



Press Release

Lexus China Aims to Increase Sales by More Than 50% in 2012

[January 18, 2012, Beijing] Lexus, working together with its 81 dealers nationwide, achieved a total delivery amount of 56,303 units' new vehicles in 2011. At the beginning of the Year of Dragon, Lexus reaffirms its commitment to provide the best products and services that exceed Chinese consumers' expectations. Building on this success, Lexus is aiming to achieve annual sales target of 88,000 vehicles in 2012, an over 50% growth year-on-year.

Mr. Shoju Nozaki, Executive Vice President of Toyota Motor (China) Investment Co., Ltd., said, "I'm pleased with Lexus' performance in the past year. Although affected by the earthquake in Japan, we still managed to achieve steady progress in sales and dealership network building thanks to the support of the consumers. In addition, we successfully introduced the CT200h, the new generation hybrid sedan to the China market. In 2012, Lexus will continue to focus on the theme of "Change" and try to win more satisfactory smiles from consumers by bringing them Lexus' Total Value experience through our brand, products and services."

Unswerving path to perfection

Since entering the China market in 2005, Lexus, upholding its brand philosophy of "Passionate Pursuit of Perfection", has maintained steady growth for seven years. As of today, Lexus has introduced 15 models from 12 series to the China market, including four mass-produced hybrid models. The full product lineup covers all key market segments and has achieved accumulative sales exceeding 210,000 units.

Stepping into a new stage of development, Lexus has adopted "Change" as a key word for its growth and advancement in the China market. Lexus will continue to focus on the sales of small-displacement and hybrid vehicles and start a new chapter for its hybrid technology in 2012, highlighting its resolution to promote hybrid vehicles in China. In addition, Lexus will accelerate dealership network building to offer more convenient services to consumers, and expects to have 100 authorized dealers and more satellite showrooms by the end of 2012.



Meanwhile, Lexus will also continue to boost customer satisfaction by enriching financial plans and after-sale services, as well as value-added products such as the LEXUS G-BOOK.

For more information, please visit the official Lexus China Website: www.lexus.com.cn and official Lexus China Weibo: www.weibo.com/lexuscn.

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