

 LEXUS

RC F





THE IMAGES AND CONTENT
IN THIS BROCHURE HAVE
BEEN SOURCED GLOBALLY
AND MAY DIFFER FROM
NEW ZEALAND SPECIFICATION.

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*The instant I hear the roar of the engine,
I'm transported to another world.
I feel the air vibrate on my racing suit,
and something changes inside me like a switch.*







*When I'm totally focussed on driving,
I feel sheer delight.
There's no room in my head for anything else.
This moment is why I'm here.*













*Even the air around this car is different.
It radiates the heat of an athlete after competition.
Once again, its aura inspires me.*









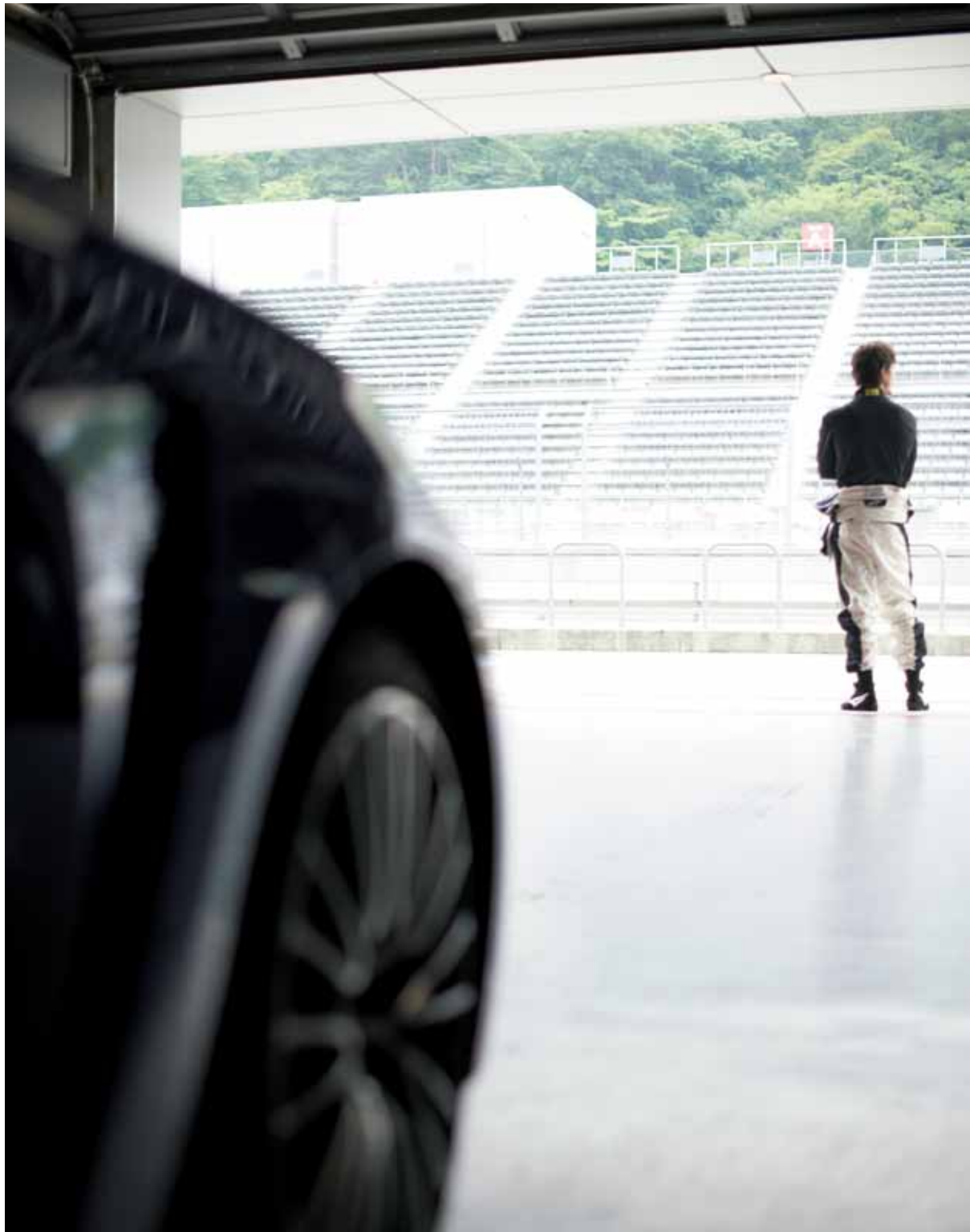
*The feeling of exhilaration is palpable.
A different sort of smile spreads across everyone's face.
After all, racing is a sport that gets your blood pumping.*







*The pleasure I get from this car
extends well beyond the road.
The satisfaction that comes from
living with a race-bred coupe is uplifting.*



L E X U S

RC F

EPISODE

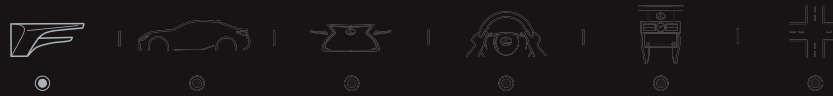
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EPISODE

1



F PHILOSOPHY

Lexus F: Race car-inspired engineering delivers pulse-quicken performance, in the most powerful statement of what a Lexus can be.

Engineered from the asphalt up, the RC F is a bold expression of the F philosophy, built for uncompromising performance. The F philosophy was born from a pure passion for driving, the pursuit of exceptional performance with a unique Lexus perspective on extreme driver engagement, to deliver refinement with a razor-sharp edge. "F" takes its name from Fuji Speedway, the birthplace and home test track of the Lexus F high-performance division located near the base of Mt. Fuji. Here, on the Nürburgring, and challenging race tracks around the world, Lexus F tests and refines the limits of sports performance.

The development of all Lexus SPORT F models is based on the Lexus "F" pyramid, with the LFA supercar at its pinnacle embodying the ultimate driving experience; the IS F as the core model incorporating numerous exclusive features that offers fun-to-drive, high-performance; and the urban F SPORT models which inherit the "F" essence with exclusively-tuned suspension and additional refinements, form the base. The RC F evolves the pedigree of the IS F, its race-ready coupe styling integrates advanced motorsport technologies to expand the horizons of what a Lexus and "F" can be.



EPISODE

2



RC F CONCEPT

*The RC F expresses the core of
Lexus F performance and driving pleasure
for everyone who drives it.*

The RC F was conceived as a next generation expression of Lexus "F" values, a race-bred approach to the future of sports driving pleasure. Its creation integrated 3 core attributes: the tuning and technology of the LFA supercar; a deepening of the three elements of "F" driving fun; and an emotional and enthralling driving experience.

The RC F channels the race track-honed technology and fine-tuning developed for the LFA. The naturally aspirated 5.0-litre V8 engine generates pulse-quickening performance, and is given an aural emotional edge by ASC which heightens its sensual appeal as you shift through the gears.

It deepens the core elements of "F" driving fun, defined as 'Response', 'Sound' and 'Limitless Power

Feel', in its riveting race track-ready performance.

The exciting evolution of basic performance harnesses the stirring power of the 5.0-litre V8 engine with the immediate response and intuitive handling of VDIM with Sport Mode, and the immersive feeling of sporting control in the cockpit with its advanced instrumentation and sports seating.

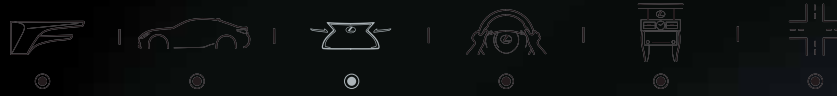
It generates a captivating driving experience that brings an irrepressible smile to every driver's face. The alluring coupe design, at once aggressive and eye-catching, immediately expands the potential for Lexus "F" experience with one strong advantage - it is ready to race, meeting entry regulations for FIA GT3 racing.*

* ASC: Active Sound Control. VDIM: Vehicle Dynamics Integrated Management. FIA: Fédération Internationale de l'Automobile.



EPISODE

3



DESIGN

Pure "F". Aggressive styling fuels anticipation of a dynamic driving experience that is authentic "F" sports performance.



The RC F fuses the eye-catching lines of coupe styling with an aggressive attitude, every form and component honed by the no-compromises functionality of a race-bred sports car.

The sensual appeal of the flowing form sublimates this beauty into essential functionality, creating the exceptional cooling efficiency and aerodynamic performance of a high-performance sports coupe.

Face on, this functionality shapes the dynamic double spindle design that integrates cooling ducts in the signature Lexus 'spindle grille' and outer front bumper to channel the flow of air. They are matched by cooling outlets in the centre bulge of the hood and integrated into the rear of

the front fenders. Together they also contribute to enhanced stability for dynamic handling.

From the side, the muscular hood silhouette hints at the V8 power within. The continuous flow from the front fender through the beltline highlights the beauty of the coupe styling, and projects forward momentum in a sharp expression of pure "F" performance. Dramatic 19-inch forged aluminium wheels reinforce the low wide stance and powerful sporting presence. The L-shaped cooling outlets in the front fenders and trapezoidal tailpipes evoke the form and spirit of the original IS F, which are further evolved in the "F" aesthetic of the mesh in the 'spindle grille'.







Cocooned in the racing cockpit of the RC F, the “F” sport driving experience comes vividly to life. The driving environment is carefully crafted with the same intense focus on functionality as the exterior, the exclusive seats, steering wheel and meters honed to unify car and driver in advanced sports driving on the race track, together with highly satisfying control on the street.

The sports seats are crafted like an individual piece of high-performance sportswear. An ‘integrated foaming’ structure gives a snug supportive fit while dispersing body pressure, and the carefully calculated stitch pattern provides firm support for the frame and muscles.

Ergonomic studies helped shape the elliptical cross-section and thick grip of the steering wheel to enable fine control on the race track, and inject a feeling of anticipation and exhilaration every time you get behind the wheel. A subtle expression of “F” refinement is seen in the three-colour stitching on the steering wheel and shift lever knob, which is complemented by the “F” emblem embedded in the steering wheel and seat headrests.

The meter display highlights the connection between car and driver with a responsive interface that instantly changes with the drive mode selected, prioritizing the display of information to match the driver’s feeling and intent.



EXTERIOR

An uncompromising focus on efficiency strips each component to its core, shaping a dynamic 'functional beauty' that expresses authentic "F" sporting performance.





INTERIOR

In a cockpit honed to fit and function like high-performance sportswear, advanced features and refined control feed a passion for sports driving.



EPISODE

4



PERFORMANCE

On the track and the road, the RC F injects a passion for sports driving and feeling of "F" driving fun every time you get behind the wheel.

True to "F" DNA, the RC F takes performance to a higher level. It evolves the three elements of "F" driving fun, 'Response', 'Sound' and 'Limitless Power Feel', to inject fresh immediacy into a sports driving experience that shines on the race track, and deepens driving pleasure on the road.

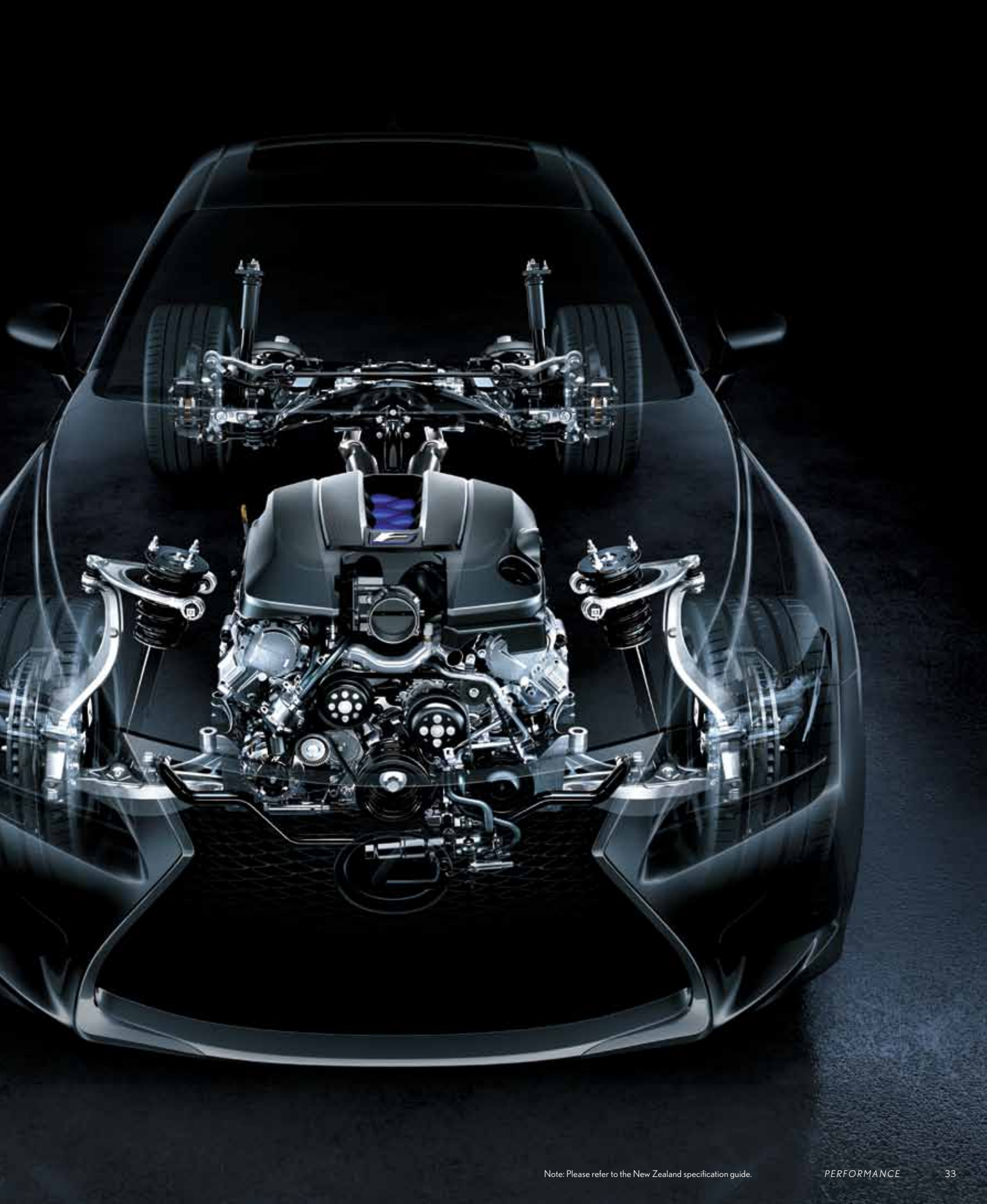
The more firmly you depress the accelerator pedal, the more emphatically the naturally aspirated 5.0-litre V8 engine responds, and its sensual sound instantly feeds a growing feeling of exhilaration and a passion for sports driving.

This stunning power is given emotional expression by sound tuning technology derived from the LFA, to give the driver audible feedback on engine

speed and power from low through to high speeds. The addition of ASC further heightens the sporty engine note.

In the same way, careful attention was paid to enhancing basic performance characteristics that define the response to driver input, including optimising the suspension and large 19-inch wheels for sports control while cornering, and large front and rear disc brakes for race-strength braking. Driver handling and control are further refined by innovative technologies that include TVD, VDIM with Sport Mode, and the active rear wing.*

* ASC: Active Sound Control. TVD: Torque Vectoring Differential. VDIM: Vehicle Dynamics Integrated Management.



PERFORMANCE



01 02



03



04

01 / 5.0-litre V8 engine

The 5.0-litre V8 engine generates a dynamic feeling of limitless acceleration for sensational sports car driving, together with the powerful output and excellent response characteristic of a naturally aspirated engine. It integrates advanced VVT-iE for outstanding fuel economy, power and responsiveness. Though it is race ready, the engine's D-4S and Atkinson Cycle contribute to excellent fuel efficiency.*¹

02 / ASC (Active Sound Control)

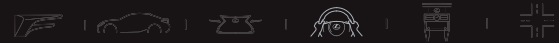
In Sport S+ Mode, ASC enhances the fun of the sports driving experience by electronically synthesizing an assist sound to supplement the engine sound based on engine speed, to emphasize engine response to driver input.

03 / Engine and brake cooling

Brake cooling ducts integrated in the 'spindle grille' are sandwiched on both sides by engine oil coolers. Together with the large radiator grille, they help to simultaneously achieve excellent cooling performance and aerodynamic efficiency.

04 / VDIM with Sport Mode

The VDIM advanced vehicle dynamics management technology provides integrated control of the ABS, TRC, VSC, and EPS to help stabilise vehicle behaviour in various driving conditions. The system enables selection between four modes to match the driving situation: Normal, Sport, Expert, and TRC & VSC Off. Sport Mode switches the control of VSC and TRC to enhance confident sports driving enjoyment on the race track. Expert mode has been newly designed for use when VSC is turned off. When VSC is turned off, VDIM*² helps control wheel spinning while still leaving ample leeway for the driver to control the vehicle.



05

TVD mode indicators	Information displayed in the tachometer	Torque distribution display (left/right torque split)
		Multi-information display
		Information displayed in the tachometer
		Easy-to-understand display of the left/right torque split based on the relative length of the two orange bars

- At corner exit**: Turn-tracking performance during accelerated cornering
- During cornering**: Turn-tracking performance
- At corner entry**: Yaw response



05 / TVD (Torque Vectoring Differential)
 For confidence-inspiring “F” driving, even on the race track, the RC F features an innovative TVD. The system efficiently distributes the appropriate amount of torque between the rear wheels regardless of whether the accelerator is depressed or not, to help control the vehicle’s orientation while cornering. TVD has three driving modes to choose from to match the driving situation. ‘Standard’ realises a refined balance in vehicle behaviour between agility and stability while cornering. ‘Slalom’ emphasises steering response, to realise the nimbleness of a small vehicle. ‘Track’ emphasises consistent stable behaviour during high-speed track driving, for accelerating out of corners with confidence.

06 / Drive mode select
 Drive mode select provides integrated control of multiple systems to let you tune performance to suit your driving style. You can select and change between four modes: Normal, Eco, Sport S, and Sport S+ Modes.

07 / 8-Speed SPDS (Sport Direct Shift)
 To boost driving pleasure, the advanced 8-Speed SPDS has a dual nature: an 8-speed automatic shifting mode with smooth gear changes for agile driving, and an 8-speed manual shifting mode for all-out sports driving. In D position with Sport S Mode, G AI-SHIFT selects the optimum gear and downshift pattern in response to input from a G force sensor; in Sport S+ Mode the downshifts are even quicker, for dynamic driving on the race track. In M position, it enables gear holding, as well as full lock-up shifting from 2nd through 8th gears.*³

^{*1} VVT-iE: Variable Valve Timing-intelligent by motor.
^{*2} D-4S: Direct-injection 4-stroke Superior-version.
^{*3} VDIM: Vehicle Dynamics Integrated Management.
 ABS: Anti-lock Brake System. TRC: Traction Control System.
 VSC: Vehicle Stability Control. EPS: Electric Power Steering.
^{*3} AI: Artificial Intelligence.

PERFORMANCE



01 / Chassis

The foundation for aggressive “F” sports driving is a lightweight, high-rigidity body structure designed specifically for this race-ready coupe, with large rocker panel cross-sections and strategically positioned braces, including in the floor and engine compartment. The use of innovative production technologies such as laser screw welding, body adhesives, extensive spot welding, and high rigidity glass adhesive, further contributes to the outstanding body rigidity, and excellent handling stability. Together, they realize a fresh level of sports driving performance for Lexus.

02 / Front and rear suspension

To enable dynamic “F” sports driving, especially when running a series of corners on the race track, the double wishbone front suspension and multi-link rear suspension incorporate components designed exclusively for the RC F. Each component was optimized for rigidity and layout, then honed under demanding conditions on race tracks around the world to ensure excellent steering response for exhilarating driving fun, together with outstanding ride comfort.



03 / 19-inch forged aluminium wheels

The RC F is fitted with large 19-inch forged aluminium wheels that are available in a range of beautiful crafted designs. Advanced technologies were used to help minimize their weight while optimising rigidity.

04 / Disc brakes

To provide the powerful braking performance and high fade resistance required to race on the track, the large ventilated disc brakes feature integrated monoblock aluminium calipers and high-friction brake pads. With 6 opposed pistons on the front and 4 opposed pistons on the rear, the aluminium calipers contribute to both light weight and rigidity. Slots in the discs help keep the brake pads clean, while spiral fins contribute to the excellent cooling performance.

05 / Aerodynamics

Careful attention was devoted to aerodynamics to provide the vehicle stability and cooling performance required for "F" sports driving, and help ensure excellent control, especially at high speeds. Numerous design details shape the airflow, including refining the flat underfloor, and strategically positioning aero stabilising fins on various parts of the body and underbody. Cooling outlets on the top of the hood and in the rear of the front fenders smooth the airflow towards the back of the vehicle, contributing to excellent handling stability.

06 / Active rear wing

The retractable rear wing integrated in the trunk lid automatically deploys in response to higher vehicle speeds to provide aerodynamic downforce and a dynamic beauty to the RC F's styling. The driver can also manually operate the wing using a switch on the instrument panel.





CFRP (Carbon Fibre Reinforced Plastics) exterior package

'Functional beauty' is given refined expression in the CFRP exterior package, a selection of components made from carbon fibre that pares weight even further, helping to lower the centre of gravity to boost sports driving performance. The custom-shaped cooling outlet on the top of the hood enabled by the CFRP also contributes to excellent handling stability. Evolving from the technology developed for the LFA, the weave pattern of the carbon is highlighted by a clear coating, drawing attention to the

beauty of the material while providing excellent weather resistance. Even with the reduced weight, the CFRP exterior package provides rigidity and crash safety performance on a par with the standard materials.

- [A] Hood
- [B] Roof
- [C] Active rear wing
- [D] Top surface (Hood, roof & active rear wing)
- [E] Underside (Hood & active rear wing)

EPISODE

5



FEATURES

The cockpit blends an intensive focus on supporting active sports driving with the subtle quality of sophisticated Lexus features.

The RC F pursues the essence of “F” driving confidence and comfort, whether timing laps on the race track or cruising on city streets. While the driving position shows an intensive focus on creating a feeling of unity between car and driver, it is balanced by detailed attention to occupant comfort, to provide highly enjoyable driving every time you get behind the wheel.

The sports seats with integrated headrests have a low, rear-set hip point, giving the driver a more linear feel of vehicle movement, and a natural grip on the steering wheel for sports driving. Seat slide adjustments allow individuals to tailor a comfortable driving position. The ‘integrated foaming’ structure of the seats provides a snug fit and support for the

occupants. Together with large knee pads on the sides of the center console and the door trim, they provide excellent support against lateral G forces on the race track.

This attention to refining details extends to the comfort and pleasure of all occupants. Lexus quality ensures outstanding ride comfort, heightened by intuitive control of the audio, navigation and air conditioning systems using the Remote Touch Interface and electrostatic controls. An advanced one-touch walk-in function provides easy access to the independent rear seats which are equipped with convenient features that include shutter-type cupholders, an armrest and trunk-through.





01 / Meters

The “F” driving experience is communicated by the large central colour TFT (Thin Film Transistor) tachometer, enclosed in a large-diameter ring machined from aluminium with a stainless steel finish that gives a deep metal lustre. The design of the tachometer and the content it displays change with the drive mode selected, enhancing visibility and usability. The position of the information, and the size of fonts and indicators displayed were all fine-tuned to provide quick confirmation of vehicle performance in a glance.

02 / Normal Mode

In Normal Mode, the colour TFT tachometer features large speed and shift selection displays in the centre. The tachometer occupies 270 degrees of the dial, providing a wide scale that enhances visibility at all rpms.

03 / Eco Mode

The exclusive Eco Mode indicator encourages eco-friendly driving with a dynamic display of eco-driving status. The more aggressive the acceleration is, the less the blue indicator is displayed.

04 / Sport S Mode

As quick shifting is at the heart of sports driving, the larger shift selection display in the center is set above the speed display. A 3-stage rev indicator changes from yellow to orange to red to visually communicate shift timing to the driver.

05 / Sport S+ Mode

The meter switches to a bold simple design suited to race track action, with bar-style tachometer for heightened visibility, and shift selection, speed, water and oil temperature displays arranged in the centre. The rev indicator is shown on both sides of the shift selection display.



06

07

08

09

10

11

06 / Remote Touch Interface

Simple touchpad operation lets users interact intuitively with the navigation and audio systems on the 7-inch EMV (Electro Multi-Vision) display, providing easy control of the systems.

07 / One-touch walk-in function

For easy access to the rear seats, the walk-in function automatically slides the front seat forward when the lever in the shoulder of the front seatback is activated. The seat returns to its original position when the seatback is raised.

08 / Rear seats

The independent rear sports seats are shaped to provide excellent ride comfort, with firm hold and fit. Thin front seatbacks contribute to the ample leg room. They also feature shutter-type cupholders, an armrest and trunk-through.

09 / Aluminium pedals

The aluminium pedals highlight the rigorously engineered 'functional beauty' of the RC F. The race car-inspired metal pedals with rubber insets to prevent slipping, give a bold dynamic to the feeling of sporting control.

10 / Knee pads

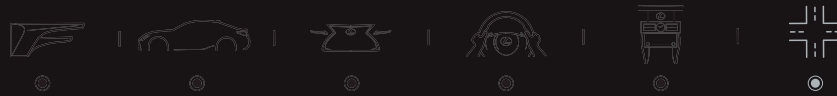
Large knee pads on the sides of the centre console and the door trim were carefully shaped and positioned to provide firm support against lateral G forces during sports driving. The soft material and accent stitching highlight the quality craftsmanship.

11 / Mark Levinson audio system

The Mark Levinson Premium Surround Sound System features a compact amplifier driving 17 speakers and 5.1-channel surround system that produce high fidelity sound. The system uses Clari-Fi playback technology that automatically analyzes compressed music data and appropriately enhances the audio quality to reproduce a rich presence.

EPISODE

6



SAFETY

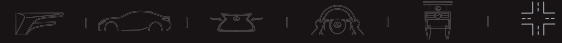
The peace of mind of advanced active and passive safety measures underpins "F" driving pleasure.

The RC F's race-honed handling and stopping performance characteristics that deliver authentic sports car driving are underpinned by advanced active and passive safety technologies, providing the peace of mind that helps put the fun into a stress-free "F" driving experience on the track, and the road.

Leading-edge measures to actively avoid and prevent accidents aim to assist driving control. They include VDIM with Sport Mode, an advanced vehicle dynamics management technology which provides integrated control of the ABS, TRC, VSC and EPS to help stabilise vehicle behaviour in various driving conditions. In addition, LDA, dynamic radar cruise control, RCTA and the

Blind Spot Monitor System use advanced camera and radar technologies to enhance driver awareness of other vehicles in various driving situations. AL-TPWS provides a warning when it detects low tyre pressure.

In the event of an accident, occupant protection is integrated into the core of the RC F, with a high rigidity body structure. Front, side and rear collision compatible structures are designed to help disperse crash energy, and a high-strength body frame to help suppress distortion of the cabin. Inside the cabin, eight SRS airbags help reduce the impact to occupants in a collision.*1



01 / Blind Spot Monitor System

When the quasi-millimetre-wave radars in the rear bumper detect vehicles in adjacent lanes that aren't visible in the door mirrors, the system activates a warning indicator in the relevant door mirror the moment a vehicle enters this blind spot.

02 / RCTA (Rear Cross Traffic Alert)

To assist safe reversing, RCTA uses quasi-millimetre-wave radars in the rear bumper to detect approaching vehicles in difficult-to-see areas behind the vehicle. When an approaching vehicle is detected, RCTA alerts the driver using a buzzer and indicator in the relevant door mirror.

03 / LDA (Lane Departure Alert)

LDA alerts the driver with a buzzer and on the multi-information display if the system judges the vehicle is about to cross the lane markings without using the turn signals.*²

04 / AHB (Automatic High Beam System)

AHB helps safe driving at night by instantly switching from high to low beam when the lights of an oncoming vehicle, or the tail lights of a vehicle in front, are detected.*²

05 / Pre-crash safety system

When the millimeter-wave radar detects a collision ahead is likely, it alerts the driver and activates pre-crash brake assist when the driver depresses the brake pedal. If it determines a collision is difficult to avoid, the pre-crash brakes and pre-crash seatbelts also operate.

06 / SRS airbags

To help reduce the impact to occupants in a collision, the RC F is equipped with eight SRS airbags; dual-stage SRS airbags, SRS knee airbags and SRS side airbags for the front seats, and SRS curtain shield airbags for the door windows.*³

*¹VDIM: Vehicle Dynamics Integrated Management. ABS: Anti-lock Brake System. TRC: Traction Control System. VSC: Vehicle Stability Control. EPS: Electric Power Steering. LDA: Lane Departure Alert. RCTA: Rear Cross Traffic Alert. TPWS: Auto Location-Tyre Pressure Warning System. SRS: Supplemental Restraint System.

*²The system may not operate properly depending on the weather, road and vehicle conditions or other factors. Be sure to read the Owner's Manual carefully.

*³The SRS airbags are supplemental devices to be used with the seatbelts. The driver and all passengers in the vehicle must wear their seatbelts properly at all times. Never install a rear-facing CRS (Child Restraint System) on the front passenger's seat. For a forward-facing CRS, it is recommended you use it in the rear seats. Please do not use accessories for the seats which cover the parts where the SRS side airbags should inflate. Such accessories may prevent the SRS side airbags from activating correctly, causing serious injury (Lexus genuine seat covers are specifically designed for models equipped with the SRS side airbags. To find out about availability in your area, please inquire at your local dealer). The photo shows all the SRS airbags activated for display purposes only (the SRS side and curtain shield airbags only inflate on the side of the collision in an actual accident). For details on these and other important safety features, be sure to read the Owner's Manual carefully.



LEXUS
TAKUMI

*The Lexus pursuit of perfection finds its
finest expression in the
master craftsmanship of the Takumi.*



Every Lexus is based on an uncompromising approach to creating premium automobiles. Inspired by our "Yet" philosophy, we seek innovation in every facet of engineering through a sophisticated fusion of seemingly incompatible ideas such as 'high performance yet high fuel efficiency'. In addition, unique Lexus styling is born of our L-finesse design language, a fine balance of 'Leading-edge' and 'finesse', which ensures every Lexus is not only captivating and luxurious, but also highly refined. Finally, every new Lexus model is also measured against a set of internal standards covering design, performance, specifications and equipment, to ensure it is distinctive and worthy of the Lexus emblem.

This pursuit of perfection is evident at every stage of the manufacturing process. Every Lexus vehicle is created with a masterful skill and attention to detail inspired by both traditional artisanship and state-of-the-art engineering. For example, at the Tahara plant in Japan, precision components made using leading-edge digital technology are assembled and finished by master craftsmen called Takumi, whose technical expertise and sure senses are honed by decades of rigorous experience.

Lexus Warranty

An important part of the peace of mind that comes with owning a Lexus is the built-in warranty on your vehicle. Each Lexus vehicle comes with a four year unlimited kilometre¹ warranty, supplemented by a six year corrosion perforation warranty. This warranty is offered to the first owner and subsequent owners within this four year period.

Lexus Service Plan

The Lexus Full Maintenance Service Plan that accompanies every new Lexus covers all parts and labour costs associated with the Lexus recommended service schedule for a period of four years unlimited kilometres¹ from the date of first registration. It combines an exacting standard of maintenance with a high level of customer convenience and ensures your Lexus is serviced, as it should be - by specially trained Lexus technicians.

Lexus On Call

With Lexus On Call we've made sure the service that makes Lexus unique will always be as close as your phone or computer. This way, you can summon assistance whenever required. In the event of an emergency or breakdown we like to take special care of you and your Lexus. Your comments are also important to us, so you're most welcome to contact us anytime and talk to us about your Lexus experience.

¹ Four Year Warranty is made up of three year New Vehicle Warranty and one year Lexus Care Warranty.

Lexus Plus

We know that a helping hand can be invaluable in an emergency. Lexus Plus, in conjunction with the New Zealand Automobile Association (AA), provides a special nationwide emergency service for Lexus owners. The Lexus Plus programme provides extended protection against the possibility of being stranded away from home because of a vehicle breakdown. It gives you constant access to immediate help 24 hours a day, seven days a week.

Lexus Plus offers a wide range of services whether you require roadside assistance to recover your vehicle, emergency windscreen replacement, alternative transport home or even assistance with changing travel plans if you are unexpectedly delayed.

Lexus will also arrange any accommodation and rental car requirements that may arise if breakdown repairs cannot be completed on the day of the emergency. The service even extends to transporting replacement clothing to you, or to passing on urgent messages to family, friends or colleagues.

Lexus Financial Services

There is an extensive range of tailored finance solutions available through your Lexus dealer designed to make acquiring a Lexus as effortless as driving one. Whether you require a fleet or personal finance plan, there are a wide range of options for leasing or purchasing a vehicle to suit your individual needs.



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P O Box 100550,
NORTH SHORE CITY
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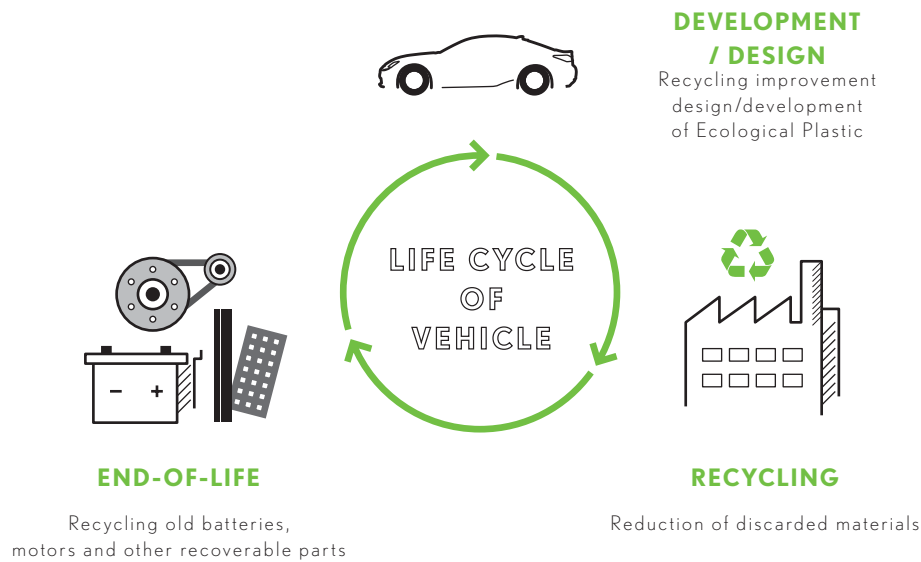
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L E X U S
E N V I R O N M E N T

*Our commitment to the environment
is embedded into all our activities
and vehicles.*



At Lexus, sustainability is an enormous challenge that we gladly accept. We are committed to finding better, more efficient ways to contribute to a healthier planet, leading the industry in better business practices. Our focus on the environment drove our development and global leadership of hybrid luxury vehicles, and the knowledge we have gained is applied in all of our vehicles. Our commitment to recovering, recycling and re-using permeates the entire company. To reduce waste to a minimum, we carefully recycle various materials in our offices, factories, and sales facilities, reducing CO₂ levels beyond our achievements on the road.

Specific initiatives to enhance the environment include integrating a keen environment-friendly focus on the entire life cycle of each vehicle, from design and production, through to the recycling of vehicles at the end-of-life. To reduce CO₂ emissions, at the design stage we specify extensive use of plant-derived plastics for components, instead of petroleum-derived plastics. During production, we make repeated use of reusable items, work hard to efficiently use resources to minimize waste, and recycle any waste produced.





