



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

Press Release

5 June 2009

For Immediate Release

The All New Lexus IS250C

Intelligent Sports Convertible

“Capturing Attention”

“Lexus IS250C x JESSICAR Launch Party” co – organized by Crown Motors Ltd. and South China Media was held at Lexus Showroom on 5 June 2009 with a great success celebrating the launch of the All New Lexus IS250C and the brand new car magazine 《JESSICAR》 .

Our Honorable guests, Mr. Keiichi Yoneda (Chief Engineer of Lexus IS250C) and Mr. Patrick S Lee (Managing Director of Crown Motors Ltd.) officiated the launch ceremony together with Ms. Jessica Ng (Publisher of JESSICAR) and Mr. Chacky Ip (Chief Editor of JESSICAR). Amongst the officiating guests list were celebrities including Ms. Annie Lau, Ms. Nikki Chow, Ms. Tiffany Lee, Ms. Zoie Tam, and Hong Kong top model Ms. Ana R as well as Ms. Cara G.

This new Lexus exudes luxurious, sophisticated refinement from every angle, once again proving the success of the L-finesse design philosophy “Simplicity . Elegance . Anticipation”. Add to this the sophisticated engineering and advanced technology that lies beneath the exterior and you have a car of stunning beauty and unbeatable performance.

Top down or top up, this sports convertible retains the classic lines we have come to expect from Lexus thanks to the innovative and ingenious lightweight, 3-piece,

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aluminium alloy roof. When the roof is deployed the car looks like a classic sports coupe with harmoniously balanced cabin and body. When the roof is retracted the vehicle transforms into a thrilling open-top sports car.

Numerous advanced features, such as the button-operated fold & return front seats, show that this vehicle has the characteristic thoughtful design for which Lexus is renowned. Brand new design for the front grille, HID headlamps, rear combinations lamps and LED trafficators, has helped make this car yet another beauty for Lexus.

But design is in the detail too. Especially once you get inside. From the ergonomically designed controls and optitron instrumentation, to the dual-mode climate control seating - all beautifully crafted using the owners choice of colour combinations and quality materials - this Lexus has radically raised the bar in terms of comfort and luxury.

Apart from the two-tone Mellow White & Silvery Pearl semi-aniline leather seats offering a choice of sophisticated colours, owners may choose from an extensive range of 9 exterior colours to suit every taste, including the new Cattleya Mica Metallic.

DETAILS OF FEATURES:

Exterior: Smooth and Sporty:

The attractively sculpted bodywork with a smooth but chunky look gives the car a fast and sporty feel while evoking an air of robustness and power. Form follows function as well as style with the shape of the windscreen, bodywork and exterior components optimised for a comfortable airflow in open top mode.

- ❖ The 3-piece folding, aluminum alloy roof utilizes a fully automatic electric mechanism for smooth control, and fast and quiet operation, needing only 20 seconds for opening.
- ❖ LED trafficators: These combination wing-mirror and indicator lamp

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assemblies provide enhanced signaling for better safety and convenience in high-density traffic.

- ❖ Front grille and bumper: Designed to beautifully compliment the sporty character of the car while at the same time blending smoothly with the aerodynamic body paneling.
- ❖ HID headlamps and rear combinations lamps have been remodeled so that the headlamps are uniquely arranged so as to provide a beautifully contoured visage.
- ❖ 17" Aluminum Alloy Wheels large diameter 10-spoke design gives the vehicle an expansive, and commanding presence.

Interior: Multi-sensual Luxury and Comfort

IS250C is not one you merely occupy – you simply melt into it. An experience beyond words.

- ❖ Unique two-tone semi-aniline leather seats: In a choice of sophisticated colours - Mellow White and Silvery Pearl.
- ❖ One-touch fold or return front seats: Can be folded, slid forward or returned to their original position with one push of a button that is conveniently located on the outside shoulder of each front seat, facilitating easier ingress and egress for rear seat passengers.
- ❖ Retractable Rear headrest: Increases the driver's rear-view visibility when not carrying rear seat passengers.
- ❖ Pre-settable signaling optitron meters: Speed and engine revolutions read-outs are set in the blue illuminated rings that turn amber then red, to attract the driver's when they reach a pre-set level.
- ❖ Generous rear storage space: Can accommodate two 9" golf bags when the roof is up while still leaving room for one when the roof is down.
- ❖ Lexus Premium Sound system with equalizer: The audio system automatically adjusts sound quality and volume to suit ambient noise conditions created by the top being up or down.

Performance: Sporty and Solid

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The much heralded IS250C has plenty under the hood to boast about. Featuring the 2.5-liter V6 DOHC, 24-valve Dual-VVTi engine. Advanced feature including 6-speed Super-ECT automatic transmission with multi-mode control, ensure the IS250C is a car that really packs a punch.

Safety: Redefining Safe Driving

Vehicle Dynamics Integrated Management (VDIM): Fully integrated and seamlessly managed by the on-board computerized control system. Control is actuated before the vehicle exceeds its movement threshold which assures a high degree of preventive safety.

Website: www.lexus.com.hk

Lexus Premium Outlets

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Appendix I

Exterior

- ❖ Three-piece retractable folding hard top
- ❖ Front & rear fog lamps
- ❖ High-mounted LED brake lamps
- ❖ Trafficators
- ❖ HID headlamps with AFS
- ❖ 9 Exterior colour

Interior

- ❖ Comfortable semi-aniline leather seats
- ❖ One-touch rear-seat access
- ❖ Climate control seats (heated & ventilated driver and front passenger seats)
- ❖ Rear headrest fold-away function
- ❖ Mellow White or Silvery Pearl or Black choice of seat colour
- ❖ Optitron meter
- ❖ Leather-trimmed steering wheel and shift lever
- ❖ Front and rear electric windows; one-touch operation with jam protection
- ❖ LED interior illumination system
- ❖ Auto air-conditioning system

Operation

- ❖ Steering wheel-mounted multi-functional control panel
- ❖ Smart Entry & Start System with Smart Card Key
- ❖ Memory pre-sets for front passenger seats

Powertrain & Handling

- ❖ 2.5 Liter, 24 valve DOHC Dual VVT-i V6 gasoline engine
- ❖ Maximum output: 208PS at 6,400rpm
- ❖ Maximum torque: 252NM at 4,800rpm
- ❖ 6-speed Super Electronic Control Transmission (ECT)
- ❖ Rear wheel drive
- ❖ Suspension : Double wishbone type suspension - Front, Multi-link type suspension - Rear, coil springs, gas-filled shock absorbers, stabilizer bars
- ❖ Rack and pinion type electric power steering (EPS)

Audio Sound System

- ❖ Lexus 8-speaker premium sound system with equalizer, AM/FM radio, in-dash 6-disc CD player.

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Appendix II

Lexus Preventive Safety

- ❖ High-Intensity Discharge (HID) headlamps with AFS, auto-leveling control
- ❖ Adaptive Front Lighting System (AFS)
- ❖ Anti-glare mirrors (interior and outer door mirrors)
- ❖ Lexus Park Assist System

Lexus Active Safety

- ❖ Vehicle Dynamics Integrated Management (VDIM)
 - The VDIM uses a new concept of vehicle kinematic control that integrates brake control, drive power control, and steering control. A new CPU with increased computing capability is adopted for the Electrical Control Unit (ECU). It measures accurately the brake pressure, brake pedal stroke, steering angle, steering torque, accelerator pedal stroke, yaw rate, speed of each wheel, each wheel brake cylinder, wheel pressure and throttle angles opening. It then anticipates any loss of traction and starts the integrated control of Anti-lock Braking System (ABS), Electronically Controlled Brake System (ECB), Brake Assist System (BA), Traction Control System (TRC), Vehicle Stability Control (VSC), Regenerative Brake Cooperative Control, Power Steering Cooperative Control and Hybrid System and activates before vehicle performance threshold to help realize smoother vehicle deportment. This new system goes well beyond conventional traction and stability controls, of which the ABS, TRC and VSC system operates independently.
- ❖ The VDIM includes the following systems:
 - 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.
 - Traction Control System (TRC)

TRC reduces engine power and controls braking hydraulic pressure to prevent wheel-spin in the driving wheels while accelerating.
 - Steering-assisted Vehicle Stability Control System (S-VSC)

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When driving on a split-friction surface, both braking and drive force will differ between the left and right sides, causing the vehicle to deflect to one side. S-VSC adds steering assist torque to balance such differences, and assists the driver in correcting the vehicle behavior.

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Appendix III

- Electric Power Steering (EPS)
EPS provides optimal steering feel from low to high speeds by assisting the steering force with an electric motor. Coordination with ABS and VSC ensures excellent stability.

- 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

Lexus Protective Safety

- ❖ Intermittent-wiper system
- ❖ 6 SRS airbags
- ❖ 3-point ELR front seatbelts
- ❖ 3-point ELR-ALR rear seatbelts
- ❖ Seatbelt petitioners and force limiters (front & rear)
- ❖ Security system, alarm, immobilizer system
- ❖ Global Outstanding Assessment

~ The End ~

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