Lexus reaches global milestone

On19 February 2019, Lexus announced that it has sold its 10 millionth vehicle worldwide, adding to the momentum that has seen the brand break multiple sales records around the world in 2018.

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Lexus pioneered self-charging hybrid power in the luxury car market with the introduction of the RX 400h in 2005. Today it offers the largest line-up of premium electrified models in the world and has amassed more than 1.45 million hybrid vehicle sales. In 2018, its worldwide hybrid sales total leapt by almost 20%.

Global sales of all Lexus vehicles reached 698,300 units in 2018, a 4.5% increase in volume on 2017's performance and a new record.

In South Africa, Lexus has sold around 18,720 units since the brand made its debut in 1994. The total sales in 2018 totalled 823 units. Locally, the top four best-selling models in the last three years include Lexus NX at 784 vehicles, followed by the largest SUV in the stable - Lexus LX at 660 units. The Lexus ES achieved the third-highest sales at 420 units in a very tough segment, Lexus RX managed to sell 415 units.

Lexus is ambitious in its sales strategy and especially confident in their latest product offerings. The new designs featuring the aggressive-looking spindle grille, various vehicle grades for each model, the Lexus Safety System + options and fully-

specced vehicles, is definitely a competitive advantage for the consumer. Furthermore, Lexus offers a standard and industry-leading seven-year/105,000km full maintenance and warranty plan across the range.

Glenn Crompton, vice president of marketing at Lexus says, "Our ambitions will be helped with the recent introduction of our all-new Lexus UX - a compact crossover that's a worthy contender in the luxury compact SUV segment. It's bound to be a popular choice with South Africans. Furthermore, the recently-launched ES sedan has been very well received, especially the well-specced Hybrid model grade".

"Lexus continues to enjoy substantial growth around the world, expanding its footprint in emerging markets as well as re-affirming its strength in established ones," said Yoshihiro Sawa, president of Lexus International. "The brand's clear focus on amazing products and customer experiences provided by the finest dealers will support its global growth for years to come."