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But Lexus' first sedan shocked the world. The result of hundreds of prototypes, the work of more than 1,000 engineers, and some \$1 billion, the Lexus LS 400 pioneered new ground. Within just a few years, Lexus had When Lexus launched fifteen years ago, the idea of a Japanese brand that would compete fender to fender with Mercedes-Benz, BMW, and Cadillac seemed preposterous.

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The guys behind the wheels at Lexus. That first TV commercial in 1989 showed Lexus as a symbol of luxury," says Mr. Takada, "but now is the second generation of Lexus." "Our President, Mr. Akio Toyoda of Toyota Motor Corporation calls our latest moves a 'new chapter of Lexus'. We now have more of an emotional feeling.

The Lexus Story - Tokyo Weekender

Lexus F vehicles are born of a pure passion for driving, dedicated to ultra-performance with a unique Lexus perspective on extreme driver. The All New RC F, inspired by the LFA Supercar, faithfully incorporates the three key elements of Lexus "F" namely sound, response and limitless power feel.

Story Of Lexus

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The Story Behind the Lexus Yacht: Why Lexus is Now ...

THE LEXUS STORY The Lexus journey begins in 1983, when a Japanese team of engineers, designers and technicians were assigned a secret project that required them to reimagine luxury automotive. They were to set new standards of production in order to build an ambitious new vehicle that would outshine the world's best. PIONEERING FROM DAY ONE

About Lexus | Lexus

Lexus LFA: a global brand needs a global icon. Although Lexus had been launched internationally since the LS 400 arrived in 1989, the vehicles had never been marketed under that name in Japan. So when the board of directors decided to introduce Lexus to the domestic market, Akio saw this as his opportunity to propose the idea of a sporting flagship; one that embodied his idea of how an ultimate Lexus should connect with its owner.

Untold history of the Lexus LFA - Lexus

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And it is the only account afforded full access to the designers, engineers, dealers,

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and company leaders who molded the cars and the brand. The Lexus Story takes readers deep inside the making of first-class automobiles, from the creative sparks kindled in Lexus' far-flung design studios to the engineering refinements that translate ideals of performance and luxury into steel, glass, and rubber.

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1) The genesis of the Lexus idea and strategy, the excruciating detail and insightful research before the launch 2) The 'early adolescent' challenges faced by Lexus after the hugely successful launch, including the economic environment, tariffs/politics between USA/Japan, competitor responses etc

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