

## The Lexus Story The Behind The Scenes Story Of The 1 Automotive Luxury Brand

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Akio is the grandson of Kiichiro Toyoda, who in 1933 formed a new division of Toyoda Automatic Loom Works that started manufacturing these newfangled thing called cars. Akio is the son of Shoichiro Toyoda, who as President of Toyota Motor Corporation from 1982 to 1992 oversaw the development of the Lexus brand.

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

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Lexus peers ahead to the year 2054 with superstar film director Steven Spielberg to create Tom Cruise's car for the futuristic thriller *Minority Report*. The result is the iconic Lexus 2054, a bold red concept car powered by fuel cells and loaded with advanced safety features.

## **Story Of Lexus**

Created at around the same time as Japanese rivals Honda and Nissan created their Acura and Infiniti luxury divisions respectively, Lexus originated from a corporate project to develop a new premium sedan, code-named F1, which began in 1983 and culminated in the launch of the Lexus LS in 1989.

## **Lexus - Wikipedia**

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: birth of Lexus inspires further ideas In the 1980s, Shoichiro Toyoda and his older cousin Eiji, then president of the company and father of the Toyota Production System, decided to develop the premium Lexus line to challenge the most prestigious car-makers. They wanted to set new standards in automotive engineering and manufacturing.

## **Untold history of the Lexus LFA - Lexus**

Following several years of development, Toyota finally came up with the Lexus LS400 sedan, in 1989. A direct rival to the BMW 7-Series and the Mercedes-Benz S-Class, the vehicle went on sale in the USA in H2 1989 and received a phenomenal market response. "The LS400 really freaked up the whole darn ball game," says Pumphrey.

## **Awesome Auto History: The Story Behind the Lexus LS400 ...**

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. But Lexus' first sedan shocked the world.

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## **The Story Behind Lexus' Spindle Grille - autoevolution**

Lexus was cast as the vehicle of the future in the summer blockbuster. The Lexus 2054 concept car designed by Harald Belker was driven by Tom Cruise in several exciting action scenes.

### **'Men In Black' and Lexus: The Story Behind the Partnership ...**

2020\_GX\_8. Lexus. When I drove the GX on a trip through my home state of Tennessee last year, I complained about the infotainment software and its lack of Apple CarPlay or Android Auto to ease ...

### **Five Things You Need To Know About The 2020 Lexus Gx**

The all-new Lexus Ls is a story of craftsmanship. the story of kiriko glass, fitted to the interior doors in selected grades is a notable example – collaborative craftsmanship resulting in a unique and beautiful ornamentation. Anastasia Stoliarova 09 / 01 / 2018 MEET THE TAKUMIS: HAND MOLDED PRECISION

### **Lexus Stories | Lexus Europe**

You can't miss the row of matching white Lexus sedans and SUVs parked in the soft shadows outside the Terrace, a banquet hall in Paramus, New Jersey. The sun is setting behind the dozen or so ...

### **The Truth Behind Rodan + Fields (And Its Takeover of Your ...**

Still, the 2020 Lexus LX 570 can go where most SUVs can't. And that's a big deal. And that's a big deal. For the 2020 model year, Lexus launched a new Sport package, the contents of which are ...

### **One Week With the 2020 Lexus LX 570—Big Grille, Big SUV**

It's been a painfully long wait for the 2021 Lexus LC 500 Convertible. I'm a big fan of the LC 500 coupe, and like many was made that way the first time I laid eyes on its concept-stylings ...

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