LS Chronology

MILESTONES

- Fall 1984 – The "F1" project is well underway. "F1" is Toyota's code for flagship luxury car of the highest order. Shoiji Jimbo and Ichiro Suzuki head a large engineering team to develop this ultra-important new car.

- May 1985 – Lexus conducts its first study of the American market with a team headed by Jimbo attending focus groups and interviewing dealers in major markets. A separate five-person team moves to Laguna Beach, Calif. to study lifestyles and integrate design concepts suited for American customers.

- July 1985 – The first of 450 running prototypes is built, representing the work of 60 designers, 24 engineering teams, 1,400 engineers, 2,300 technicians and 220 support workers.

- May 1986 – Tests are conducted on the Autobahn in Germany.

- September 1986 – Ten months of extensive evaluation on American roads begins, resulting in numerous improvements in line with the U.S. environment and customer needs.

- May 1987 – The final design of the F1 is approved after eight previous presentations to management – far more than customary.

- August 1988 – Roger Penske, the renowned racing team owner and soon-to-be Lexus dealer, goes to Japan to test-drive the F1.

- November 1988 – The F1 is designated the LS 400, "LS" meaning Luxury Sedan, and "400" for the 4.0-liter V8 engine.

- January 1989 – The LS 400 makes its American debut at the North American International Auto Show (NAIAS) in Detroit and the Los Angeles Auto Show.

- May 1989 – The first production 1990 LS 400 rolls off the assembly line at Lexus' Tahara plant in Japan.

- September 1989 – The LS 400 goes on sale to the public and is very well received. In the first month, 2,919 LS 400s are sold.

- December 1989 – Lexus initiates a special service campaign. Although aware of only one consumer contact regarding a cruise control malfunction and several complaints of stoplight housing distortion, Lexus elects to recall all 8,000 LS 400s sold to check items. Dealers contact owners individually and quickly make repairs. Rather than being viewed negatively, Lexus is credited with setting a new standard in personalized service.

- September 1992 – A "freshened" 1993 LS 400 debuts with more than 50 changes, many as a direct response to dealer and customer requests.

- November 1994 – Completely redesigned second generation 1995 LS 400 goes on sale.

- March 1997 – Lexus and Coach, the renowned manufacturer of distinguished leather products, announce the production of a distinctive limited edition LS 400 sedan.

- September 1997 – Lexus introduces a redesigned 1998 LS 400 featuring Variable Valve Timing with Intelligence (VVT-i) engine for higher performance, dozens of additional features and freshened styling. Despite the numerous upgrades, the LS price remains the same as the previous year, enhancing its overall value.

- January 2000 – Lexus unveils the 2001 LS 430 flagship sedan at the NAIAS in Detroit.

- October 2000 – The LS 430, the third generation Lexus flagship sedan, goes on sale. In addition to upgrading its V8 to 4.3 liters, the new vehicle sets a new benchmark for luxury and technology. Features include Intuitive Park Assist, Dynamic Laser Cruise Control, heated/cooled front seats and a beverage cooler between the two rear seats. The 2001 LS 430 also offered a Mark Levinson® Premium Audio System, which made Lexus the first and only automaker to offer an OEM mobile audio system designed by Levinson.

- September 2003 – The LS 430 debuts as a thoroughly revised model for 2004, with exterior restyling, a new six-speed automatic transmission, and additional safety and luxury features. The three generations of Lexus LS sedans have garnered more awards for quality than any other luxury car and have won the J.D. Power and Associates Vehicle Dependability Study every year that they have been eligible.

- January 2006 – The 2007 LS 460 is unveiled at the NAIAS in Detroit along with the LS 460 L, the first long-wheelbase model for Lexus. The fourth-generation LS features a new-generation 4.6-liter V8 with 380 horsepower and is equipped with world's first automatic eight-speed transmission and a wide array of new luxury amenities and technology features.

- October 2006 – Fourth generation Lexus LS 460 and all-new LS 460 L go on sale.

- September 2007 – LS 460 models gain revisions to suspension option packages for 2008.

- September 2008 – LS 460 and LS 460 L go on sale with all-wheel-drive versions available for 2009.

- October 2009 - The 2010 LS 460 receives revised front grille, front bumper, headlamps, rear bumper, tail lamps, license plate surround, and exhaust diffusers. Added features include outsided mirrors with turn signals, 18-inch wheels, chrome interior accents, Multi-information Display, Eco Drive Indicator, active headrest, standard Intuitive Park Assist, satellite radio, audio Bluetooth®®, USB iPod® connectivity, and Safety Connect®. V8 to 4.3 liters, the new vehicle sets a new benchmark for luxury and technology. The 2010 LS 460 also offers Advanced Pre-Collision System with Radar Cruise Control, air suspension on Rear Wheel Drive, NAV Traffic®/Weather/Sports/Stocks (standard on Long Wheel Base).

- October 2011 – Lexus introduces 2012 LS 460 Sport Special Edition with only 250 units produced and features Sport Package with Navigation and exclusive two-tone interior trim.

- July 2012 – The 2013 LS Luxury sedans debuted at the "Lexus Laws of Attraction" exhibit in San Francisco. The world premiere event featured more than 500 invited guests from the San Francisco arts and design community. The 2013 LS line-up includes the LS 460, LS 460L, LS 600hL hybrid and the first-ever LS 460 F SPORT. The 2013 LS lineup is refined with dynamic, fresh styling that reflects the bold new face of Lexus.

- October 2012 – The 2013 LS 460 and 460 L go on sale.
- November 2012 – The first-ever 2013 LS 460 F SPORT goes on sale with an aggressive exterior, a unique sport interior featuring F SPORT seats with larger bolsters, a leather-wrapped steering wheel with paddle shifters and genuine aluminum trim. With a sport tuned air suspension that has been lowered 0.4 inches, a Torsen® limited slip rear differential (RWD model), Brembo six-piston caliper brakes, and 19" forged wheels with summer or all-season tires, the LS F SPORT promises to be the most engaging LS ever.

AWARDS AND RECOGNITION

- January 1990 – The LS 400 finishes first in all categories, including overall satisfaction, in *Car & Driver's* 1990 New Car Buyers study.
- February 1990 – Motoring Press Association names LS 400 "Best Imported Car of the Year."
- March 1990 – The LS 400 is awarded the "Best Luxury Car" title in *MotorWeek's* Drivers' Choice Awards.
- July 1990 – In J.D. Power and Associates Initial Quality Study (IQS), the LS 400 ranks fourth overall and second in its segment during its first year of eligibility.
- July 1991 – The LS 400 is among the J.D. Power and Associates Top Ten Models in IQS.
- May 1992 – LS 400 is named the most problem-free vehicle in J.D. Power and Associates IQS.
- June 1992 – LS 400 tops J.D. Power and Associates Customer Satisfaction Index (CSI), which gauges satisfaction after one year of ownership.
- December 1992 – *Personal Finance* lists the LS 400 as the best buy in the $30,000+ category.
- March 1993 – American Automobile Association (AAA) names the LS 400 as the best 1993 model in its price range.
- March 1993 – *Consumer Reports* calls the LS 400 "Benchmark of Quality."
- May 1993 – LS 400 is best model in the $29,001 and up price class in J.D. Power and Associates IQS.
- June 1993 – *Robb Report* names LS 400 the "Best Import Car for 1993."
- February 1994 – LS 400 is named "Best Overall Value of the Year" in the over $40,000 luxury class by IntelliChoice.
- May 1994 – LS 400 tops the J.D. Power and Associates IQS again with an astoundingly low 32 problems per 100 vehicles.
- December 1994 – The all-new LS 400 is designated "The Best of What's New" by *Popular Science.*
- January 1995 – Lexus LS 400 receives *Popular Mechanics'* "1995 Design & Engineering Award."

- March 1995 – In J.D. Power and Associates Vehicle Dependability Index (VDI), the LS 400 registers the fewest problems of all individual vehicles in the last 12 months after five years of ownership.

- May 1995 – LS 400 is among the J.D. Power and Associates Top Ten Models in IQS.

- May 1995 – Strategic Vision, a consulting and research firm measuring how consumers rate their cars in terms of least troublesome and most pleasurable ownership experiences, finds the LS 400 to be the "Best of the Best" in the import luxury car category.

- June 1996 – Toyota Motor Corporation's Tahara plant, which builds the Lexus LS 400, captures the J.D. Power and Associates "Gold Plant Award" among Asian manufacturing facilities.

- September 1996 – LS 400 is ranked the Most Appealing Premium Luxury Car in J.D. Power and Associates (APEAL) Study℠.

- November 1996 – In J.D. Power and Associates Vehicle Dependability Index (VDI), the LS 400 tied as Best Overall Model in Vehicle Dependability at five years of ownership.

- February 1997 – IntelliChoice names the LS 400 the "Best Overall Value" in the Luxury Car class.

- April 1997 – The LS 400 sedan is ranked No.1 in the Luxury segment of the J.D. Power and Associates IQS. The LS also records the highest score among all cars and trucks in the study.

- June 1998 – The LS 400 again tops the Premium Luxury Car segment in J.D. Power and Associates' IQS. The LS earns the best score of any vehicle in the study, an honor it has achieved in five out of six years.

- September 1998 – LS 400 earns the title of Most Appealing Premium Luxury Car in the J.D. Power and Associates Automotive Performance Execution and Layout (APEAL) Study.

- May 1999 – The LS 400 receives top honors in the revised J.D. Power and Associates IQS.

- May 2000 – Once again the LS 400 comes out on top in J.D. Power and Associates IQS.

- May 2000 – LS 400 is top rated premium luxury car and wins AutoPacific Vehicle Satisfaction Award (VSA) in the Premium Luxury Cars segment

- September 2000 – Lexus LS 430 receives the 2001 Design & Engineering Award from *Popular Mechanics*.

- February 2001 – *Automobile Magazine* names the LS 430 an "All Star" in the Best Luxury Sedan Over $40,000 category.

- April 2001 – *Consumer Guide* names LS 430 a "Best Buy."

- May 2001 – Yet another top ranking for the LS 430 in the J.D. Power and Associates IQS with the fewest problems of any vehicle on the market.

- May 2001 – For second consecutive year, the LS 430 wins AutoPacific Vehicle Satisfaction Award (VSA) in the Premium Luxury Cars segment.

- October 2001 – LS 430 is named "Most Appealing Premium Luxury Sedan" in J.D. Power and Associates APEAL study.

- January 2002 – Edmunds.com names LS 430 "Editors' Most Wanted Vehicles – Large Sedan Under $55,000."

- March 2002 – LS 430 named "Finest Luxury Sedan in America" by Automotive Marketing Consultants Inc. (AMCI).

- April 2002 – For the third consecutive year, LS 430 wins AutoPacific Vehicle Satisfaction Award (VSA) in the Premium Luxury Car segment.

- May 2002 – The LS 430 is the highest-ranked vehicle overall, as well as first in its segment, for the sixth consecutive year in J.D. Power and Associates IQS. J. D. Power also awarded the LS 430's manufacturing facility, the Tahara Plant in Japan, the Worldwide Platinum Plant Award. For the fourth year in a row, the Platinum Plant Award has been given to a Lexus factory.

- October 2002 – LS 460 ranked Most Appealing Premium Luxury Car in J.D. Power and Associates Automotive Performance Execution and Layout (APEAL) Study.

- October 2002 – Edmunds.com names LS 430 "Consumers' Most Wanted Vehicles – Large Sedan Under $55,000."

- November 2002 – LS 400 is the highest ranked vehicle in the Premium Luxury Car segment in the J.D. Power and Associates VDI.

- January 2003 – LS 430 is named "2002 Prestige Luxury Car" in R.L. Polk & Co. Automotive Awards.

- February 2003 – LS 430 awarded the Automotive Market Environmental Superiority (AMES) award in the Premium and Luxury Car category. The AMES awards were created to help encourage customers to purchase AMES awarded vehicles to assist in the reduction of fuel consumption and emission of greenhouse gases.

- May 2003 - For the fourth consecutive year, LS 430 wins AutoPacific Vehicle Satisfaction Award (VSA) in the Premium Luxury Car segment.

- May 2003 – For the seventh consecutive year, the LS 430 ranked first in the 2003 J.D. Power and Associates IQS. On the manufacturing side, J. D. Power also awarded the LS 430's manufacturing facility, the Tahara Plant in Japan, the worldwide Platinum Plant Award for the second consecutive year.

- July 2003 – The LS 430 is the highest-ranked vehicle in the Most Dependable Premium Luxury Vehicle category of the 2003 J.D. Power and Associates VDS for the ninth consecutive year.

- October 2003 – The LS 430 is the highest ranked vehicle in the Premium Luxury Car segment of 2003 J.D. Power and Associates APEAL study, and received the highest score of any model surveyed. Since 2001, the LS 430 has been the highest-ranking model in APEAL.

- February 2004 – The LS 430 is named IntelliChoice's "Best Overall Value" in the Luxury Car segment.

- May 2004 – AutoPacific announces the 2004 Vehicle Satisfaction Awards (VSA). The LS 430 registered highest overall satisfaction for a fifth consecutive year in the Premium Luxury Car segment.
- June 2004 –The LS 430 ranks first in the Premium Luxury Car category of the J.D. Power and Associates 2004 IQS.
- June 2004 –LS 430 had the second fewest problems of any vehicle in the J.D. Power and Associates 2004 IQS, behind the first place SC 430.
- July 2004 – The LS 430 is the highest-ranked vehicle in the Most Dependable Premium Luxury Vehicle category of the 2004 J.D. Power and Associates VDS for the tenth consecutive year.
- December 2004 – The Lexus LS 430 is named a "Best Buy" Premium Large Car by IntelliChoice.
- February 2005 – The Lexus LS 430 is awarded "Best Overall Value" for cars over $23,000 by IntelliChoice.
- May 2005 – The Lexus LS 430 ranks second, after the SC 430, in the Premium Luxury Car segment in the J.D. Power and Associates IQS℠.
- July 2005 – The LS 430 is the highest-ranked vehicle in the Most Dependable Premium Luxury Vehicle category of the 2004 J.D. Power and Associates VDS for the 11th consecutive year with 90 PP100. First in history to score less than 100.
- October 2005 – LS 460 ranked Most Appealing Premium Luxury Car in J.D. Power and Associates Automotive Performance Execution and Layout (APEAL) Study.
- January 2006 - Roadfly Auto Show Award, Best New Production Model
- May 2006 - Edmunds.com's Editor's Most Wanted Award
- May 2006 – The LS 430 wins AutoPacific 2006 Vehicle Satisfaction Award (VSA) in the Premium Luxury Car segment.
- June 2006 – The Lexus LS 430 earns J.D. Power and Associates IQS award in the Large premium Car segment
- August 2006 – The LS 430 is "Most Dependable Large Premium Car" for the 12th consecutive year in the J.D. Power and Associates VDS.
- October 2006 - Popular Mechanics' Automotive Excellence Award in luxury category
- November 2006 - Popular Mechanics' Breakthrough Award – for APGS
- December 2006 – CNET Editors' Choice Award
- Cars.com Editor's Choice for Empty Nesters
- January 2007 - Road and Travel magazine, International Car of the Year
- January 2007 – Road and Travel magazine award "Most Respected"

- January 2007 - Road and Travel magazine award: "Luxury Car"
- February 2007 - MotorWeek Driver's Choice "Best Luxury Sedan" award
- April 2007 - World Car of the Year
- April 2007 - Automotive Engineering International's Best Engineered Vehicle of 2007
- May 2007 – The LS 460 wins AutoPacific 2007 Vehicle Satisfaction Award (VSA) in the Premium Luxury Car segment.
- July 2007 – IntelliChoice and Auto Pacific Motorist Choice Award Top Overall Winner in Cars and Premium Luxury Car
- August 2007 - J.D. Power and Associates VDS Large Premium Car segment leader – top-performing model in the industry for the 13th consecutive year.
- November 2007 - Car of the Year Japan Award
- April 2008 – *Consumer Reports* Top Picks Luxury Sedan – LS 460 L
- April 2008 – *The Chauffeur* top pick for Chauffeur Car of the Year
- June 2008 – J.D. Power and Associates Initial Quality (IQS) award in Large Premium category
- July 2008 – IntelliChoice/AutoPacific 2008 Motorist Choice Award (Premium Luxury Car)
- August 2008 – The LS 430 is "Most Dependable Large Premium Car" for the 14th consecutive year in the J.D. Power and Associates Vehicle Dependability Study℠ (VDS)
- April 2009 – *Consumer Reports* names LS 460 L Best Car Overall with an outstanding 99 out of 100, making it the highest-rated vehicle.
- June 2009 – The LS 460 wins the Large Premium Car segment in the J.D. Power and Associates 2009 Initial Quality Study (IQS). This is the ninth time in 12 years that the LS earned this achievement.
- August 2009 – The LS 430 is "Most Dependable Large Premium Car" for the 15th consecutive year in the J.D. Power and Associates Vehicle Dependability Study℠ (VDS)
- August 2009 – LS 460 wins the AutoPacific and IntelliChoice 2009 Motorist Choice awards in the Premium Luxury Car category.
- September 2009 – LS 460 wins the AutoPacific 2009 Vehicle Satisfaction Award and the Ideal Vehicle Award.
- December 2009 – LS 460 wins the Automotive Lease Guide 2010 Residual Value Award for Luxury Car.
- January 2010 – LS 460 wins Cars.com Editor's Choice for The Boss.
- February 2010 – LS 460 wins *Kiplinger's Personal Finance* Best in Class and Best Resale Value in the $45,000 and over category.

- February 2010 – *Consumer Guide* names LS 460 Best Buy in Premium Large Car category.
- March 2010 – The LS is named on *Forbes* 'Toughest Cars on the Road' list.
- April 2010 – For the 2nd consecutive year, *Consumer Reports names LS 460 L* Best Car Overall with an outstanding 99 out of 100, making it the highest-rated vehicle.
- May 2010 – LS 460 has earned the highest satisfaction rating of all 2010 premium luxury cars and is awarded AutoPacific 2010 Vehicle Satisfaction Award (VSA) in the Premium Luxury Car segment.
- June 2010 - *Kiplinger's Personal Finance* names LS 460 as Best in Class for cars $45,000 and over in the magazine's 2010 "Best New Car" competition.
- June 2010 – The LS wins the Large Premium Car segment in the J.D. Power and Associates 2010 Initial Quality Study (IQS). This is the 10th time in 13 years and third straight year in a row that the LS earned this achievement.
- September 2010 – The LS wins Intellichoice/AutoPacific 2010 Motorist Choice Award in the Premium Brand Category for City Car.
- September 2010 – The LS was named to *Michigan Auto Times* 'Top 10 Picks for consumers looking to buy a new vehicle. The LS was chosen as "Luxury Sedan" for its "quiet ride and rewarding performance."
- November 2010 – LS 460 wins the Automotive Lease Guide (ALG) 2011 Residual Value Award for Luxury Car.
- December 2010 – The LS 460 is named to *Kiplinger's Personal Finance* "10 Best Cars of the Past Decade."
- June 2011 – The LS 460 wins the Large Premium Car segment in the J.D. Power and Associates 2011 Initial Quality Study (IQS). For the 11th time, the LS had the lowest number of problems of any model in the entire industry.
- August 2011 - Edmunds' Insideline.com lists the 1990 Lexus LS 400 on its "The 100 Greatest Cars of All Time." Insideline states about the 1990 LS 400, "A brilliant luxury car that bested the Germans in several ways for a lot less money. It invented a brand and reinvented a genre."
- February 2012 – *Kiplinger's Personal Finance* awards the LS 460L with the "Worth a Look" award in their 2012 Best New Car Value awards.
- February 2012 – 2012 LS 460 is awarded Kelley Blue Book Total Cost of Ownership: High-End Luxury Car award.
- February 2012 – LS 460 captured J.D. Power and Associates Vehicle Dependent Study (VDS) segment award in Large Premium Car.
- May 2012 – The LS is named Top Scoring 2012 Ultra Luxury Car in Total Car Score's first annual awards.

- June 2012 – The LS 460 wins the Large Premium Car segment in the J.D. Power and Associates 2012 Initial Quality Study (IQS). This is the fifth year in a row the LS placed first in its segment and 12th time in 15 years the LS has been at the top of its segment.

- November 2012 – The LS 460 `is awarded ALG's Residual Value Award in the Premium Executive Car category.

Where is it built?
The LS 460/460L are built at the Tahara Plant in Japan