



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

Press Release
For Immediate Release

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The All New Lexus RX450h The Luxury Hybrid SUV

'Distinctive LED Headlamp'

'Almost 300PS Horsepower & Fuel Consumption less than a 1.5-Litre Vehicle'

'Largest number of airbags-equipped SUV with 12 SRS airbags among its class'

Crown Motors Ltd. was pleased to conduct a successful launch of the All New Lexus RX450h luxury hybrid SUV on the 24th April 2009 at Festival Walk, Kowloon Tong.

Our Honoured guest, Mr. Takayuki Katsuda (Chief Engineer of the RX450h) and Mr. Patrick S Lee (Managing Director of Crown Motors Ltd.) officiated at the Launch Ceremony and solemnly unveiled the All New Lexus RX450h luxury hybrid SUV. Crown Motors Ltd. invited Ms Aimee Chan (the Champion of Miss Hong Kong 2006) to be the MC of the event. The ceremony reached its climax when Ms Aimee Chan and Ms Fala Chan (the First Runner-up of Miss Chinese International Pageant 2005), another honourable guest, demonstrated the significant features of the All New Lexus RX450h luxury hybrid SUV together with Mr. Wong Siu Wah (Product Training Manager, Crown Motors Ltd.) in the product presentation. Besides, the ceremony was truly graced with the presence of our special guest, Mr. Stephan Chan (General Manager of Television Broadcasts Limited).

The Lexus Motor Show featuring the full range of Lexus models will be held at the same venue over the remainder of the weekend from 10am to 8pm.

The All New Lexus RX450h truly expresses the three core elements of *Simplicity, Elegance, and Anticipation* under the Lexus's ground-breaking L-finesse design philosophy. There are 2 versions of RX450h - the *Luxury* and the *Sport* are launched simultaneously in Hong Kong so as to cater to all our customers' needs.

RX450h Luxury:

- **Eye-dazzling Low Beam (LED) Headlamps** - Lexus has made the RX450h the first SUV in town equipped with Low Beam (LED) Headlamps.
- **19" Aluminum Alloy Wheels** - the large diameter 5 tri-spoke design gives the vehicle a commanding presence.

LEXUS
HYBRID
DRIVE

Gives more to the driver,
takes less from the world.

- **Panorama Glass Roof** - including Power Sunshade, the feature significantly enhances the expansive view of this luxury SUV.
- **Climate Control Seat** - heated & ventilated driver and front passenger seats make for a deliciously cozy environment in chilly weather and an oasis of coolness on a hot summer day.
- **Power Back Door with Remote Control and Jam Protection System** - enhances safety and convenience.
- **10-way Power Driver Seat and Front Passenger Seat** - advanced technology seat design allows the front row occupants to easily and quickly find the most comfortable and ergonomic seating position.
- **Semi-aniline Leather Seats** - extra luxury and comfort is provided for all occupants.

RX450h Sport:

- **18" Aluminum Alloy Wheels** - the large diameter 5-spoke design gives an energetic and sporty presence to the vehicle.
- **Power Moonroof** - makes for a light and spacious feel to the interior.
- **Roof Rail** - enhances the sporty image of the SUV.

The All New RX450h is bearing the Blue-accented Emblem of the Lexus Hybrid Drive which symbolizes the leading position occupied by Lexus in the hybrid vehicle market. Lexus continues to deliver the most luxurious and advanced hybrid vehicles with sophisticated design and superb dynamic performance. The brand new design of the front grille, headlamps, rear combinations lamps and trafficators, exudes dynamic and sophisticated refinement from every angle. In order to deliver a carefree driving experience, Lexus has refined the centre console design and multi-information display. The 3-spoke leather steering wheel means quality you can feel and the introduction of more chrome garnish makes the RX450h one of the most dazzling SUV's ever produced.

The innovative Lexus Hybrid Drive system not only heightens performance and engine responsiveness but also helps to preserve our environment, which truly 'Gives more to the driver, takes less from the world'.

The high tech Lexus Hybrid Drive System enables the RX450h to deliver superb performance, low fuel consumption and environmental-friendliness. With the advanced Electric-4 Wheel Drive (E-4WD) system, the vehicle will automatically switch to all wheel drive when you accelerate powerfully or drive on slippery road surfaces, and it returns to front wheel drive under normal driving condition to obtain higher fuel efficiency. The E-4 system significantly improves fuel economy and environmental-friendliness, thereby enhancing driving pleasure.

Lexus Luxury Hybrid SUV

The All New RX450h luxury Hybrid SUV features the Front-engine, Rear-wheel drive (FR) Electric -4 Wheel Drive (E-4WD). This combined with the 3.5 litre V6 24 valve engine and electric motor achieves the equivalent power of 4.5 litre engine while still delivering the high fuel economy that would be expected from a 1.5-litre engine.

The Electronically-controlled Continuously Variable Transmission (E-CVT) technology contributes significantly to the unsurpassed fuel efficiency while also providing smooth and powerful acceleration.

The RX450h is equipped with the VVT-i engine and high performance electric motor which continually adjusts valve timing for improved performance, fuel economy and lower emissions. Maximum engine output even reaches approximately 300PS.

Fuel Consumption

14.7km / L - with a fuel price of \$12.99/L, results in a fuel cost of \$0.88/km.

Tax Concession

Qualifying for the Hong Kong Government's First Registration Tax Concession for Environment-friendly Petrol Private Cars, this vehicle will save not only the environment but up to HK\$50,000 in Registration Tax.

Extra Safety

The All New RX450h luxury Hybrid SUV is equipped with Lexus comprehensive three-stage safety system - preventive, active and protective - the vehicle has one of the most advanced safety systems available today. For example:

- **Preventive:** Low Beam (LED) headlamps with Adaptive Front Lighting System (AFS), and auto-levelling control
- **Active:** Vehicle Dynamics Integrated Management (VDIM)
- **Protective:** 12 SRS airbags

Quality Assurance

Crown Motors Ltd. provides each new Lexus vehicle with a 5-year or 100,000km warranty, and a 10-year warranty on the hybrid battery for hybrid vehicle.



Crown Motors Ltd.

The selling price of the All New RX450h :

Luxury : Approximately \$650,000^
Sport : Approximately \$600,000^

^ The Hong Kong Government's First Registration Tax Concession for Environment-friendly Petrol Private Cars has been applied to the above prices.

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Crown Motors is the sole distributor of Lexus in Hong Kong and is responsible for all distribution and promotional activities of Lexus in Hong Kong. For further queries regarding RX450h or Lexus, please do not hesitate to contact the Lexus Showroom.



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Appendix I

Hybrid Dynamics & Handling

- ❖ Power Sources: 3.5-litre V6 24 valve with VVT-i and high performance electric motor
- ❖ Total Maximum Output: approximately 300PS
- ❖ Engine Maximum Output: 248PS/6000rpm
- ❖ Engine Maximum torque: 317 Nm/4800rpm
- ❖ Transmission: Electronically-controlled Continuously Variable Transmission (E-CVT)
- ❖ Fuel Consumption: 6.8L / 100km
- ❖ CO₂ Emission: 159g/km
- ❖ Drive Type: Electric -4 Wheel Drive (E-4WD)
- ❖ Suspension: MacPherson strut type suspension with stabilizer bar (Front)
Trailing arm type double wishbone type suspension with stabilizer bar (Rear)
- ❖ Rack and Pinion type Electric Power Steering (EPS)
- ❖ Front ventilated disc brake and rear solid disc brake

Dimension & Weight

- ❖ Overall Length : 4,770mm
- ❖ Overall Width : 1,885mm
- ❖ Overall Height : 1,690mm (Luxury) / 1,720mm (Sport)
- ❖ Wheelbase : 2,740mm
- ❖ Tread : 1,630mm (Front); 1,620mm (Rear)
- ❖ Kerb Weight : 2,115-2,205kg

Exterior

- ❖ Low Beam (LED) Headlamps <Luxury Version exclusive>
- ❖ Panorama Glass Roof <Luxury Version exclusive>
- ❖ Roof Rail <Sport Version exclusive>
- ❖ Rear Spoiler with built-in Rear Wiper
- ❖ Side Door Mirror Trafficators with chrome garnish
- ❖ Newly designed Fog Light, Headlamps and Rear Combination Lamps
- ❖ Power back door with remote control and jam protection system <Luxury Version exclusive>
- ❖ 19" aluminum alloy wheels, 5 tri-spoke <Luxury Version exclusive>
- ❖ 18" aluminum alloy wheels, 5 tri-spoke <Sport Version exclusive>

Appendix II

Interior

- ❖ Semi-aniline leather seats <Luxury Version exclusive>
- ❖ Premium leather seats <Sport Version exclusive>
- ❖ Choice of 3 interior colour schemes
- ❖ Climate Control Seat (heat & ventilated driver and front passenger seats) <Luxury Version exclusive>
- ❖ Optitron Type Combination Meter
- ❖ Leather steering wheel with Multi-Information switch
- ❖ Front and rear electric windows; one touch mode; jam protection system
- ❖ LED interior illumination system
- ❖ Auto air-conditioning system
- ❖ Rear seat remote fold-down function

Operation

- ❖ Electrically adjusted Leather steering wheel
- ❖ Smart Entry & Start System with Smart Car Key
- ❖ 3-memory preset for driver seat and front passenger seat
- ❖ HID headlamps with pop-up washer

Audio

- ❖ Lexus Premium Sound System; AM/FM radio, In-dash 6-disc changer, 9 speakers

Appendix III

Lexus Preventive Safety

- ❖ Low Beam (LED) headlamps with AFS, auto-levelling control <Luxury Version exclusive>
- ❖ Adaptive Front Lighting System (AFS)
- ❖ Anti-glare mirrors (interior and outer door mirrors)
- ❖ Hill-start Assist System (HAC)

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 department. 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.

Appendix IV

➤ **Steering-assisted Vehicle Stability Control System (S-VSC)**

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.

➤ **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
- ❖ 12 SRS airbags; dual front airbags, front side airbags, driver's knee airbag, front passenger's knee airbag, front & rear curtain-shield airbags
- ❖ 3-point ELR front seatbelts
- ❖ 3-point ELR-ALR rear seatbelts
- ❖ Seatbelt pretensioners and force limiters (front & rear)
- ❖ Anchor bars for ISOFIX-compliant child seat (outboard rear seats)

~ The End ~