marque, as represented by the LFA supercar.

Interior Design

The new IS interior design creates a snug, focused, ergonomically ideal environment from within which the driver can fully exploit the new Lexus compact sedan's superb driving dynamics.

The new IS's increased width and wheelbase length provide significantly increased levels of rear seat comfort and luggage capacity. The combination of extended wheelbase and a thinner front seat design generates best-in-class knee room and improved accessibility. And new, 60:40 split/folding seats, provide expansive luggage capacity.

Cabin material, trim and finish refinement is complimented by the latest advances in HMI technology and a high quality analogue clock with surface-emitting illumination. The centre console incorporates Lexus first, electrostatic switches to control the air conditioning temperature with the touch of a finger.

An exclusive, highly supportive F SPORT seat design uses an 'integrated foaming' construction method, ensuring that there are no gaps between seat upholstery and filling to combine excellent comfort with outstanding lateral holding performance.

Both the seat hip point and the angle of the new, LFA-inspired steering wheel have been lowered and steering reach adjustment increased, creating a more sporting driving position. F SPORT models inherit the innovative driver's meter with moving centre ring from the LFA.

Bespoke F SPORT trim detailing includes a perforated leather finish to the steering wheel and shift knob, metal film 3-D-effect ornamentation, black seat stitching, and aluminium pedals and scuff plates.

A choice of three F SPORT interior colour schemes includes a new Dark Rose finish which is exclusive to the marque.

YOU MAY ALSO BE INTERESTED IN

EXHIBIT 4

IS – "Crowd"

VO: Some things are designed to draw crowds.
Others are designed to leave them behind.
The all-new 2014 Lexus IS.
It's your move.

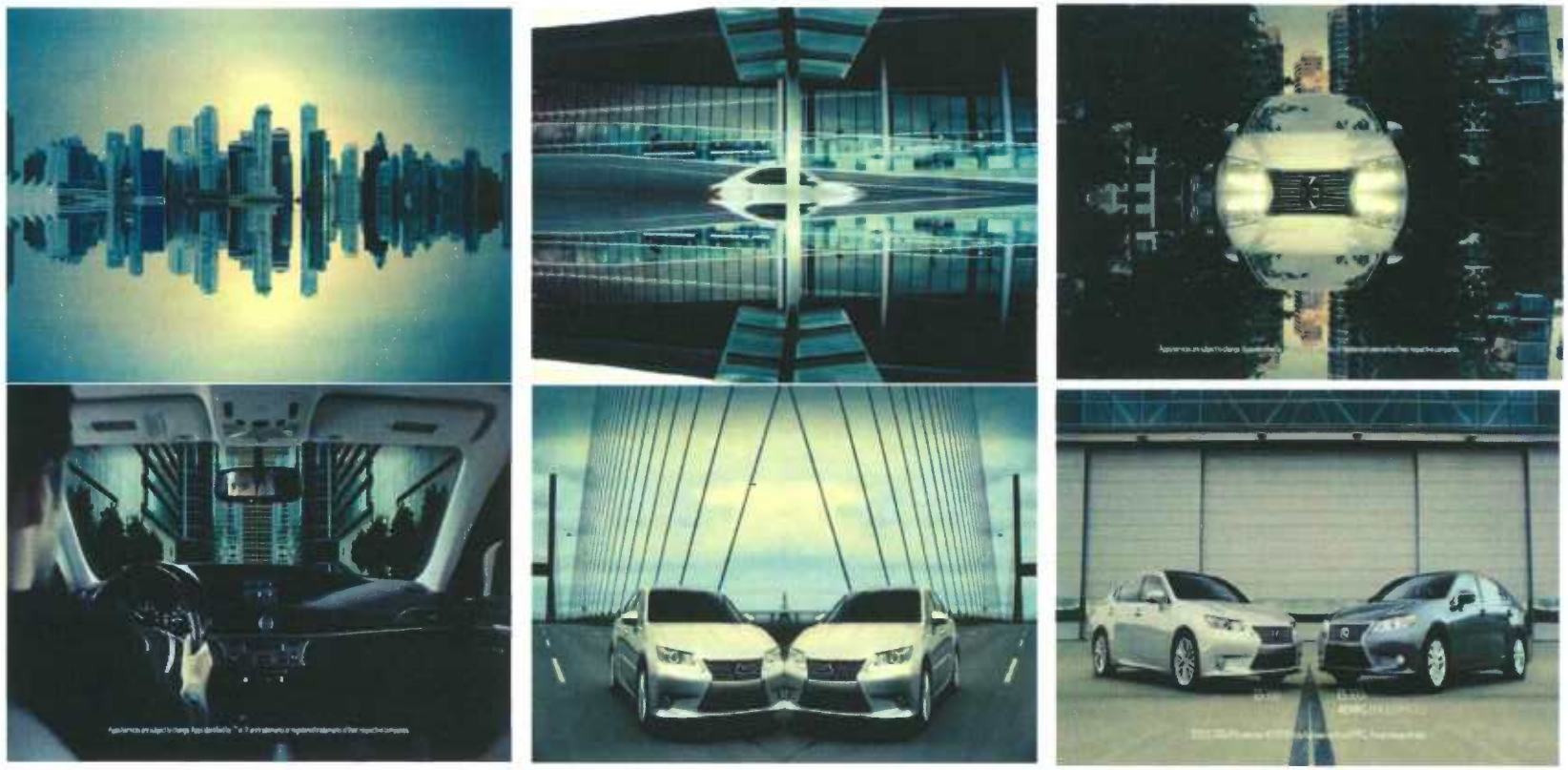
IS – "Color Shift"

VO: You can choose to blend in.
Or you can choose to blend out.
The all-new 2014 Lexus IS.
It's your move.

IS – "This is Your Move"

VO: The all new 2014 Lexus IS. This is Your Move.

ES – "Split World"



VO: Introducing a reason to look twice. Introducing a stunning work of technology. The entirely new 2013 ES and first ever ES Hybrid. This is the pursuit of perfection.

ES – "Infinite Glances"

VO: The first look is only the beginning. Introducing a stunning work of technology. Introducing the entirely new Lexus ES and first ever ES hybrid. This is the pursuit of perfection.

ES – "Make Your Mark"

VO: When I'm in my zone. Every move I make is a statement. That inspires me to make my mark. The All New Lexus ES 350.

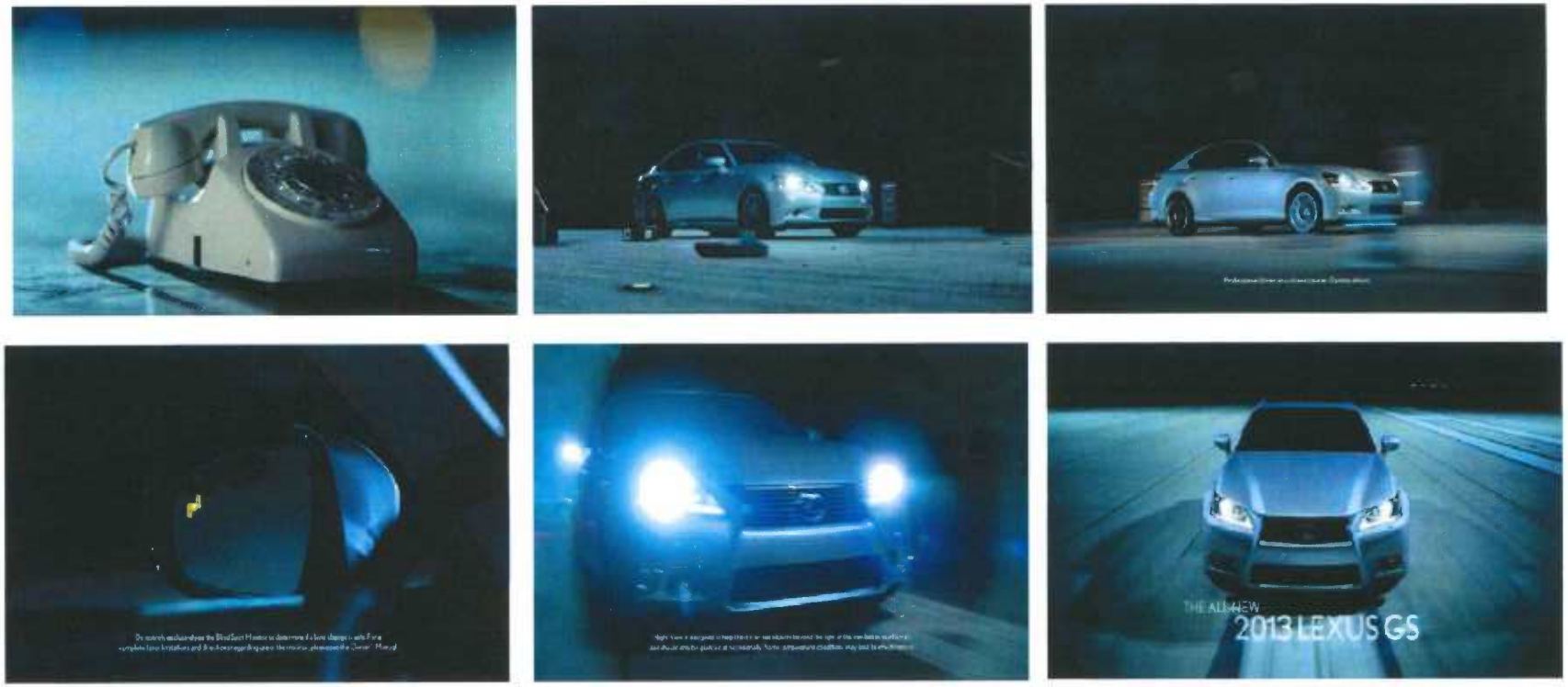
ES – "Mark of Pride"

VO: When I make my mark, it leaves a lasting impression steeped in pride. It inspires a reaction. Progressing without ever going back. Introducing the all-new Lexus ES 350. This is our mark. Here's to making yours.

2013 LS Launch– "Flashbulbs"

VO: Someday your life will flash before your eyes.
Make it worth watching.
The 2013 Lexus LS. An entirely new pursuit.

2013 GS Launch – "Resistance Safety"



VO: The draw of the past is a powerful thing.
But we couldn't simply repeat history, we had to create it.
Introducing the 2013 Lexus GS, with leading-edge safety technology like available Blind Spot Monitor, Night View and Heads-up Display. The all-new 2013 Lexus GS. There's no going back.

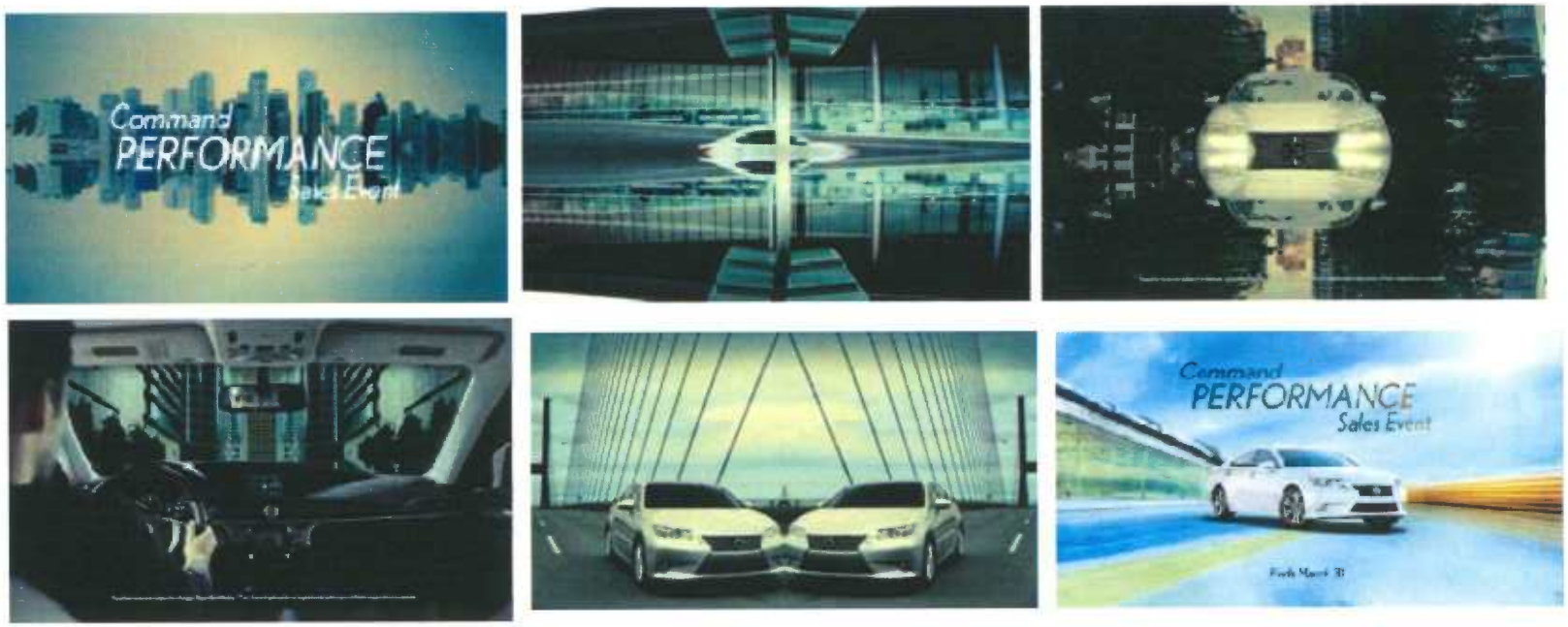
2013 GS Sustaining- "Synchronized"

VO: Just when you thought you had experienced performance, a new ride comes along and changes everything. The 2013 Lexus GS. With a dynamically tuned suspension and adjustable drive modes.
Because the ultimate expression of power is control.

MSE - Command Performance 2013 - "Slalom"

VO: The Lexus Command Performance Sales Event has begun. Featuring the Lexus GS and IS performance lines. Because control is the ultimate expression of power. Get great values on your favorite Lexus models during the Command Performance Sales Event.

MSE - Command Performance 2013 - "Split World"



VO: The Lexus Command Performance Sales Event has begun. Featuring a stunning work of technology. The Lexus ES. This is a reason to look twice. Get great values on your favorite Lexus models during the Command Performance Sales Event.

DSE 2013 – "Friends"

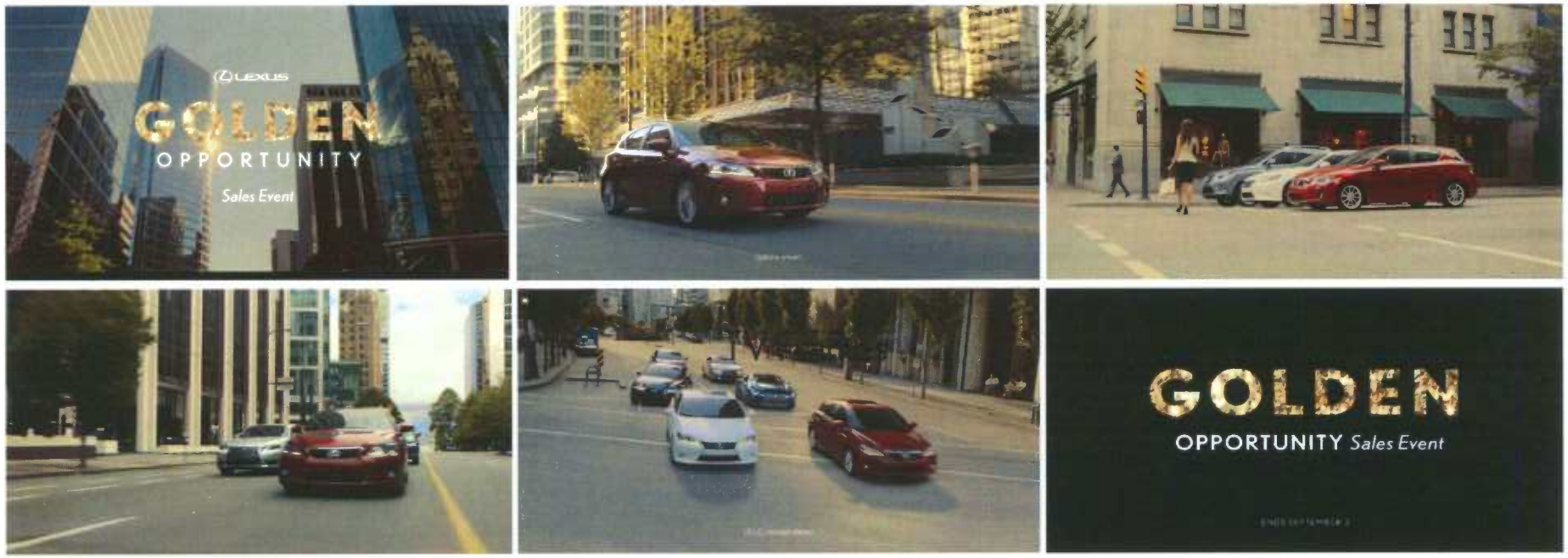
VO: This December, remember. What starts as adding a friend, could end with adding a close friend. The Lexus December to Remember sales event is on, offering some of the best values of the year.

ASE 2013 – "Vanishing Point"

VO: It's a Golden Opportunity to discover the heart-pounding
exhilaration beyond the engineering.

Come to the Golden Opportunity Sales Event to experience the precision handling of the Lexus performance vehicles including the GS and all-new IS.

ASE 2013 – "Journey Continues"



VO: It's a Golden Opportunity to discover a hybrid from the luxury car company that understands that one type of hybrid isn't right for every one.

Come to the Golden Opportunity Sales event and choose from one of 5 Lexus hybrids that's right for you . Including the Lexus ES and CT hybrids.

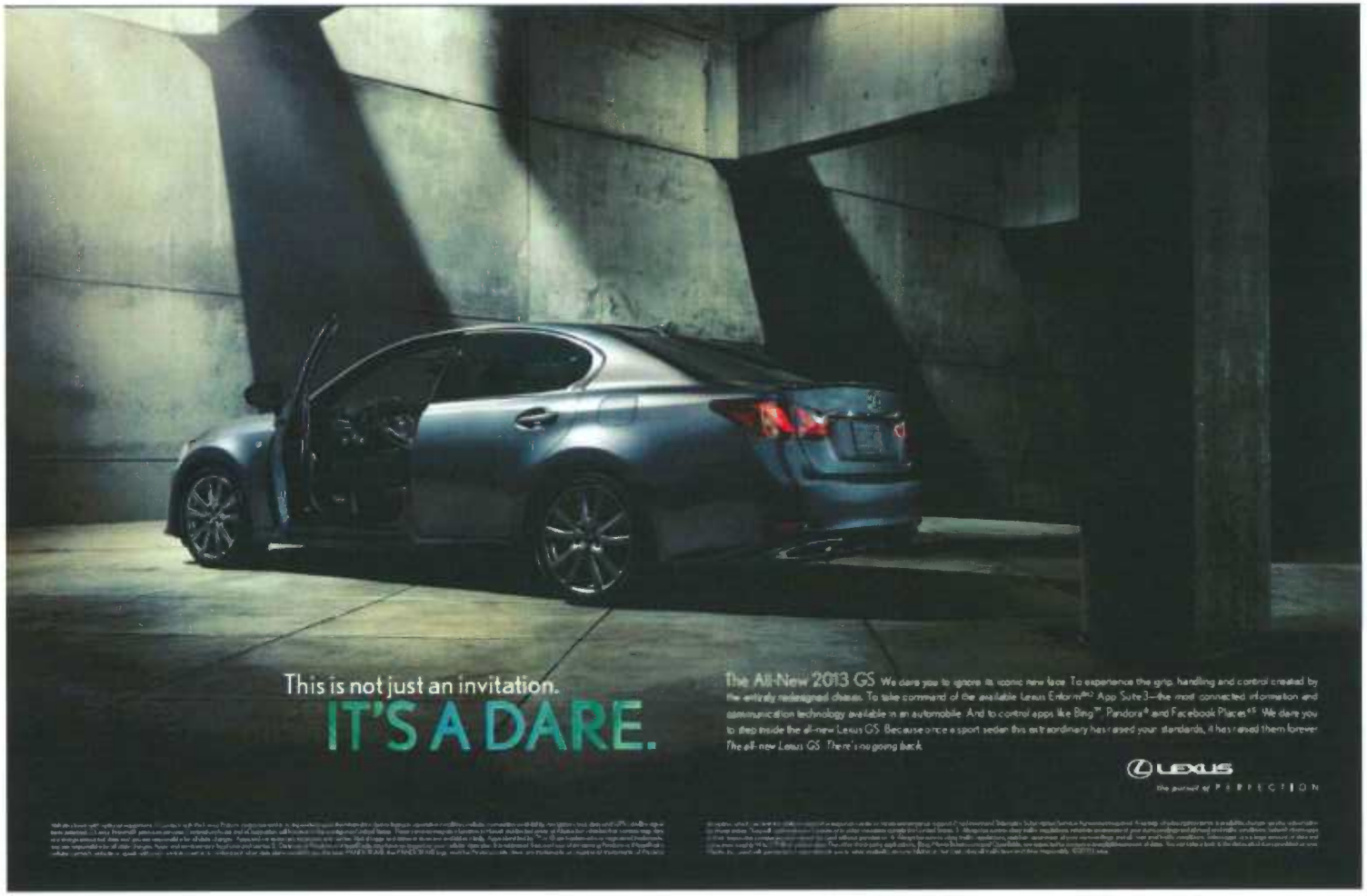
EXHIBIT 5

GS Launch – National Print Magazine

The All-new 2013 GS.. You wither make a bold statement. Or you don't. There is no in-between. For us, there was only once choice. Make history. First, we designed the bold, iconic new face of Lexus. Next, we engineered a rigid new chassis with the available Lexus Dynamic Handling system. Finally, we innovated breakthrough technologies like an available 12.3-inch split screen multimedia display with the Lexus Enform App Suite- the most connected information and communication technology available in an automobile. The result? A premium sport sedan that elevates your expectations of

GS Launch – National Print

Magazine

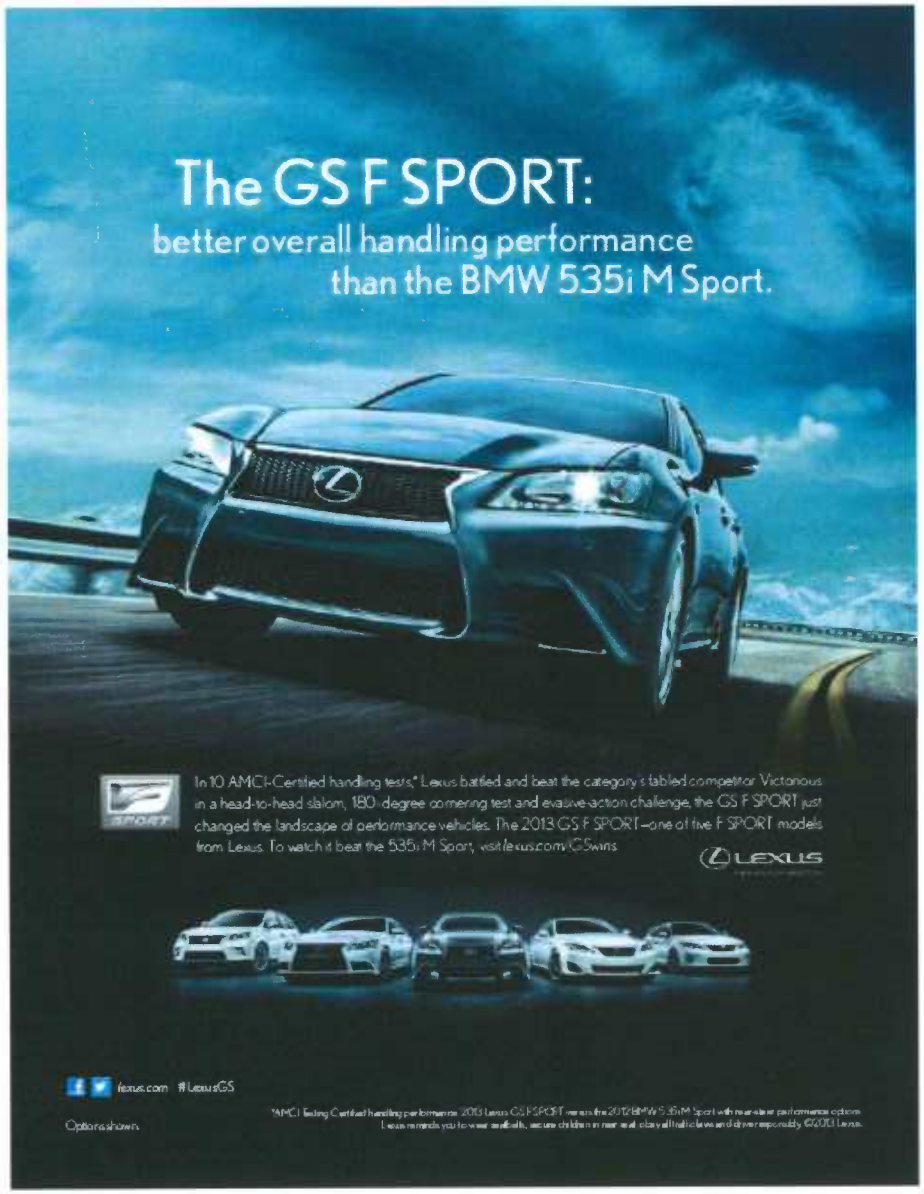


The All-new 2013 GS. We dare you to ignore its iconic new face. To experience the grip, handling and control created by the entirely redesigned chassis. To take command of the Lexus Enform App Suite- the most connected information technology available in an automobile. And to control apps like Bing, Pandora and Facebook Places. We dare you to step

GS Launch –Hispanic

It takes bold moves to advance. There is no in-between; you either leap or st ay where you are. The all-new Lexus GS represents a huge leap. It proudly wears the new face of Lexus. It rides o n an all-new platform with available Le xus Dynamic Handling System. And, it 's packed with innovations and breakt hrough technology, like an available 1 2.3-inch multimedia display with the L exus Enform® App Suite – the most c onnected information and communic ation technology available in an auto mobile. The result? A sport sedan that elevates your expectations of what's p ossible. The all-new Lexus GS. There's no going back.

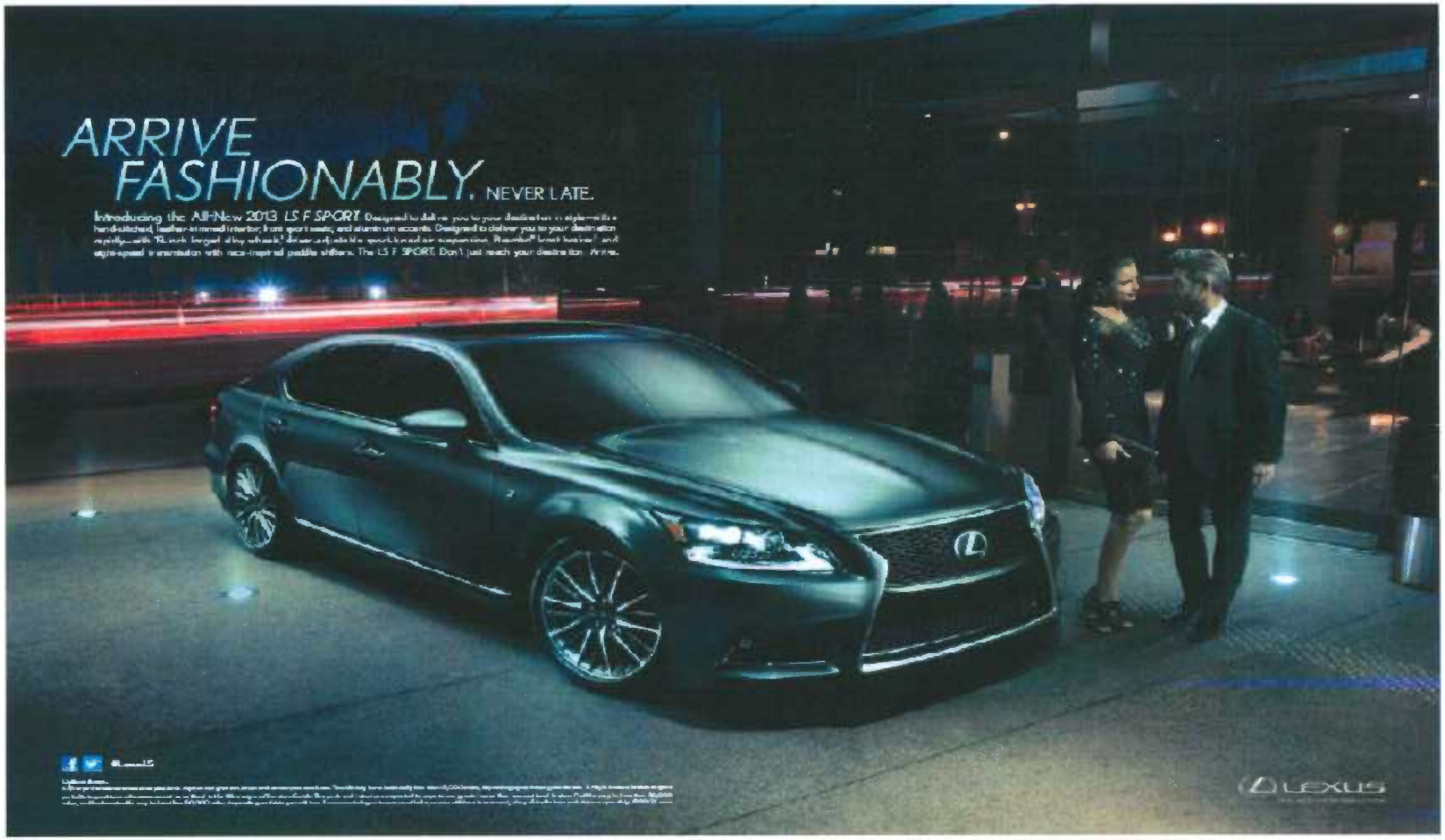
GS Sustain– National AMCI Print Magazine



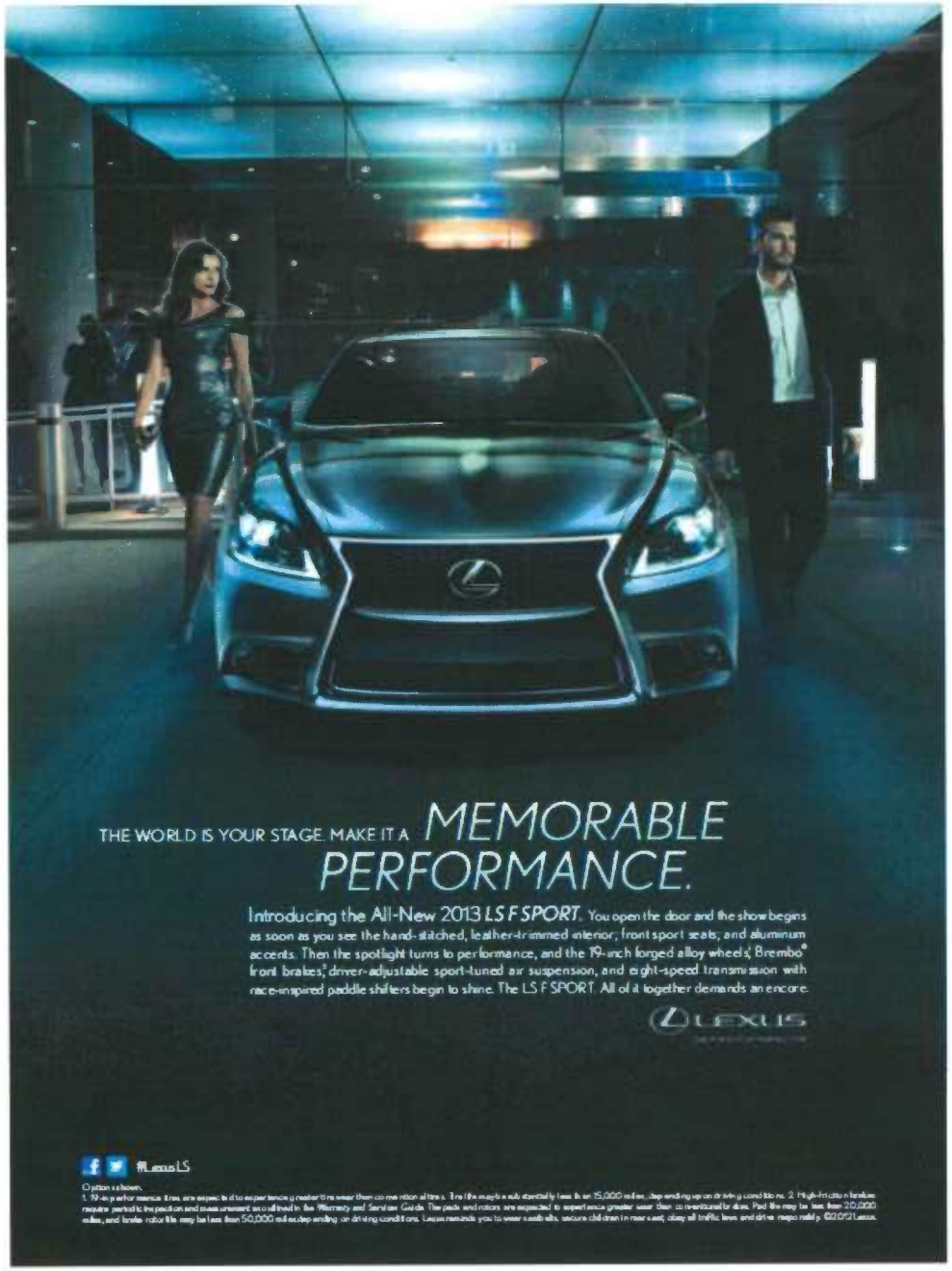
In 10 AMCI- Certified handling tests, Lexus battled and beat the category's fabled competitor. Victorious in a head-to-head slalom, 180-degree cornering test and evasive-action challenge, the GS F SORT just changed the landscape of performance vehicles. The 2013 GS F SPORT- one of five F SPORT models from Lexus. To watch it beat the 535i M Sport, visit lexus.com/Gswins.

LS Launch – National Print

Magazine



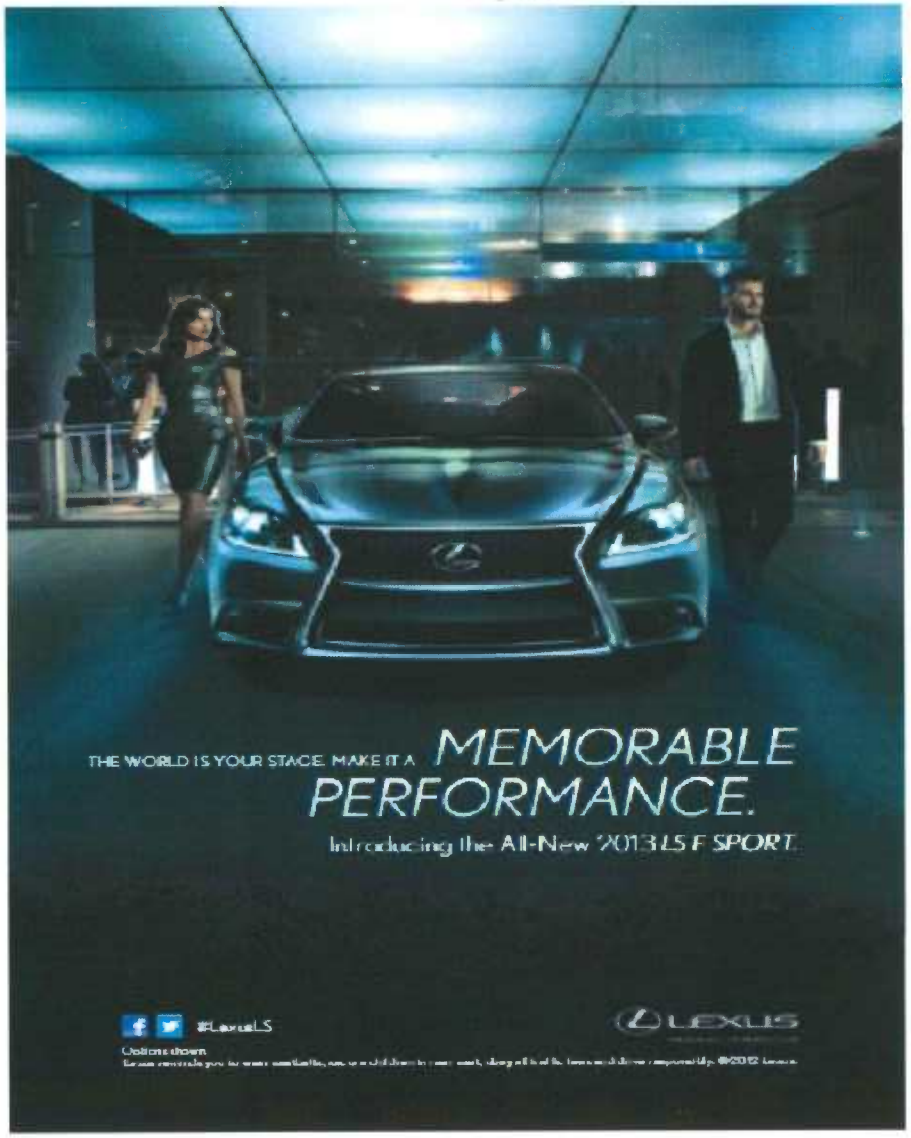
Introducing the All-New 2013 LS F SPORT. Designed to deliver you to your destination in style- with a hand stitched, leather-trimmed interior; front sport seats; and aluminum accents. Designed to deliver you to your destination rapidly- with 19-inch forged alloy wheels, driver -adjustable sport tuned air suspension, Brembo front brakes and eight-speed transmission with race inspired paddle shifters. The LS FSPORT. Don't just reach your destination. Arrive.



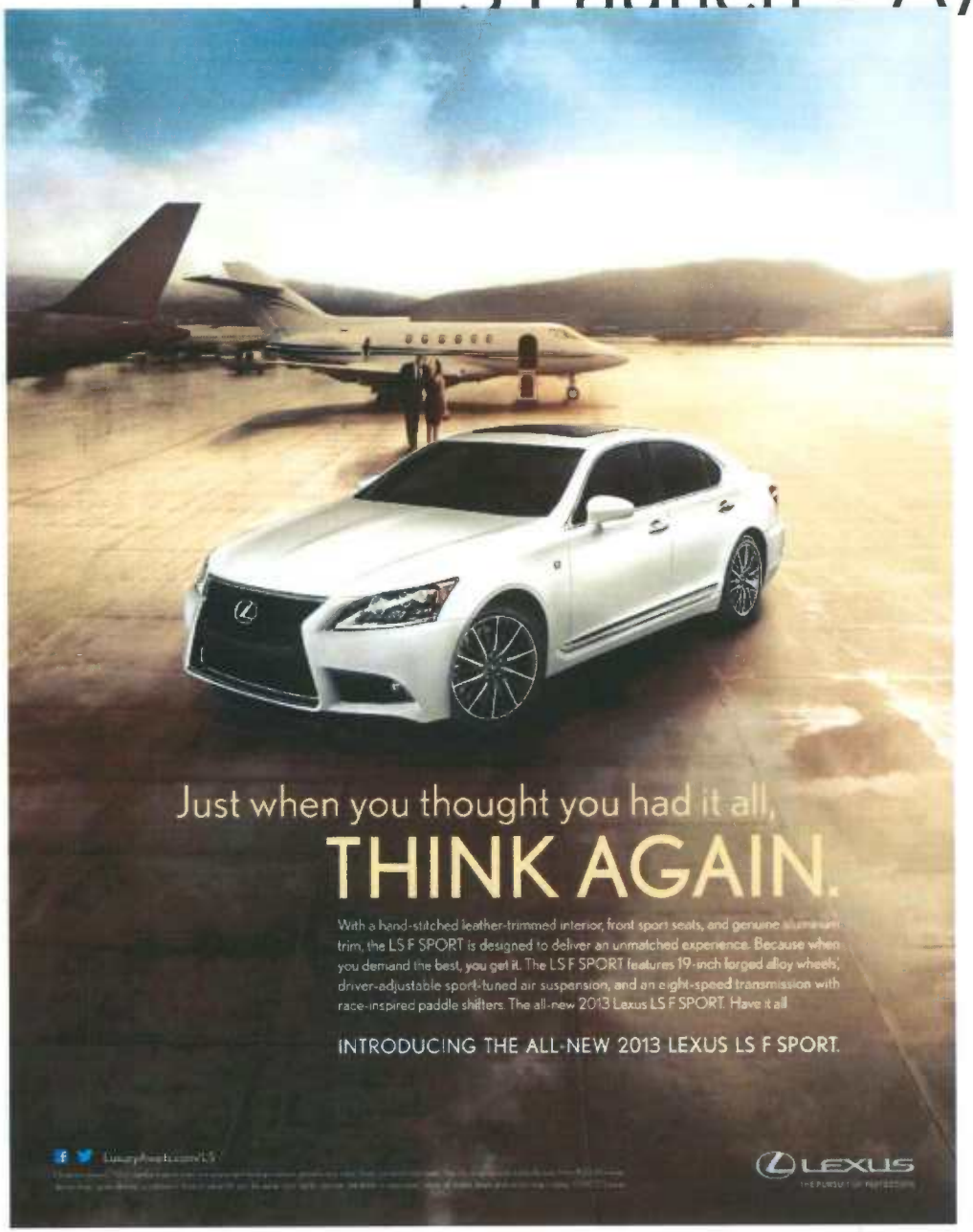
Introducing the All-New 2013 LS F SPORT. You open the door and the show begins as soon as you see the hand-stitched, leather-trimmed interior; front sport seats; and aluminum accents. Then the spotlight turns to performance, and 19-inch forged alloy wheels, driver - adjustable sport tuned air suspension, Brembo front brakes and eight-speed transmission with race inspired paddle shifters shine. The LS FSPORT. All of it together demands an encore.

LS Launch – National Print

Playbill

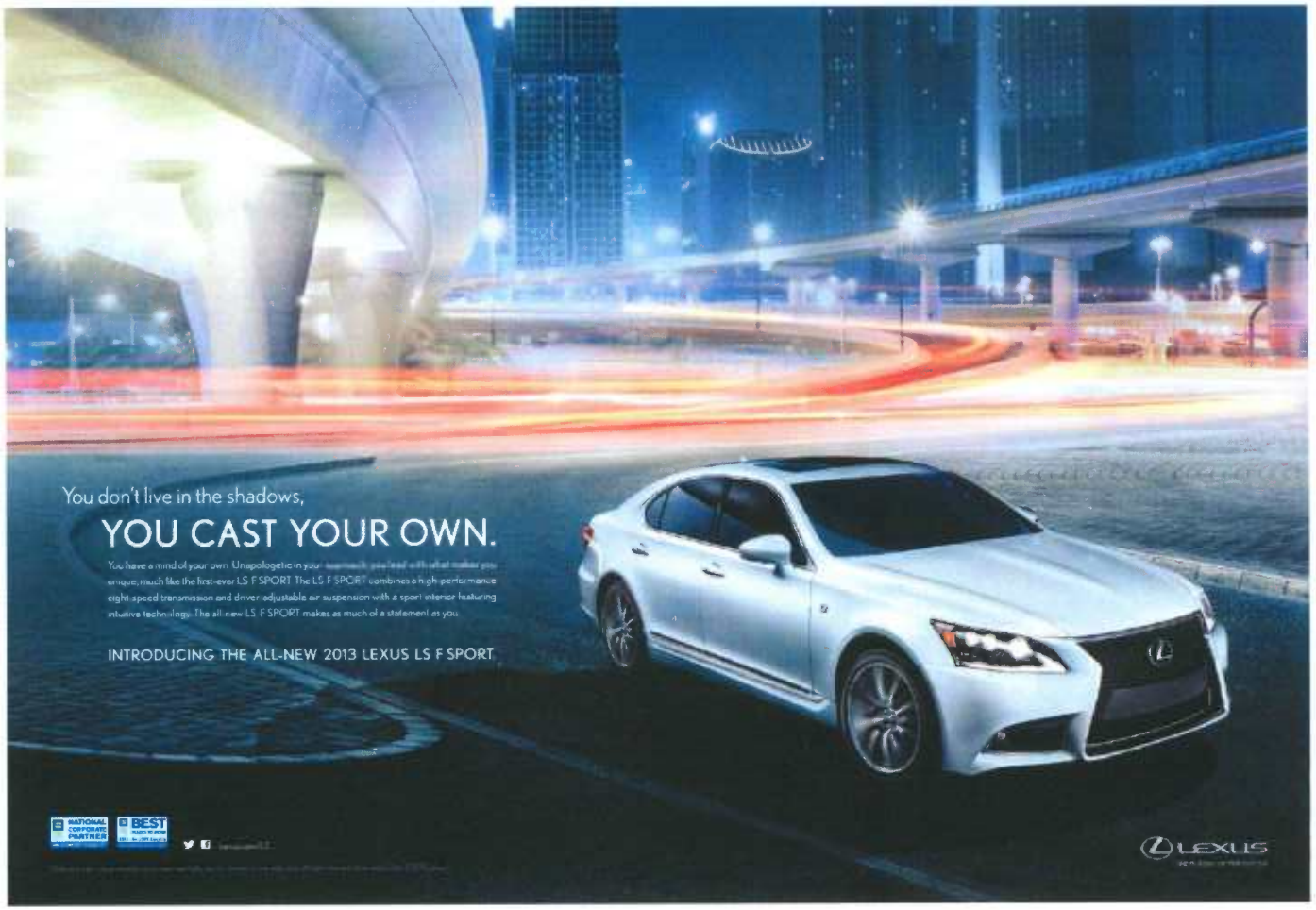


LS Launch – AA Print



With hand stitched leather-trimmed interior, front sport seats, and genuine aluminum trim, the LS F SPORT is designed to deliver an unmatched experience. Because when you demand the best, you get it. The LS FSPORT features 19-inch forged alloy wheels, driver -adjustable sport tuned air suspension, and eight-speed transmission race inspired paddle shifters. The all-new 2013 Lexus LS F SPORT. Have it all.

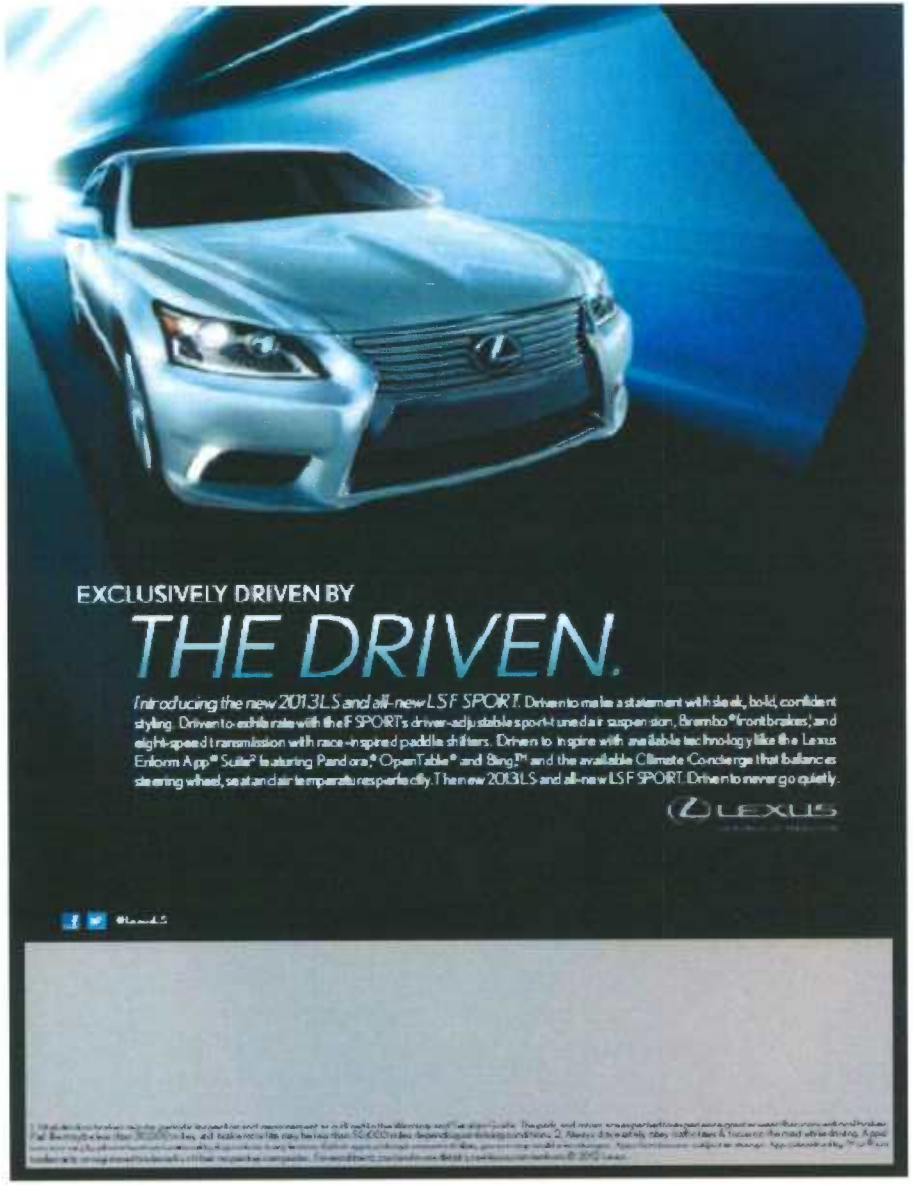
LS Launch – LGBT



You have a mind of your own. Unapologetic in your approach, you lead with what makes you unique, much like the first ever LS F SPORT. The LS FSPORT combines a high-performance eight-speed transmission and driver-adjustable air suspension with sport interior featuring intuitive technology. The all-new LS F SPORT makes as much of a statement as you.

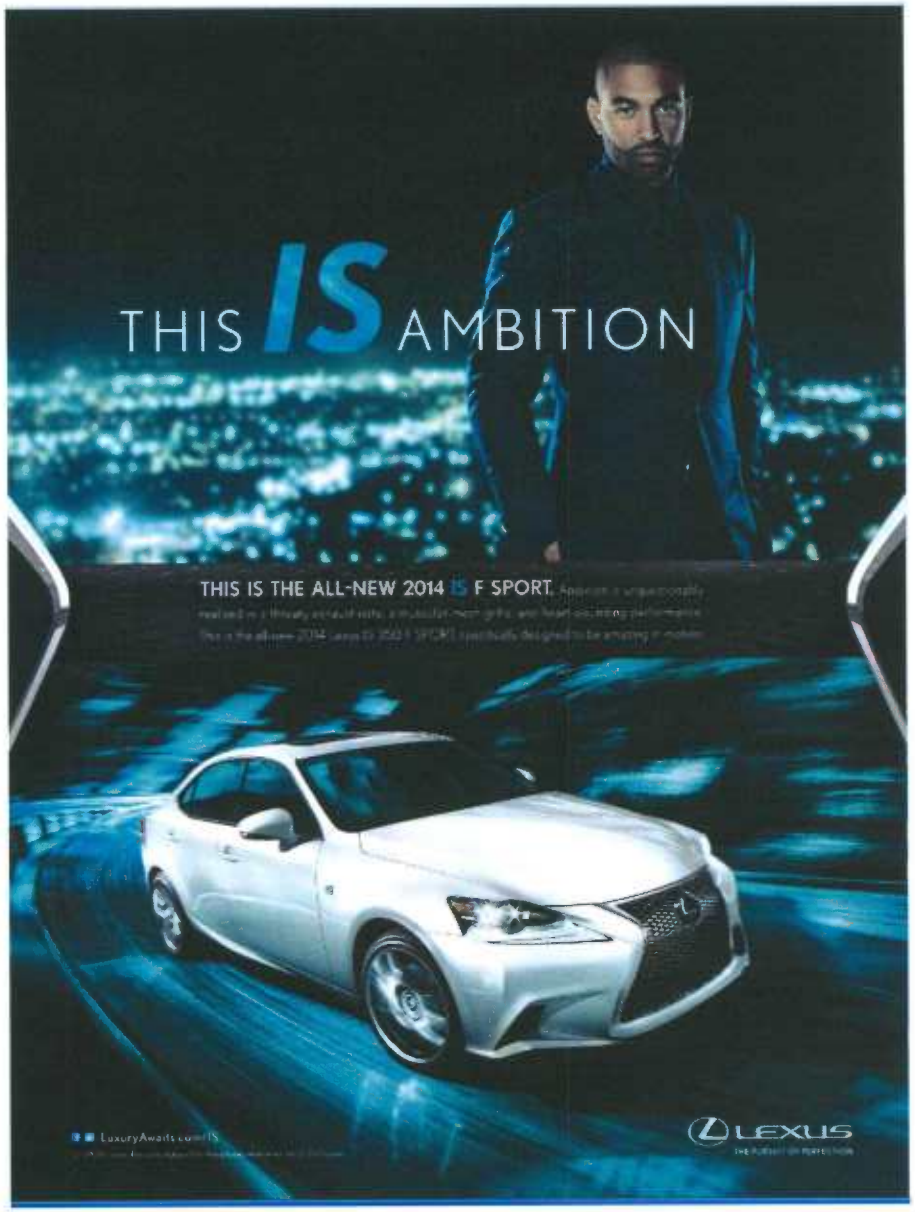
LS Launch – LDA Print

Magazine



Introducing the new 2013 LS and all-new LS F SPORT. Driven to make a statement with sleek, bold, confident styling. Driven to exhilarate with the F SPORT's driver-adjustable sport-tuned air suspension, Brembo front brakes, and eight-speed transmission with race-inspired paddle shifters. Drive to inspire with available technology like the Lexus Enform App Suite featuring Pandora, OpenTable and Bing, and the available Climate Concierge that balances steering wheel, seat and air temperatures perfectly. The new 2013 LS and all-new LS F SPORT. Driven to never go quietly.

IS Launch – AA



This is the all-new 2014 IS F SPORT. Ambition is unquestionably realized in a throaty exhaust note, a muscular mesh grille, and a heart- pounding performance. This is the all-new 2014 Lexus IS F SPORT, specifically designed to be amazing in motion.

IS Launch – National Print

Magazine

When all signs point in one direction, you can choose to go with the crowd. Or you can go your own way. With aggressive styling, super-car inspired interior and sport-tuned suspension, the all-new 2014 Lexus IS F SPORT is amazing in motion- designed with one purpose- to stand apart. It's your move.

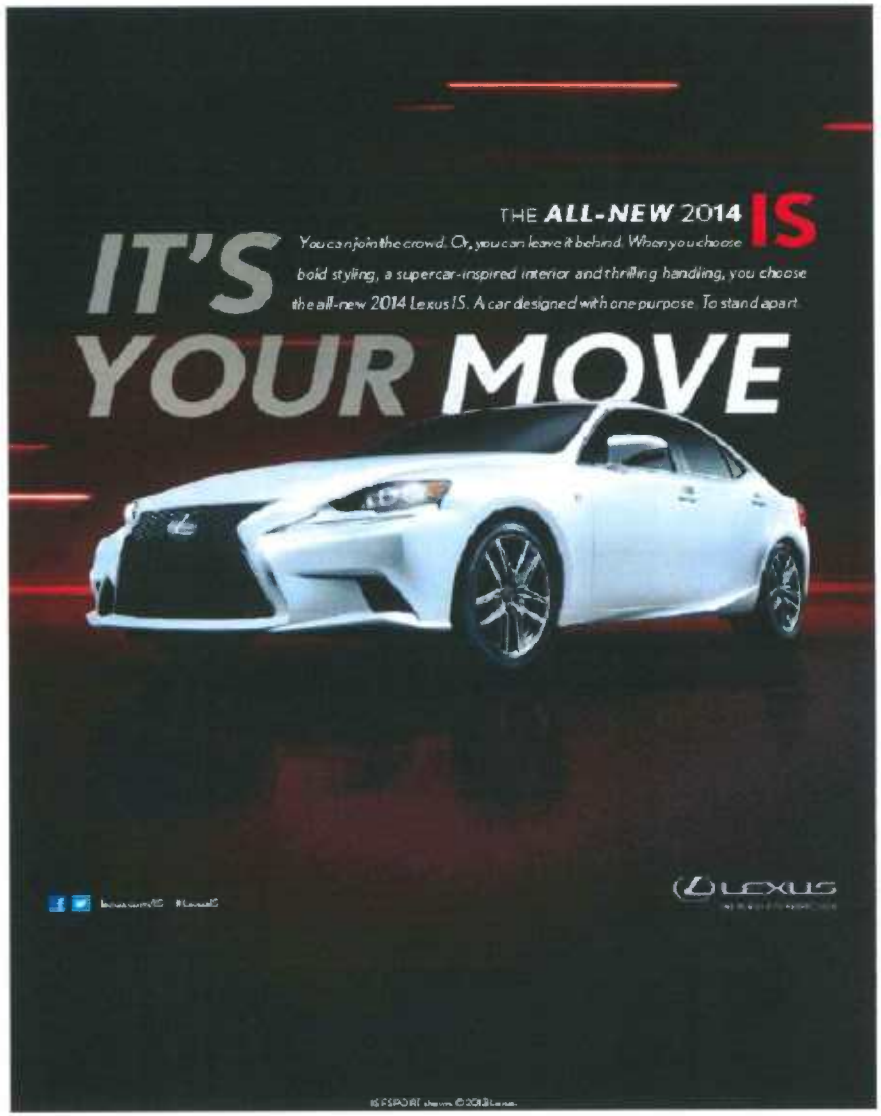
IS Launch – National Print

Playbill

You can get lost in the crowd. Or you can choose to stand out. With a throaty exhaust note, supercar-inspired interior and aggressive full-mesh grille, the all-new 2014 Lexus IS F SPORT is amazing in motion—designed with one purpose—to stand apart. It's your move.

IS Launch – LDA Print

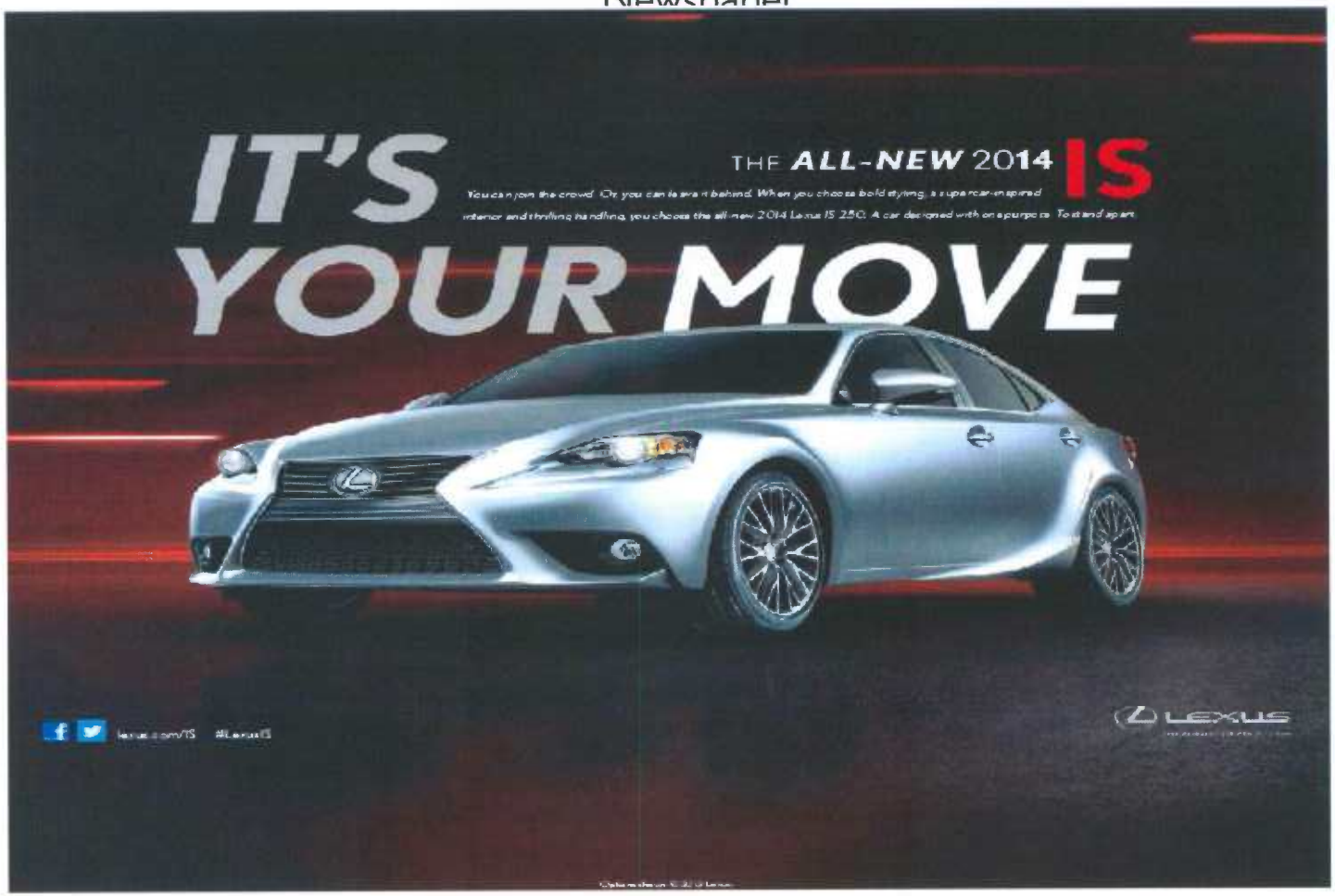
Magazine



You can join the crowd. Or you can leave it behind. With bold styling, a super-car inspired interior and thrilling handling, you choose the all-new 2014 Lexus IS F SPORT. A car designed with one purpose. To stand apart from the crowd.

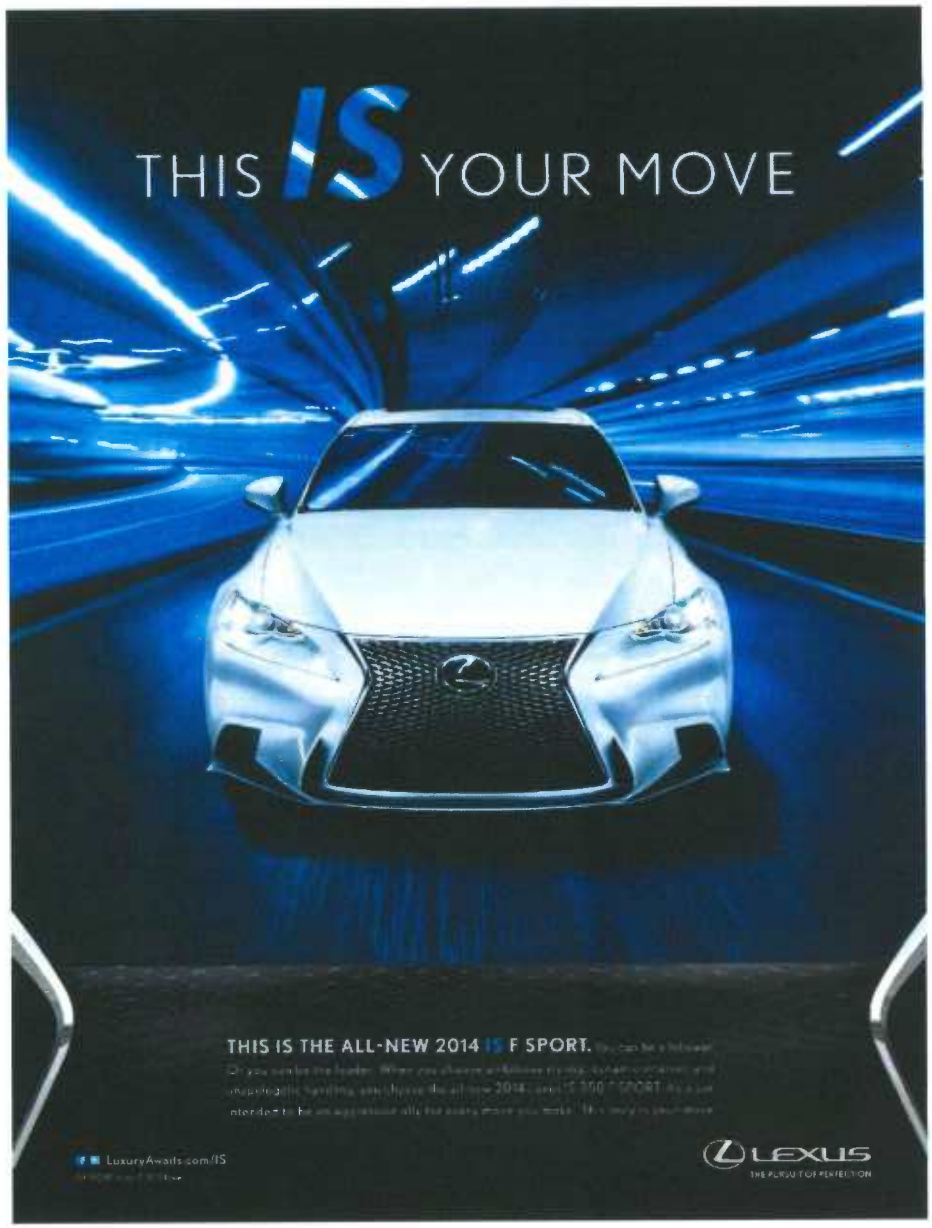
IS Launch – LDA Print

Newspaper



You can join the crowd. Or you can leave it behind. When you choose bold styling, a super-car inspired interior and thrilling handling, you choose the all-new 2014 Lexus IS F SPORT. A car designed with one purpose. To stand apart.

IS Launch – AA



This is the all-new 2014 IS F SPORT. You can be a follower. Or you can be the leader. When you choose ambitious styling, dynamic interior, and unapologetic handling, you choose the all-new 2014 Lexus IS 350 F SPORT . It's a car intended to be an aggressive ally for every move you make. This truly is your move.

IS Launch – Hispanic

A car designed for one purpose. To accelerate your senses. Feel the roaring engine and the power of its dynamic handling. Slide your hands on the steering wheel and envelop yourself in total luxury inside its sporty cockpit. Allow yourself to be amazed by the striking design of the F SPORT grille* and be ready to discover all of the emotions you'll experience while driving the all-new Lexus IS. Live intensely.