 2006 marked the debut of Lexus-brand's new flagship sedan, the LS460, at Lexus dealers across Japan, leading the markets around the world. For the LS460, we sought to go beyond the existing standard for every aspect of luxury cars—design, driving and environmental performance, safety features, and hospitality. By featuring precise car manufacturing, made possible by leading-edge production engineering and practiced craftsmanship, as well as a full array of advanced systems, the LS460 represents the ideal form of luxury cars to come.

## Three Overriding Goals in the Development of the LS460

**“Go beyond traditional ideas and benchmarks for luxury cars”**

Achievement of outstanding driving and environmental performance



The newly developed 4.6-liter V8 engine

**“Perfection of Lexus”**

Pursuit of the unique Lexus design philosophy of L-finesse\* in its complete form



Sophisticated design combining overwhelming presence and inspiring beauty

\* L-finesse: A word created by combining “Leading-Edge” and “Finesse”

**Enhance and rebuild value as a premium car**

Discreet hospitality sensitive to drivers and passengers



Interior space that reflects a sense of discreet hospitality, owing to the manufacturing concept focused on the driver and passenger.



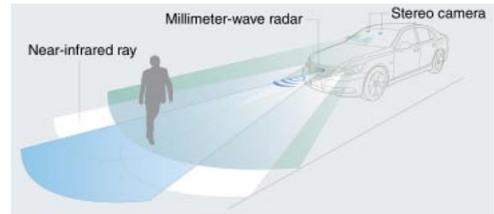
LS460



## Leading-Edge Technology Built into the LS460

### > Newly developed Pre-crash Safety System

This is a Pre-crash Safety System employing a newly developed stereo camera and an upgraded millimeter-wave radar to detect the presence of pedestrians as well as other vehicles and obstructions. This system also includes new technology such as functions to support drivers to steer correctly when the system detects a high possibility of collision, and warn cars approaching from behind by a millimeter-wave radar in the rear bumper that scans cars and determines the probability of a collision.



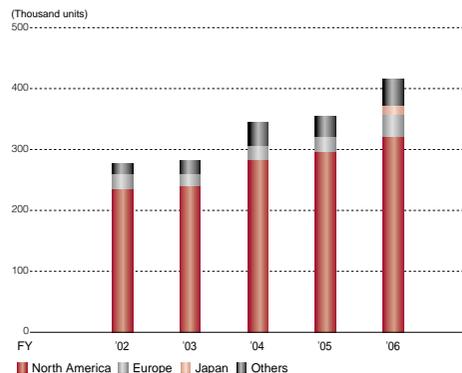
The system combines millimeter-wave radar and stereo camera

## The Global Strategy of Lexus

Since its 1989 launch in North America, Lexus has established an unassailable position as a premium brand, making presence in 60 countries and regions around the world. In the year ended March 2006, worldwide sales of Lexus brand vehicles went beyond 400,000 units. In light of the introduction of the LS460, Toyota is taking additional measures to catapult Lexus forward, in order to build a truly global premium brand.

LS460 will be marketed globally in North America, Europe, Asia and other countries and regions in succession. By next spring, we will expand our lineup of Lexus models by taking initiatives such as adding new hybrid models.

### Global Sales of Lexus



Information on LS460 is available at: <http://www.toyota.co.jp/en/news/06/0919.html>