



Crown Motors Ltd.
22/F., Citicorp Centre,
18 Whitfield Road,
North Point, Hong Kong

Press Release

14th January, 2011

Hatchback Revolution
Greener, More Luxurious and More Advanced
The Glorious Arrival of the All New Lexus CT200h

Riding on the exciting new Hatchback wave from Japan, the all new Lexus CT200h marks the birth of 'Hatchback Revolution'! The Lexus CT200h is greener, more luxurious and more technically advanced than all conventional hatchbacks. Engineering new luxury elements into the unique design, the Lexus CT200h is the world's first Hatchback that incorporates the Lexus hybrid drive concept to lead the environmental luxury revolution. This all new Lexus CT200h combines eco-friendliness, luxury and breathtaking innovations all driven by the power of today's incredible Hatchback Revolution.

A grand launch ceremony for the all new Lexus CT200h was held at Ocean Terminal today, drawing hundreds of car enthusiasts and media personnel. The guests of honor included Mr. Patrick S Lee, the Managing Director of Crown Motors Ltd., and Mr. Sam Sadakata, the Chief Engineer of the Lexus CT200h, both of whom spoke about the Lexus CT200h's superior performance characteristics in speeches prior to the official unveiling ceremony. Top local celebrity - Mr. Carl Ng later joined the hosts in a rousing toast to celebrate the Lexus CT200h's successful launch.

Incorporating 'Ten Revolutionary Elements' the all new Lexus CT200h is the pioneering leader of the Hatchback Revolution. The Lexus CT200h has also been deservedly named as the most anticipated new car of 2011.

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All new Lexus CT200h's 'Ten Revolutionary Elements'

1. Lexus Hybrid Advantage

The all new Lexus CT200h integrates the 2nd generation of the Lexus Hybrid Drive system, featuring a 1.8-liter petrol engine and electric motor that generates an extremely powerful output of up to 136PS coupled with awesome acceleration and driving performance. Moreover, fuel consumption is a remarkably low 23.9km/L for exceptional fuel efficiency. The all new Lexus CT200h has passed the Euro 5 Standard for environmental performance while also meeting other world-class benchmarks for effectively reducing emissions and other harmful substances. When switched to EV (Electric Vehicle) mode, the Lexus CT200h emits zero emissions while offering exceptionally quiet driving pleasure.

2. 4 Driving Experiences

The Lexus CT200h lets drivers select between EV, ECO, Normal and SPORT modes to meet all kinds of driving needs. When traveling at 40 km per hour or below in EV (Electric Vehicle) mode, the Lexus CT200h achieves zero emissions for truly environmentally friendly driving. In ECO mode, operation is modified through the air conditioning and throttle responses to maximize fuel efficiency. In Normal mode, the advantages of the Lexus hybrid system become fully apparent. When the engine and electric motor operate in tandem, they achieve remarkable response as well as environmentally clean performance all at the same time. When the car is driven in EV, ECO and NORMAL modes, the illumination of optitron meter, ambient lighting and mode select switch all transform to a light blue color, creating a harmoniously comfortable cabin atmosphere, accentuating the car's outstanding environmental performance. In Sport mode, the display of optitron meter, ambient lighting and mode select switch transform to a dynamic red color to reflect a bolder acceleration and more powerful performance. Moreover, if the electrical power increases from 500 volts to 650 volts, the traction control system and electric steering system automatically convert to Sport mode, providing sportier driving dynamics.

3. Exceptional Stability

The all new Lexus CT200h is the first ever Lexus vehicle equipped with two performance dampers, one at the front and one at the rear that further enhance the overall driving experience and riding comfort. The performance dampers reduce noise and absorb vehicle vibrations, resulting in superb driving stability and precise handling while making the cabin

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more comfortable and quiet.

4. Revolutionary Enjoyment

To fully realize Lexus' 'Ultimate Comfort' brand promise, the all new Lexus CT200h operates via a revolutionary shift lever design, crafted not only to display Lexus' aesthetic sophistication, but also ergonomically formed to be held and moved with ultimate comfort. In addition, the Lexus CT200h's 'Shift-by-Wire' technology operates with just one finger for easy movement of the shift lever.

5. World Class Craftsmanship Interior

The all new Lexus CT200h interior is a masterpiece of meticulous design with superb luxurious interior appointments. The centre console and door panels are upholstered in fine leather as is the optitron meter stitching. Unlike conventional hatchbacks, the leather-bound steering wheel on the Lexus CT200h is elegantly adorned with high grade wood ash burr, adding a sparkling sense of luxury and extraordinary taste. The car's advanced flat platform design as well allows passengers in the back seats to experience complete spacious cabin comfort in keeping with the Lexus brand promise of providing - 'Ultimate Comfort'.

6. Distinctive Styling

A modern, fully integrated streamline body design coupled with eye-catching LED headlamps, LED daytime running lights all come together to form a unique and distinctive visual statement, giving the all new Lexus CT200h a stunning contemporary allure. The blue Lexus hybrid badge is proudly mounted on the front grille and at the rear bumper, also the hybrid badge is attached to both sides of the car to help mark Lexus Hybrid's leadership throughout the industry.

7. Welcoming Luxury

The card key system is another brilliant stroke of Lexus automotive design genius. While carrying the card key, you can unlock the door by simply gripping the door handle then start the engine by depressing the brake pedal and pushing the engine switch.

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8. Multi-sensory Enhancement

The all new Lexus CT200h offers a host of fine appointments that appeal to all five senses. The Lexus Voice Navigation System incorporates easy-to-read map information, audible navigation instructions and a wide full color 7-inch monitor to provide full and accurate navigation data. The monitor also automatically retracts with a unique angle adjustment function which displays the hybrid system's current operating status. This allows you to monitor energy flow and battery charge status all at a glance. The Remote Touch Controller as well is carefully calibrated for easy control of each piece of equipment while on the road.

9. Advanced Safety

The all new Lexus CT200h is integrated with enhanced safety equipment and features, providing full peace of mind when driving. These include a strong, solid body frame design, 10 SRS dual stage airbags, knee airbags, side airbags and curtain shield airbags, VSC (Vehicle Stability Control), and an ABS (Anti-lock Brake System).

10. Color Personalisation

A wide variety of exterior colors to match with the interior color scheme along with different combinations of interior materials let you add your own personal design signature to the all new Lexus CT200h; it becomes your distinctive expression of taste and individuality.

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The All New Lexus CT200h F-Sport

Apart from Ultimate and Luxury versions, the all new Lexus CT200h is also available in F-Sport version.

This all new F-Sport is supremely equipped with a number of exclusive designs that add a dynamic character to the Lexus CT200h's overall sleek and stylish design. The streamlined body and tailor-made F-Sport front grille plus F-Sport badges attached to the front fenders and the F-Sport's unique 17-inch dark metallic aluminum wheels add that true visual spark of dynamic excitement. The interior is also crafted in fine detail to harmonize with the F-sport's unique white perforated black leather sport seats. Moreover, an exclusively designed leather steering wheel adorned with an F-Sport badge, along with the scuff plate ornament that displays Lexus logo and distinctive aluminum pedal help give every F-Sport the look of exclusive detailing to highlight its revolutionary one-of-a-kind style.

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Appendix I

Exterior

- ❖ Distinctive Blue of Lexus Hybrid Badge on Front Grille & Rear Bumper , Two Sides with Hybrid Badge
- ❖ LED Headlamps & Rear Combination Lamps & Daytime Running Lamps
- ❖ Sport Type Front & Rear Bumper (Ultimate & F-Sport version exclusive)
- ❖ Front Fog Lamps (Ultimate & F-Sport version exclusive)
- ❖ Power Moonroof (Ultimate & F-Sport version exclusive)
- ❖ Power Retractable Door-side Mirrors (Ultimate & F-Sport version exclusive)
- ❖ Rear Spoiler (Ultimate & Luxury version exclusive)
- ❖ Large Rear Spoiler (F-Sport version exclusive)
- ❖ F-Sport Front Grille, F-Sport Badge on Front Fender, F-Sport Exclusive 17-inch Dark Metallic Aluminum Wheels with Black Centre Ornament (F-Sport version exclusive)
- ❖ 17-inch Premium Aluminum Wheels (Ultimate version exclusive)
- ❖ 16-inch Premium Aluminum Wheels (Luxury version exclusive)
- ❖ Choice of 10 exterior color schemes (Ultimate & Luxury version exclusive) / Choice of 8 exterior color schemes (F-Sport version exclusive)

Interior

- ❖ Interior Trim: Wood Ash Burr (Ultimate version exclusive) / Interior Trim: Black (Luxury version exclusive) / Interior Trim: Metal (F-Sport version exclusive)
- ❖ Premium Leather Seats (Ultimate version exclusive) / Premium Fabric Seats (Luxury version exclusive) / F-Sport Premium White Perforated Black Leather Sport Seats (F-Sport version exclusive)
- ❖ Premium Leather Front Seats with Seat Heater (Ultimate & F-Sport version exclusive)
- ❖ Wood-trimmed Leather Steering Wheel with Heater (Ultimate version exclusive) / Leather Steering Wheel (Luxury version exclusive) / F-Sport Leather Steering Wheel with F-Sport Badge (F-Sport version exclusive)
- ❖ Tachometer (Ultimate & F-Sport version exclusive)
- ❖ F-Sport Aluminum Pedals (F-Sport version exclusive)
- ❖ Scuff Plate Ornament with Lexus logo (F-Sport version exclusive)
- ❖ F-Sport Black Upper Trim (F-Sport version exclusive)
- ❖ Lexus Voice Navigation System (Ultimate version exclusive)

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Appendix II

- ❖ Remote Touch Controller (Ultimate version exclusive)
- ❖ Built-in Bluetooth Connectivity (Ultimate version exclusive)
- ❖ Full Color 7-inch Monitor (Ultimate version exclusive)
- ❖ Choice of 5 interior color schemes (Luxury version exclusive) /
Choice of 3 interior color schemes (Ultimate version exclusive) / Stylish Black Interior
Colour (F-Sport version exclusive)

Operation

- ❖ Smart Entry System with Smart Card Key (Ultimate version exclusive)
- ❖ Power Driver Seat with 3 Sets Memory Settings (Ultimate & F-Sport version exclusive)
- ❖ Driver Seat with Lumbar Support (Ultimate & F-Sport version exclusive)
- ❖ Electric Comfort Cruise Control (Ultimate & F-Sport version exclusive)

Powertrain & Handling

- ❖ Engine Type: 1.8-litre, L4, 16 Valve DOHC, VVT-i
- ❖ Maximum output: 99PS / 5,200rpm
- ❖ Maximum torque: 142 Nm/4,400rpm
- ❖ Transmission: Electronically- Controlled Transmission (E-CVT)
- ❖ Total Maximum Output: 136PS
- ❖ Emission Standard: EURO 5
- ❖ Fuel Consumption: 23.9km/L
- ❖ Front Wheel Drive
- ❖ Suspension: MacPherson strut type suspension (Front), Trailing arm type double
wishbone type suspension (Rear)
- ❖ Front & Rear Performance Damper

Audio

- ❖ Lexus Premium Sound System; AM/FM radio, In-dash 6-disc changer, USB Port, Aux-in,
10 speakers (Ultimate version exclusive)
- ❖ Lexus Premium Sound System; AM/FM radio, CD Player, USB Port, Aux-in, 6 speakers
(Luxury & F-Sport version exclusive)

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Appendix III

Lexus Preventive Safety

- ❖ Anti-glare mirrors (interior and outside rear view mirrors)
- ❖ Rear Parking Monitor System (Full Color 7-inch Monitor) (Ultimate version exclusive)
- ❖ Rear Parking Monitor System (3-inch Inside Rear View Mirror) (F-Sport version exclusive)
- ❖ Hill - start Assist Control

Lexus Active Safety

➤ **Anti-lock Brake System (ABS) with Electric Brake Force Distribution (EBD)**

ABS regulates braking hydraulic pressure to prevent the wheels from locking up, thereby ensuring vehicle stability when braking on slippery roads, or during sudden stops. EBD optimizes the distribution of braking force between front and rear, left and right wheels in response to the driving conditions and vehicle loads.

➤ **Brake Assist (BA)**

The brake assist interprets a quick push of the brake pedal as emergency braking and supplements the braking force applied if the driver has not depressed hard enough on the brake pedal

➤ **Traction Control System (TRC)**

TRC reduces engine power and controls braking hydraulic pressure to prevent wheel-spin in the driving wheels while accelerating.

➤ **Vehicle Stability Control System (VSC)**

The VSC function will automatically limit hybrid system output and apply selective braking to individual wheels in order to maintain stability if the vehicle is experiencing a strong understeer or oversteer tendency.

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Appendix IV

Lexus Protective Safety

- ❖ 10 SRS airbags; dual front airbags, front side airbags, driver's knee airbag, front passenger's knee airbag, front & rear curtain-shield airbags
- ❖ Automatic Rain-Sensing Wipers (Ultimate version exclusive)
- ❖ 3-point ELR Seatbelts For All Seats
- ❖ Seatbelt Pretensioners and Force Limiters (Front)
- ❖ Immobilizer System
- ❖ Chassis Design conformed to Global Outstanding Assessment

The Selling Price of All New Lexus CT200h (New Car Launch Price):

Ultimate: HK\$394,800

F-Sport: HK\$374,700

Luxury: HK\$314,800

Lexus Showroom

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Photo Caption:



Our guests of honor, Mr. Patrick S Lee (2nd Right), Managing Director of Crown Motors Ltd and Mr. Sam Sadakata, Chief Engineer of Lexus CT200h officiated at the all new Lexus CT200h launch ceremony.



Mr. Sam Sadakata, Chief Engineer of Lexus CT200h, gave a detailed product presentation to deliver the superb features of the all new Lexus CT200h.

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(From left to right) Our guests of honor, Mr. Carl Ng, the famous local top model; Mr. Patrick S Lee , Managing Director of Crown Motors Ltd; Mr. Sam Sadakata, Chief Engineer of Lexus CT200h and also with Ms. Mandy Wong, the M.C. of the launch ceremony, they altogether presided over a Toasting Ceremony.



Mr. Carl Ng and Ms. Mandy Wong were deeply impressed by the all new Lexus CT200h which is greener, more luxurious and more technically advanced than all conventional hatchbacks.

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