

IS

 LEXUS  
EXPERIENCE AMAZING

IS 300h Self-Charging Hybrid



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“Before starting work on the IS, my designers travelled the world, interviewing customers and searching for inspiration. This research phase was vital, as we were challenged with taking the already successful IS to the next level.”

IS CHIEF ENGINEER  
JUNICHI FURUYAMA

Welcome to Lexus and to the IS 300h - a sports sedan that fuses brave design with imaginative technology to deliver a unique driving experience. Outside you'll notice a bold Lexus signature grille and striking LED lights. Inside, a driver-focused cockpit with large 10.3-inch central display, beautifully stitched leather seats and laser etched wooden inlays. Built at our award-winning Tahara plant in Japan, with quality overseen by 'Takumi' craftspeople, the IS 300h is also available as a dynamic F SPORT model.

**04** DESIGN **20** TECHNOLOGY

Learn how Lexus is pushing back the limits of bold and iconic design

Discover innovative technologies like Lexus Safety System +

**08** PERFORMANCE

The Lexus IS 300h takes on the dramatic bends of the Trollstigen pass in Norway

**24** SELECT

Showcasing bold design, advanced technology and Japanese 'Takumi' craftsmanship, we invite you to prepare for choosing your IS 300h

**14** CRAFTSMANSHIP

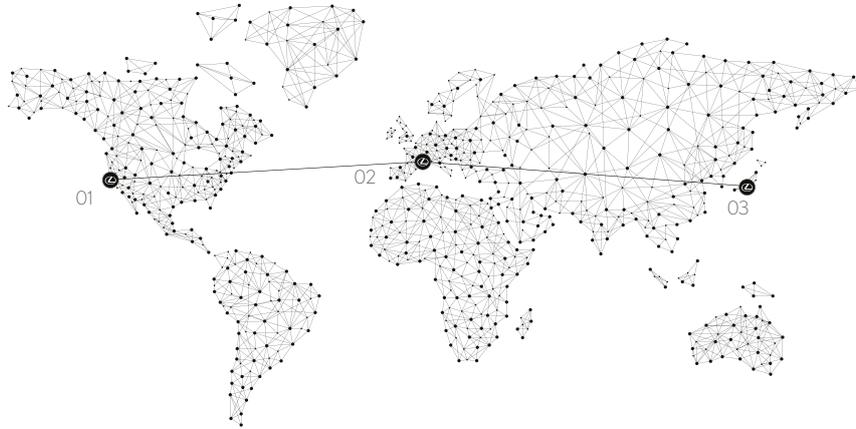
Visit our Tahara plant where 'Takumi' master craftspeople ensure the perfect quality of the IS sedan

**54** THE LEXUS EXPERIENCE

Learn how we aim to treat every customer as if they were a guest in our own home



- 01 CALTY Design Research, Newport  
Beach, California
- 02 ED<sup>2</sup>, Côte d'Azur, France
- 03 Lexus Design Centre, Aichi  
Provence, Japan



## BOLD FROM THE BEGINNING

We've come to Japan with a question. Where (and how) does Lexus design outstanding cars like the bold IS sports sedan? The answer lies in a four story, glass-fronted building located in Aichi Prefecture in central Japan. Here – and in collaboration with design studios in California and the Côte d'Azur – cars like the Lexus IS are created.

From the outside, the purpose of this building is not immediately apparent. At first glance, it's as anonymous as any other corporate office in the vicinity. Inside the building, teams of Lexus designers, colour specialists and 'Takumi' modellers are busy working on the sports sedan we've come to see. Here they have all the facilities necessary to hone our innovative and award-winning 'L-finesse' (L = Leading edge) design language.

We are met in the modern reception area by Hideaki Iida from the Lexus Design Division, who is responsible for IS exterior design. Before we start our tour, Iida-san explains that the Lexus design hub consists of the following major disciplines: The examination hall on the top floor, with its 200-tonne retractable roof, for viewing new models in daylight; the full-scale theatre and virtual reality cubicle where Lexus can simulate cars and cockpits in different locations, both on the third floor; and the photographic studio on the ground floor. In short, this facility is a 'one-stop shop' for designing a complete new Lexus.

"During the concept phase we explored several very different design routes for the IS. After selecting our favourite with top management, we developed detailed exterior and interior visuals. Almost to the point where we could build a real car based on the final computer-generated images," says Iida-san.

"However, no matter how flawless those computer-generated visuals may be, it is the skilled hands of our 'Takumi' modellers that determine the final treatment of the sedan," adds Iida-san. "Over weeks and months these experienced artisans will sculpt the IS clay model, using just hand tools and their years of experience."

Iida-san leads us through another security door into a vast studio. In the far corner we spy the shape of the sedan we are here to see. Here, in almost complete silence, two expert modellers are carefully applying their masterful strokes to craft a full-sized clay model of the IS. The design will be scrutinised repeatedly until both designers and modellers are satisfied with the final form.

Noticeably proud, Iida-san strokes the full-size clay model: "While keeping its athletic lines and long coupé roofline, we've given the latest IS a more confident look. Design elements include a bold 'signature grille', dominant side 'kick-up' line and jewel-like LED lighting that all combine to create the most distinctive IS ever.

While the exterior gives the impression of a lean athlete, you'll notice other sharp, sleek surfaces. We've aimed to create the classic proportions of a rear-wheel-drive sedan, combined with a strong and firm stance," continues Iida-san. "Notice how the horizontal beltline makes the rear wheels appear larger and visually lowers the centre of gravity. In fact, the entire cabin appears to sit rearward, seemingly applying traction to the rear wheels. Finally, notice how the signature grille projects the individuality that is immediately recognisable as a Lexus."

## DESIGN



Before we leave the craftsman to their work, Iida-san explains how the modellers themselves have very creative minds and make valuable design suggestions: "This means, the IS is not merely a collection of digital data. It will contain genuine human emotion, inspiration and incredible levels of craftsmanship."

We're impressed and thankful to have witnessed the IS born in clay; months before its digital transformation into the huge press tools that form every sports sedan.

"We've given the IS bolder looks, but also made it more refined for both driver and passengers."

IS CHIEF ENGINEER  
JUNICHI FURUYAMA



- 01 Side on, the sleek IS body is enhanced by a sculpted 'kick-up' line
- 02 The low bonnet reduces aerodynamic drag to a minimum
- 03 To the front, the head-turning Lexus signature grille

03

## PERFECTED IN ONE OF THE WORLD'S MOST ADVANCED WIND TUNNELS

Proving that beauty is more than skin deep, Lexus designers and engineers spent hundreds of hours perfecting the IS at our aerodynamic facility in Japan. In the wind tunnel, some 22 m high, 260 m long and capable of creating hurricane force winds, IS Chief Engineer Junichi Furuyama and his team made many minute adjustments to the design:

"At 100 km/h, a car's performance is affected largely by wind resistance. Even driving around the city, aerodynamics effect both fuel efficiency and handling. It might not be the easy way, but this approach has resulted in one of the most refined sedans ever built."







- 01 Lexus Self-Charging Hybrid technology helps keep our cities clean
- 02 Hybrid performance data is displayed on the wide 10.3-inch central screen

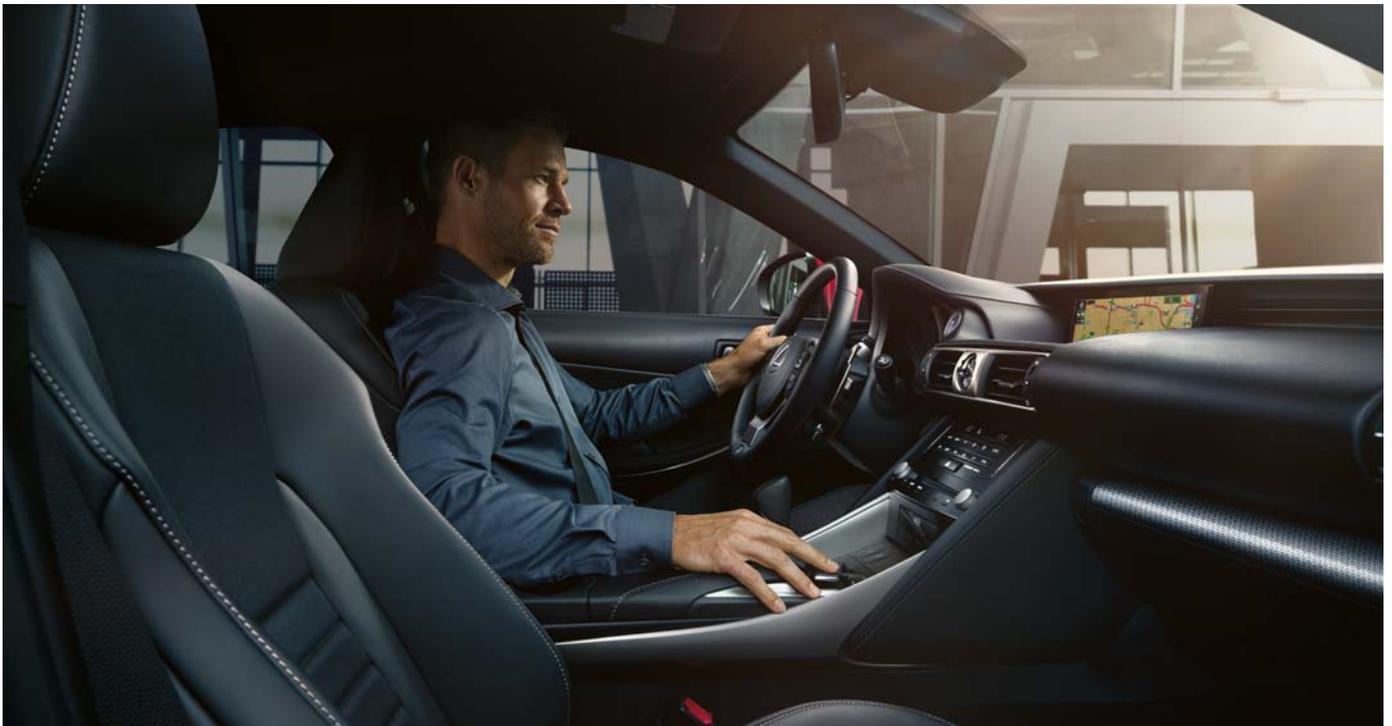
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## EXPERIENCE A PIONEERING SELF-CHARGING HYBRID

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Twenty years ago, Lexus engineers recognised the enormous potential of hybrid's seamless blend of petrol and electric power and began development work. In 2004, we launched the world's first hybrid luxury car. With all larger components engineered in house, Lexus hybrids are an ever-evolving, highly intelligent and flexible drivetrain. Accounting for the vast majority of luxury hybrids on the road today, Lexus offers a wide range of hybrid models and recently delivered the millionth Lexus Self-Charging Hybrid.

Fitted with the latest Lexus Self-Charging Hybrid technology, the IS 300h offers effortless driving and class-leading environmental performance. Capable of driving short distances in zero emissions EV (Electric Vehicle) mode, it recharges on the move, meaning no 'plugging in' concerns or low battery levels to inhibit your freedom. Together with the unique hybrid ownership experience, you'll enjoy substantial financial savings thanks to lower CO<sub>2</sub> emissions, fuel consumption and running costs - along with considerable tax advantages and high residual values.





## MASTER OF PERFORMANCE

First came improvements to steering and suspension, where our engineers experimented with lighter and more refined components. After aerodynamic testing at our huge wind tunnel facility in Japan, the IS 300h prototype was handed over to Yoshiaki Ito, a Lexus 'Master Driver' who tunes cars like a virtuoso would a musical instrument. Driving countless laps at Fuji, Suzuka and Autopolis speedways, he did not rest until he'd achieved the perfect balance between road and vehicle. Insufficient traction while cornering? Yoshiaki would pull over and make a slight adjustment, so that when you drive the IS 300h, there will be.



01



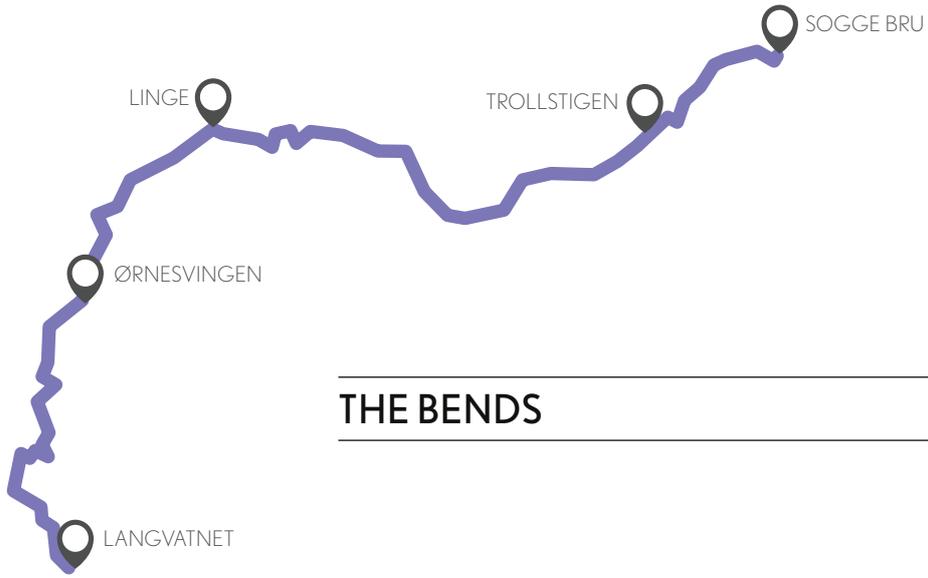
02

ENJOY PRECISE HANDLING AND  
WORLD-CLASS REFINEMENT  
IN A CAR TUNED BY A LEXUS  
'MASTER DRIVER'



01 IS F SPORT instruments inspired by those on the iconic Lexus LFA supercar

02 Steering responsiveness was perfected by our Lexus 'Master Driver'



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## THE BENDS

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## PERFORMANCE



Trollstigen, a hair-raising section of Norwegian National Road 63, is both a vital local thoroughfare and a popular tourist getaway. Opened in 1936, Trollstigen (Trollstigen translates as The Troll Trail) winds through Norway's Romsdal County, linking grand Lake Langvatnet to the Rauma river-crossing Sogge Bridge, 106 kilometres away. With a nine per cent incline, the pass' steepest stretch is called Ørnevegen (the Eagle Road) and it consists of 11 hairpin bends.

Shown here approaching a bend, the IS 300h is the first Lexus Self-Charging Hybrid to feature a battery positioned underneath the luggage deck board. This contributes to a sportier driving experience by creating a lower centre of gravity and greater rear body rigidity. Additional benefits include luggage capacity on a par with petrol-engine models, fuel consumption from 4.2 l/100 km, and class-leading CO<sub>2</sub> emissions below 100 g/km.

The perfect road to test the IS 300h's dynamic handling and razor sharp steering, Ørnevegen is surrounded by mountains - Kongen (the King), Dronningen (the Queen), and Bispen (the Bishop). These peaks offer experienced trekkers a variety of summit hikes.

Lexus owners wishing to enjoy this exhilarating drive should note that the Trollstigen is closed during late autumn and winter, when heavy snowfall makes the road pretty much impossible to pass. When it reopens, usually in May, the route is used by around 2,500 drivers daily.





LEXUS



## MADE IN TAHARA

Welcome to the Tahara automotive plant in Aichi Province, Japan, birthplace of the Lexus IS. Our guide is Kenji Suzuki, a retired 'Takumi' craftsman, who worked on the very first Lexus back in 1989.

As we make our introductions, I am drawn to his hands. An artist's hands. Amidst all the cutting edge technology we will witness here in one of Japan's most automated automotive plants, it's the human tools that stand out. At 4 million square metres, Tahara is vast. Yet Suzuki welcomes us as he would into a craftsman's atelier. He wants to talk about his colleagues as much as the technology around them. En route to the paint shop we are met by a sea of steel rolls, all waiting in order to be cleaned twice before being stamped into the intricate panels that make up the IS. It's all under the watchful eye of the 'Takumi' on their constant search for imperfection - the scarcely perceptible surface blemish, the most minute tooling defect.

We enter the paint shop to see gleaming paintwork being painstakingly wet sanded by hand to create that perfect finish. Then the mood changes and RGB (Red, Green, Blue) lighting takes over, ensuring the end result is, well, perfection. A word we hear a lot.

The teams in assembly mirror the harmony here between man and machine. While high precision lasers ensure the tightest of tolerances, these are craftsmen who can feel the difference between a 1 mm and a 2 mm gap. They know what that millimetre means in terms of dashboard vibrations. Meanwhile their colleagues are lovingly fitting the carefully stitched leather seats and polished door trim that characterise the IS.



Suddenly the background rhythm that has accompanied us on our tour is gone, and we find ourselves in complete silence. While the noise has stopped, the work has not. I look across at Suzuki-san and sense him switching his concentration to sounds. We're in the quiet room, where the 'Takumi' meticulously inspect each IS for smooth running using their highly honed hearing and ultra-sensitive microphones.

We grab a final word with one of the IS test drivers, who get to road test every IS coming off the line. He's sorry he can't show us how taking his hands off the steering wheel at 100 km/h is part of the test. Another day, perhaps. It's the marriage of technology and craftsmanship that impresses most at Tahara, and our guide embodies it. I want to ask Suzuki how long he has been retired, for he doesn't speak like a retiree. He is embracing the IS with the same intensity he must have shown that first generation model nearly 30 years ago.





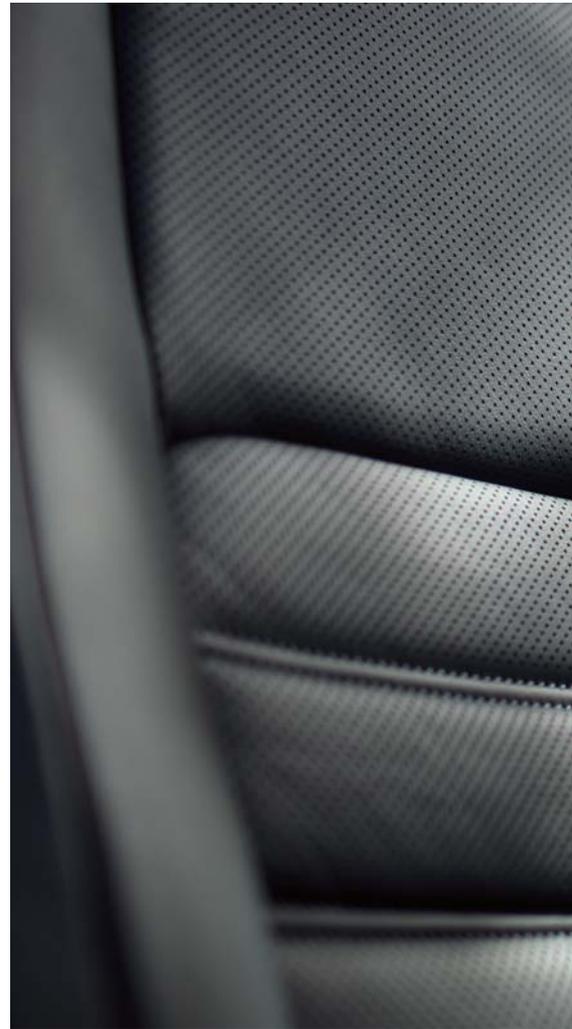
## FUTURISTIC YET TRADITIONALLY JAPANESE

The Lexus IS 300h F SPORT possesses many futuristic features - advanced Lexus Self-Charging Hybrid technology, for example, and an impressive suspension system - but it's not just the technology that makes this car special. Look closely inside the cabin and you'll notice trim pieces on the dashboard, centre console, and doors that appear modern but exude a strong sense of traditional Japanese craftsmanship. Lexus calls it Naguri-style aluminium.

The word Naguri comes from a millennia-old Japanese wood-shaving technique. To repel bugs, local craftspeople would remove bark from chestnut trees, and onto the bare surface beneath they would carve random, artistic patterns. The practice became a revered art form in the 16th century - Sen No Rikyu, a renowned tea master, took a liking to the finished wood's appearance and used it to decorate his tea rooms. But when the shogun era came to an end in the late 19th century - as the old samurai way of life was gradually replaced by Western practices - Naguri's popularity steadily declined. Now only a handful of wood-carving specialists exist.

Ayumi Kido, executive chief designer of Tecno Art Research Co., a Lexus design hub, recalls how the brand first came to use the technique. "Associates at Yamaha, a close partner of ours, informed us that one of their long-time suppliers had developed a new way of treating aluminium," she says. "They thought it would make for really unique trim pieces for our sportier cars, and when we saw it, we agreed." She continues: "We felt that the Naguri-style finish provided a sense of traditional Japanese art, as well as embracing the spirit of Takumi."

The manufacturing process remains a closely guarded secret. Access to the building in which Naguri materials are made is severely restricted. No one from outside the company is allowed in. "When I visited the supplier, the workers there provided a wonderful tour," Kido says, "but they didn't reveal much about where or how the Naguri-style aluminium was made. They're very secretive about the process."



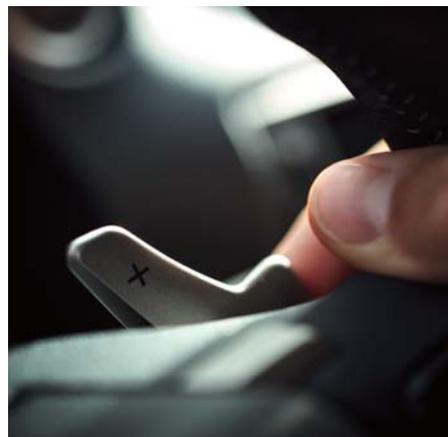
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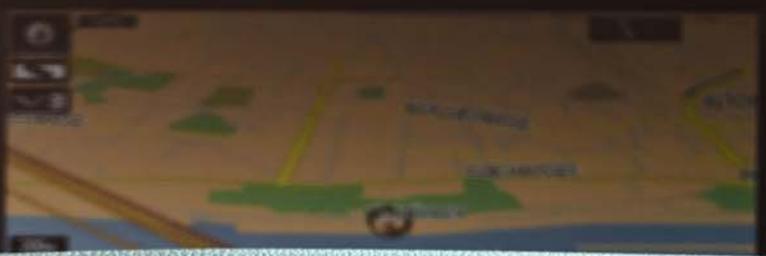


04

- 01 Beautifully finished analogue clock
- 02 Hand-stitched leatherwork
- 03 Naguri-Style Aluminium inserts
- 04 Change gear using steering wheel mounted paddle shifters



POWER



19.0 | 21.0

AUTO OFF

WINDSHIELD WIPERS

TRUCKS

A/C DUAL

PASSENGER AIR BAG

RADIO MEDIA

mark Levinson



- 01 Colour 10.3-inch multimedia screen
- 02 Remote Touch controller
- 03 15-speaker Mark Levinson® audio

## DISPLAYS VIVID IMAGINATION

The IS 300h sports sedan isn't just an amazing car to drive, it's also the perfect place for comfortable longer journeys. Equipped with a large 10.3-inch multimedia screen, Lexus Premium Navigation guides you effortlessly to your next meeting, while Blind Spot Monitor, Rear Cross Traffic Alert and Road Sign Assist take the stress out of urban driving.

Then, when you've finished work, use voice control to book a restaurant table or enjoy your favourite music on the world class 15-speaker Mark Levinson® Premium Surround system.



02



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## PREPARED WITH INNOVATION

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Wherever you venture in the IS 300h, it's reassuring to know that you are driving one of the safest cars on the road today. All models are equipped with Lexus Safety System + comprising innovative technologies that help prevent three of the most common accident types: rear-end collisions; lane departures and collisions involving pedestrians.

Driving on busy motorways, or when commuting to and from work, the main dangers are drifting into another lane or not noticing that the traffic ahead has slowed down. For this reason, when you start to change lane, the IS 300h instantly monitors vehicles behind. Or slows down if there is an unexpected hold up ahead.

The IS 300h also features: Road Sign Assist, which gathers information from road signs ahead; Automatic High Beam that senses vehicles ahead at night; and Lane Departure Alert, which is particularly helpful when cornering or driving on motorways.

Driving through busy city centre areas you'll be thankful for the Pre-Collision System. It uses millimetre-wave radar combined with a camera to detect pedestrians appearing suddenly in front. If it senses danger, you are alerted by audible and visual warnings so you can take appropriate measures to avoid an impact. And if you still don't take action, the IS 300h will increase brake pressure to help prevent a collision.



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## LEXUS SAFETY SYSTEM +

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### **PRE-COLLISION SYSTEM**

Pioneered by Lexus, Pre-Collision System (PCS) can help the driver avoid a collision, or lessen the consequences of an impact, even at high speed. PCS uses millimetre-wave radar and a camera mounted on the front of the car that scan the road ahead to detect obstacles or hazards.

### **DYNAMIC RADAR CRUISE CONTROL**

For a more relaxing drive at speeds above 40 km/h, Dynamic Radar Cruise Control (DRCC) uses the Pre-Collision System radar to help the driver maintain a safe distance from the vehicle in front. Should the vehicle in front slow down, so will your IS. Then, as the vehicle in front speeds up, DRCC will automatically and smoothly accelerate your vehicle back to its pre-selected cruising speed.

### **LANE DEPARTURE ALERT**

Lane Departure Alert (LDA) uses a camera mounted on the windscreen behind the rear-view mirror, to track the vehicle's course between lane markings painted on the road surface. If you start drifting out of lane, LDA will activate a warning buzzer and give corrective steering input.

### **AUTOMATIC HIGH BEAM**

At night, Automatic High Beam uses the same camera as Lane Departure Alert to detect oncoming vehicles and automatically dip the high beam headlights. This reduces the chance of accidentally dazzling other drivers and lets you concentrate on the road ahead.

### **ROAD SIGN ASSIST**

Road Sign Assist recognises traffic signs using the windscreen-mounted camera, repeating the information on the multi-information display. This helps prevent the risk of the driver failing to notice important warnings or commands on major routes, including speed limits and lane closures. The system can detect signs that are compliant with the Vienna Convention (including electroluminescent and flashing signs).



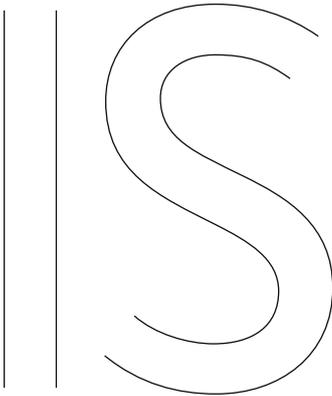
In this brochure we invite you to prepare for the excitement of choosing your new Lexus IS 300h. Showcasing the latest in Lexus design, the IS 300h features a bold Lexus signature grille with stylish smoked chrome details and sporty LED headlights.

You will find the IS 300h a great pleasure to drive, with a chassis that delivers impressive agility.

The cockpit of the IS 300h is more sophisticated than ever. The large 10.3-inch multimedia display is easy to read, and intuitive to control via Remote Touch. Ultra-precise leather stitching and finely machined switchgear give the cabin an air of modern elegance and refinement.

All IS 300h models can be equipped with the breakthrough Lexus Safety System +. This includes a Pre-Collision System with pedestrian detection; Automatic High Beam for enhanced vision at night; Road Sign Assist that recognises traffic signs and Dynamic Radar Cruise Control.

For a more dynamic experience, you can choose the IS 300h F SPORT featuring an exclusive mesh grille, more responsive suspension, F SPORT interior and distinctive wheels.



IS 300h Self-Charging Hybrid



**01. MODEL**

Discover more about the pioneering IS 300h Self-Charging Hybrid.

Pages 26-29



**02. GRADES**

What kind of IS 300h best fits your lifestyle? Select from Eco, Comfort, Executive, Sport, F SPORT and Luxury grades.

Pages 30-31



**03. FEATURES**

Discover the amazing level of standard and exciting optional features available for your IS 300h sedan.

Pages 32-34



**04. TECHNOLOGY**

Learn more about IS 300h technologies such as Lexus Safety System +, S-Flow Climate Control and Lexus Premium Navigation.

Pages 35-38



**05. ACCESSORIES**

Explore the great range of accessories created by Lexus to enhance your enjoyment of the IS 300h.

Page 39



**06. Sport**

Discover the sharp styling of the IS 300h Sport model.

Page 40



**07. F SPORT**

For a more dynamic experience, choose the IS 300h F SPORT.

Page 41



**08. COLOURS**

Select your favourite exterior colour and specify a 'Takumi'-crafted interior that will make you feel at home every time you drive your IS 300h.

Pages 42-47



**09. EQUIPMENT**

The IS 300h comes with a wide range of equipment as standard. Learn more about the extras you can add.

Pages 48-51



**10. TECHNICAL DATA**

Study all the key IS 300h technical data before ordering your IS sedan.

Pages 52-53

# THE IS 300h

The IS 300h intelligently combines an advanced 2.5-litre direct-injection petrol engine with a high-output electric motor, while innovative Active Sound Control delivers a sophisticated engine note. The IS 300h is dynamic to drive, yet consumes a mere 4.2 l/100 km\* of fuel and emits just 97 g/km\* of CO<sub>2</sub>. In the city, you can select EV (Electric Vehicle) mode, which uses no petrol and creates zero emissions. There's ample room for your luggage too, as the hybrid battery takes up minimal space beneath the boot floor.

\* For the Eco grade equipped with standard 16" alloy wheels.



Brilliant Sapphire Blue bodywork,  
18" alloy wheels.

### 01. 2.5-LITRE PETROL ENGINE

Equipped with D-4S direct injection and dual VVT-i valve control, this highly efficient 'Atkinson Cycle' 4-cylinder engine uses Start/Stop technology and exhaust heat recycling to reduce fuel consumption and emissions even further.

### 02. HYBRID TRANSMISSION

No larger than a conventional automatic transmission, Lexus Hybrid Drive's electric motor, generator and power split mechanism are all housed in one highly compact hybrid transmission. Energy flows are managed by an advanced Power Control Unit that constantly optimises the allocation of power - electric, petrol or a combination of both.

### 03. HYBRID BATTERY

Featuring an innovative design, and located under the boot deck board so as not to encroach on the IS 300h's large luggage space, the hybrid battery provides high power output in relation to its weight. The IS 300h recharges its hybrid battery as required - using electricity generated when driving and braking - thus avoiding the need for any external charging.



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## EXPERIENCE LEXUS HYBRID DRIVE

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### **START UP, DRIVING OFF**

When starting off, the electric motor propels the IS 300h up to around 65 km/h, with electric power being supplied from the hybrid battery. At this point the sedan is almost silent, uses no petrol and produces zero emissions.

### **NORMAL DRIVING CONDITIONS**

At speeds above 65 km/h the petrol engine cuts in, almost silently, but still receives assistance from the electric motor when required. Through the near perfect distribution of its dual power sources, Lexus Hybrid Drive provides exceptional driving comfort - together with lower emissions and fuel consumption.



**FULL THROTTLE ACCELERATION**

Accelerate powerfully and the electric motor instantaneously supplements the 2.5-litre petrol engine. This delivers a surge of torque to provide smooth, powerful linear acceleration precisely when you need it.

**DECELERATION, STOPPING, REGENERATIVE BRAKING**

When decelerating or coming to a halt, the petrol engine turns off, cutting emissions to zero. Brake, or take your foot off the accelerator, and regenerative braking harnesses the kinetic energy lost in other cars. It converts this into electrical energy for storage in the hybrid battery, which is why a Lexus Self-Charging Hybrid is always ready to go.



01

**01. 16" ALLOY WHEELS**

5-wide-spoke design, with 205/55 R16 tyres.



02

**02. 17" ALLOY WHEELS**

Select 5-twin-spoke 17-inch wheels, with 225/45 R17 tyres. A bright machined finish adds extra flair to the IS.



03

**03. 18" ALLOY WHEELS**

Multi-spoke design wheels with 225/40 (front) and 255/35 (rear) R18 tyres.



04

**04. BI-LED HEADLIGHTS**

Standard on all IS 300h grades, LED headlights use the same light source for both high and low beam. They come with distinctive Lexus-signature L-shaped Daytime Running Lights.



05

**05. LED HEADLIGHTS**

Sophisticated 'L'-shaped headlights. For an unmistakable look, they are underscored by Lexus-signature LED Daytime Running Lights.

**06. LED REAR LIGHTS**

Triple layer 'L'-shaped LEDs create crystal-like illumination that displays both beauty and sharp visibility to following vehicles.

**07. BOLD LEXUS SIGNATURE GRILLE**

The IS 300h model features a more dynamic Lexus signature grille that enhances the sedan's sporty feel with a visually lower centre of gravity, while blending effortlessly into the bonnet.

**08. TILT & SLIDE SUNROOF**

For a light and airy cabin, the IS 300h can be equipped with an electric tilt and slide sunroof.



06



07



08



01

**01. DRIVING COMFORT**

The IS 300h showcases a spacious interior, rich in the refinement and quality for which Lexus is legendary. The driving position is sporty and focused, while front seats offer extra lateral support when cornering.



02

**02. TOUCH-SENSITIVE CONTROLS**

Electrostatic controls let you adjust the temperature in the IS 300h sedan using a sweep of your fingertip.



03

**03. LASER CUT WOOD INLAY**

Innovative laser technology is used to engrave the wooden trim on the IS 300h. Exposing a layer of aluminium for an exquisite lined effect, these inserts are manufactured exclusively by the craftspeople at Yamaha's piano division.

**04. S-FLOW CLIMATE CONTROL**

Powerful, dual-zone air conditioning is also highly energy efficient, thanks to S-Flow technology which intelligently provides climate control only to those seats which are occupied.



04

**05. 60:40 FLEXIBILITY**

A practical 60:40 split-folding rear seat comes standard\* on most IS 300h model, which allows easy stowage of larger items.



05

**06. REAR SEATS LOWERED**

Offering extra convenience, but with the grace and refinement of a sedan, when all rear seats are folded down\*\* there's room to carry bulkier objects.

**07. LUGGAGE SPACE**

Compact rear suspension results in excellent luggage space, enough for three sets of golf clubs and two small sports bags, or four medium sized suitcases.



06



07

\* Please note: 60:40 split-folding rear seat is standard on all versions of the IS 300h, with the exception of the Eco grade for which it is available as an option.  
 \*\* Please note: the rear seats of the IS 300h Eco grade are fixed.

**01. LEXUS MEDIA DISPLAY**

The IS 300h is available with Lexus Media Display, which features a 7-inch screen and a rotary dial to adjust audio, climate settings or view the energy monitor on hybrid models. Compatible smartphones can be 'mirror linked' to the display.



01

**02. 6- OR 10-SPEAKER PIONEER® AUDIO**

A 6-speaker Pioneer® audio system is fitted as standard. This features an AM/ FM RDS tuner, CD player and Bluetooth® connectivity. The 10-speaker upgrade has a DAB tuner and DVD player and offers greater fidelity.



02



03

**03. 15-SPEAKER MARK LEVINSON®**

The IS 300h can be ordered with a peerless Mark Levinson® Premium Surround system that delivers a true live concert experience when listening to music or watching a DVD. Fifteen bespoke speakers, each individually tuned, produce incredible 5.1-channel digital surround sound. Innovative GreenEdge™ technology in each speaker means twice the sound for the same energy consumption, while an 'Auto Volume System' lets you enjoy music to the full.

**04. MULTI-INFORMATION DISPLAY**

Positioned between the two main dials, the 4.2-inch high-resolution display provides a wide range of vehicle information and data. For instance, navigation directions, or when your smartphone is connected, the name, photograph and phone number of the person calling you.



04



05

**05. 10.3-INCH MULTIMEDIA DISPLAY**

Perfectly positioned for a relaxing drive, this large 10.3-inch high resolution display can be operated by Voice Command or Remote Touch. Its split-screen capability allows you to simultaneously access information, such as Lexus Premium Navigation and climate data.

**06. LEXUS PREMIUM NAVIGATION**

Features vivid 3D graphics, Points-Of-Interest and many mapping options like the most eco-friendly route. Once parked, the system will even generate a QR code for your smartphone, with directions by foot to your final destination.



06



07

**07. LEXUS CONNECTED SERVICES**

The IS offers next-generation services like Online Search, Google Street View®, Panoramio® or Connected Traffic. For extra convenience you can even forward a route from your laptop or tablet to your car's navigation system.

**08. REMOTE TOUCH**

Next-generation Remote Touch, with single press confirmation, lets users interact intuitively with the central multimedia display. Ergonomically designed, Remote Touch is close at hand and as easy to use as a computer mouse.



08



01

**01. EIGHT AIRBAGS**

In addition to an immensely strong passenger safety cell, occupant security is provided by eight airbags. The driver and front passenger are protected by 2-stage head airbags, as well as knee and side airbags. Curtain shield airbags run the full length of both cabin sides. All seatbelts, except for the centre rear seat, are also specified with pre-tensioners. This exceptional level of safety is standard on every IS 300h.



02

**02. PARKING ASSIST MONITOR**

Engage reverse and the view behind the car is relayed to the standard 7-inch display, or optional 10.3-inch multimedia display, with on-screen guides to assist parking.



03

**03. POP-UP HOOD**

The IS 300h features an impact-absorbing pop-up hood. Activated by sensors mounted in the front bumper, should you collide with a pedestrian, the system slightly raises the level of the bonnet to give more space between it and the hard components of the engine underneath. This reduces the risk of injuries to the pedestrian.



04

**04. BLIND SPOT MONITOR**

Radar devices mounted in the rear bumper detect vehicles in adjacent lanes that are not visible in the door mirrors. If the driver is indicating to change lane and a vehicle enters the blind spot, the Blind Spot Monitor instantly activates a warning signal in the relevant door mirror.



05

**05. REAR CROSS TRAFFIC ALERT**

When reversing, for instance in a busy car park, Rear Cross Traffic Alert (RCTA) uses Blind Spot Monitor radar to identify vehicles approaching the difficult-to-see area behind the IS. When a vehicle is detected, the RCTA function alerts you with a visual display in the door mirrors and a buzzer.

**01. LEXUS SAFETY SYSTEM +**

The IS 300h can be ordered with our breakthrough Lexus Safety System + that combines Pre-Collision System, Dynamic Radar Cruise Control, Lane Departure Alert, Road Sign Assist and Automatic High Beam in one powerful package.

**02. PRE-COLLISION SYSTEM & PEDESTRIAN DETECTION**

Millimetre-wave radar and an on-board computer calculate collision risk ahead. If the risk is high, the driver is alerted by audible and visual warnings and brake pressure is increased. When a collision is deemed unavoidable, the brakes will be applied automatically as necessary and the front seatbelts tightened. As part of the Pre-Collision System, if an object (such as a pedestrian) is detected in front of the IS 300h, automatic braking will activate when the car is travelling between about 30 and 80 km/h to help avoid a collision.

**03. ROAD SIGN ASSIST**

The Road Sign Assist (RSA) system on the IS 300h recognises traffic signs using the windscreen mounted camera, and provides information to the driver in the multi-information display. RSA can detect signs that are compliant with the Vienna Convention (including electroluminescent and flashing signs).

**04. DYNAMIC RADAR CRUISE CONTROL**

For a more relaxing drive, Dynamic Radar Cruise Control maintains a set distance between the IS 300h and the vehicle ahead, even if that vehicle varies its speed.

**05. LANE DEPARTURE ALERT & AUTOMATIC HIGH BEAM**

A camera mounted behind the rear-view mirror enables Lane Departure Alert to warn you if you inadvertently drift out of lane. At night, Automatic High Beam uses the same camera to automatically switch to low beam when it detects the lights of either an oncoming or preceding vehicle. This reduces the chance of accidentally dazzling other drivers should you forget to switch off the high beam headlights.



01



02



03



04



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Under no circumstances should Lexus Safety System + be used to replace your driving skills at the wheel. Please read the instructions very carefully before operating the system and remember the driver is always responsible for safety. Details of specifications and equipment are subject to change to suit local conditions and requirements. Please enquire at your local Lexus Authorised Retailer.



01

### 01. STRONG CHASSIS, SOPHISTICATED SUSPENSION

The foundation of the IS 300h sedan's agility and excellent road-holding is its strong body. Sophisticated manufacturing processes increase rigidity, including bodywork adhesives, laser-screw welding and extra spot welding. Double wishbone front suspension and a multi-link rear suspension enhance straight-line performance and cornering grip.



02

### 02. ADVANCED AERODYNAMICS

The IS 300h has superb aerodynamics, thanks to details like a near-flat underbody and tiny winglets on the front door pillars and rear lights. First seen on F1 racing cars, these winglets create air vortices that help pull the airstreams inwards to improve the way the IS 300h cuts through the air. This not only enhances stability and handling, but also improves fuel efficiency and reduces wind noise.

### 03. DRIVE MODE SELECT

Vehicle performance can be fine-tuned using Drive Mode Select. ECO mode reduces emissions and conserves fuel while, for everyday driving, NORMAL provides an ideal balance of power, economy and ride comfort. For increased drivetrain responsiveness, simply switch to SPORT mode.



03

### 04. ADAPTIVE VARIABLE SUSPENSION

For a more engaging drive, the damping force at all four wheels is intelligently controlled by the Adaptive Variable Suspension in response to road surface conditions and driver input. This not only improves ride comfort, but also increases handling stability - especially during higher-speed cornering.



04

**01. HOLDER FOR iPad®**

Slots securely into a Lexus docking device on the rear of a front seat to provide a stable base for passengers to use their tablet and watch content as they travel. Available in powered and non-powered versions.



01

**02. 18" ALLOY WHEELS**

Underlining your sedan's dynamic personality, this sports inspired multi-spoke design features an eye-catching metallic finish.



02

**03. ROOF RACK**

The lockable lightweight aluminium roof rack is aerodynamically shaped to reduce wind noise. Easy to install and remove, it forms a strong base for the range of optional carrying attachments.



03

**04. ROOF-TOP BICYCLE HOLDER**

For use with the Lexus roof rack. The lockable lightweight design has special grips to secure the bicycle wheels and frame. Conveniently, the frame grip can be adjusted at roof height.



04

**05. REAR BICYCLE HOLDER**

A lightweight yet high strength standalone lockable design for safely transporting one or two bicycles. The integral lights and licence plate holder is available with a 7 or 13 pin socket.



05

**06. FOLDABLE REAR BICYCLE HOLDER**

The safe way to transport one or two bicycles or e-bikes. The modern stand-alone design allows tilting for boot access even when loaded and is fully foldable for easy installation, handling and storage. It features security locking for bike to carrier and carrier to car and has an integral lights and licence plate holder with a 13-pin socket.



06

**07. ILLUMINATED SCUFF PLATES**

Lexus scuff plates add a stylish design feature while also protecting the door sill paintwork. Their brushed aluminium finish is highlighted by subtle logo illumination.



07

**08. BOOT LINER**

Made of tough, flexible plastic with a non-slip surface pattern and a raised lip around the edges to comprehensively protect the luggage space carpet against mud, dirt, sand and liquids.



08

**09. REAR BUMPER PROTECTION PLATE**

Designed to protect the rear bumper paintwork against scratching when loading or unloading the boot, this accessory will keep your IS 300h in perfect condition for many years to come.



09

**10. TOWING HITCH**

Redistributes the pulling and braking forces of towing to minimise stress on the vehicle. 750 kg for hybrids, with a hook that can be removed when not in use. Buffers in the wiring kit shield your car's electrics against faults in the trailer system.



10



01

**01. BLACK LEXUS SIGNATURE GRILLE**

For a striking face, the IS 300h Sport model features an extra dark Lexus signature grille.



02

**02. 18" ALLOY WHEELS**

Black chrome finish 5-spoke alloy wheels create an unmistakable look of sports sophistication.



03

**03. BLACK DOOR MIRRORS**

Factory fitted black door mirrors underline the dynamic stance of the IS 300h Sport.



04

**04. EXCLUSIVE INTERIOR / SPORTS INSTRUMENT**

Inside the IS 300h Sport, everything you touch displays peerless Lexus quality - from the leather covered steering wheel to the exclusive fabric/Tahara trim available in two-tone Black and Sandstone with contrast stitching. Heated front seats offer lateral support when cornering, and perfect posture on longer journeys. For extra comfort, 2-zone Electronic Climate Control offers precise temperature regulation, while optional Lexus Premium Navigation supports the latest Lexus Connected Services.

**01. F SPORT DESIGN**

The IS 300h F SPORT model is unmistakably dynamic, with an exclusive Lexus signature grille featuring an F SPORT mesh pattern. The lower front spoiler features front brake cooling ducts, aerodynamic fins for increased downforce, and a larger lower grille opening. Exclusive LED front fog lights are available as an option.



01

**02. F SPORT WHEELS / SUSPENSION**

These 18-inch alloy wheels feature a twin-spoke design inspired by the LFA. Both the front and rear suspension and Electric Power Steering are exclusively tuned for the IS 300h F SPORT, to enhance handling performance without compromising ride quality.



02



03

**03. F SPORT BADGE**

Although discreet, the F SPORT logo is a badge of distinction. The 'F' refers to the birthplace and primary testing site of our high-performance cars: Fuji Speedway, located near Mount Fuji.

**04. SPORTS SEATS**

F SPORT seats make use of 'integrated foaming' technology. This motorsport-inspired production process allows a more detailed seat profile, and better fit than is possible with conventional upholstery methods.



04



05

**05. F SPORT STEERING WHEEL**

Featuring the F SPORT logo, you'll sense a special kind of connectedness every time you take this wheel in your hands. Finished in perforated leather, the F SPORT gearshift design matches the steering wheel to create an exciting sports ambiance.

**06. F SPORT INSTRUMENTS**

This stunning single meter has innovative Thin Film Transistor technology and a moving centre ring design inherited from the LFA supercar. When operating the multimedia system, the meter ring slides to one side to reveal the menu.



06

**07. DRILLED SPORT PEDALS**

Offering excellent grip characteristics, drilled aluminium pedals reflect the motorsport design heritage of the IS 300h F SPORT model.



07

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## DEVELOPING A NEW LEXUS PAINT COLOUR IS BOTH COMPLEX AND TIME CONSUMING

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Lexus designers never use off-the-shelf colours, preferring instead to develop their own, from scratch, a process that can take up to two years. The Lexus paint palette totals some 30 different colours including metallic finishes like Sonic Silver and Sonic Titanium.

There are no shortcuts to creating a new Lexus colour: A designer's decision comes only after going through hundreds of samples. "When developing a new colour I see so many shades of paint that I sometimes can't see straight at the end of the day," says Megumi Suzuki, one of our most experienced colour designers. To do her job, it takes a grasp of chromogenics and a keen eye.

"Every time I meet someone or walk into a shop or go to someone's house, I check out colours and materials," she says. "There are a lot of people like me in our division."

Even after a colour has been decided upon, there's plenty to do. At various stages during development, Suzuki had to enlist a small army of experts: Lab technicians who mix the paint, clay sculptors, engineers and the assembly-line paint shop crew who would give each car a flawless, uniform coat. Every few weeks Kansai Paint (a Lexus paint supplier) produces a new batch, and Lexus designers give the samples a thorough look-over, bending the test panels to mimic the contours of a car. All are scrutinised indoors and outdoors, under floodlights, in sunlight, shade and overcast conditions, and at different times of the day and months of the year.

Selecting the final colour is not easy. A colour that is dazzling on a summer morning can appear sickly in the shade or under showroom lights. Designers also have to contend with the vagaries of their own preferences. "The odd thing about colour is that your perception of it can change depending on the season, how you feel that day and the trends you're seeing," says Suzuki.

**F WHITE** | 083<sup>1</sup>



**SONIC WHITE** | 085<sup>2</sup>



**SONIC SILVER** | 1J2



**SONIC TITANIUM** | 1J7



**MERCURY GREY** | 1H9



**BLACK** | 212<sup>3</sup>



**GRAPHITE BLACK** | 223



**MORELLO RED** | 3R1



**RED** | 3T2<sup>3</sup>



**SAPPHIRE BLUE** | 8X1<sup>1</sup>



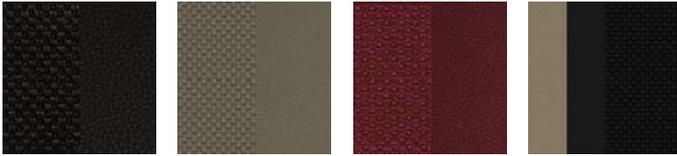
**DEEP BLUE** | 8X5<sup>2</sup>



<sup>1</sup> Exclusive to F SPORT.  
<sup>2</sup> Not available on F SPORT.  
<sup>3</sup> Solid colour

Please note: due to printing variances, actual paintwork colours may vary slightly from those illustrated.

**FABRIC / TAHARA TRIM<sup>1</sup>**



Black      Sandstone      Dark Rose      Black & Sandstone

**TAHARA TRIM<sup>2</sup>**



Black

**LEATHER<sup>3</sup>**



Black      Sandstone      Noble Brown

**F SPORT LEATHER<sup>4</sup>**



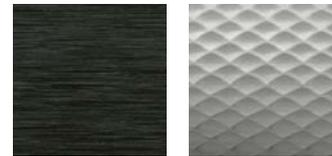
Black      Dark Rose

**INLAYS<sup>5</sup>**



Piano Black      Laser Cut Wood      Warm Metal

**F SPORT INLAYS<sup>6</sup>**



Brushed Metal      Naguri-Style Aluminium

<sup>1</sup> Fabric / Tahara trim is standard on Eco, Comfort, Executive, Sport and F SPORT grades. The Eco and Comfort grades are supplied in Black. Executive grade is available in Black and in Sandstone, while Black and Sandstone is exclusively specified as standard on the Sport grade. F SPORT is available in Black and Dark Rose.

<sup>2</sup> Tahara trim can be ordered as part of the Tahara plus pack on Executive grade.

<sup>3</sup> Leather is standard on Luxury grade and can be ordered as part of the leather plus pack option on Executive grade.

<sup>4</sup> F SPORT leather in a unique design and exclusive colours is optional on F SPORT.

<sup>5</sup> Piano Black inlays are standard on Eco, Comfort, Executive and Sport grades. Laser Cut Wood inlays are standard on Luxury grade. Warm Metal inlays are available as an option on Executive grade.

<sup>6</sup> Brushed Metal inlays are standard on F SPORT. Naguri-Style Aluminium inlays can be ordered as part of the F SPORT leather plus pack.

The images on the following 3 pages illustrate a selection of the interior combinations available. Your local Lexus Authorised Retailer will be pleased to provide you with any further help.



01



02



03

- 01 Black fabric / Tahara trim with Piano Black inlays (Eco, Comfort & Executive)
- 02 Sandstone fabric / Tahara trim with Piano Black inlays (Executive)
- 03 Black and Sandstone fabric / Tahara trim with Piano Black inlays (Sport)



04



05



06

- 04 Black fabric / Tahara trim with Brushed Metal inlays (F SPORT)
- 05 Dark Rose leather with Naguri-Style Aluminium inlays (F SPORT)
- 06 Black leather with Naguri-Style Aluminium inlays (F SPORT)



07



08



09

- 07 Black Tahara trim with Warm Metal inlays (Executive)
- 08 Sandstone leather with Warm Metal inlays (Executive)
- 09 Noble Brown leather with Laser Cut Wood inlays (Luxury)

## TECHNICAL DATA

| ENGINE                                  | IS 300h                                |
|---|--|
| Capacity (cm <sup>3</sup> )             | 2494                                   |
| Cylinders / Valves                      | L4 / 16                                |
| Maximum power (DIN hp @ rpm)            | 181 @ 6000                             |
| Maximum power (kW @ rpm)                | 133 @ 6000                             |
| Maximum torque (Nm @ rpm)               | 221 @ 4200 - 5400                      |
| <b>ELECTRIC MOTOR</b>                   |  |
| Type                                    | AC synchronous, permanent magnet       |
| Maximum power (DIN hp)                  | 143                                    |
| Maximum power (kW)                      | 105                                    |
| Maximum torque (Nm)                     | 300                                    |
| <b>TRANSMISSION</b>                     |  |
| Type                                    | Continuously Variable Transmission     |
| Drive                                   | Rear-Wheel Drive                       |
| <b>TOTAL SYSTEM OUTPUT</b>              |  |
| Total power (DIN hp)                    | 223                                    |
| Total power (kW)                        | 164                                    |
| <b>PERFORMANCE</b>                      |  |
| Maximum speed (km/h)                    | 200                                    |
| Acceleration 0-100 km/h (s)             | 8.3 / 8.4 <sup>1</sup>                 |
| <b>FUEL CONSUMPTION* (l/100km)</b>      |  |
| Urban                                   | 4.3 / 4.4 / 4.5 / 4.7 <sup>2</sup>     |
| Extra urban                             | 4.4 / 4.4 / 4.5 / 4.8 <sup>2</sup>     |
| Combined                                | 4.2 / 4.3 / 4.3 / 4.6 <sup>2</sup>     |
| <b>CO<sub>2</sub> EMISSIONS* (g/km)</b> |  |
| Urban                                   | 100 / 101 / 104 / 110 <sup>2</sup>     |
| Extra urban                             | 101 / 103 / 105 / 112 <sup>2</sup>     |
| Combined                                | 97 / 99 / 101 / 107 <sup>2</sup>       |
| <b>EMISSION STANDARD</b>                |  |
| Euro Class                              | Euro 6d-TEMP                           |
| <b>WEIGHTS (kg)</b>                     |  |
| Gross vehicle                           | 2130 / 2145 <sup>1</sup>               |
| Kerb (min. - max.)                      | 1620 - 1680 / 1620 - 1720 <sup>1</sup> |
| <b>CAPACITIES**</b>                     |  |
| Luggage volume (l)                      | 450                                    |
| Fuel tank capacity (l)                  | 66                                     |
| Towing capacity max. unbraked (kg)      | 750 <sup>3</sup>                       |
| Towing capacity max. braked (kg)        | 750 <sup>3</sup>                       |

<sup>1</sup>1st figure is for IS 300h Eco grade specified with 16" alloy wheels. 2nd figure is for all other IS 300h grades, irrespective of alloy wheel size.

<sup>2</sup>Figures for the IS 300h differ by grade and alloy wheel size. 1st figure is for IS 300h Eco grade with 16" alloy wheels. The remaining figures are for all other IS 300h grades and differ by alloy wheel size.

<sup>3</sup>2nd figure is with 16" alloy wheels. 3rd figure is with 17" alloy wheels. 4th figure is with 18" alloy wheels.

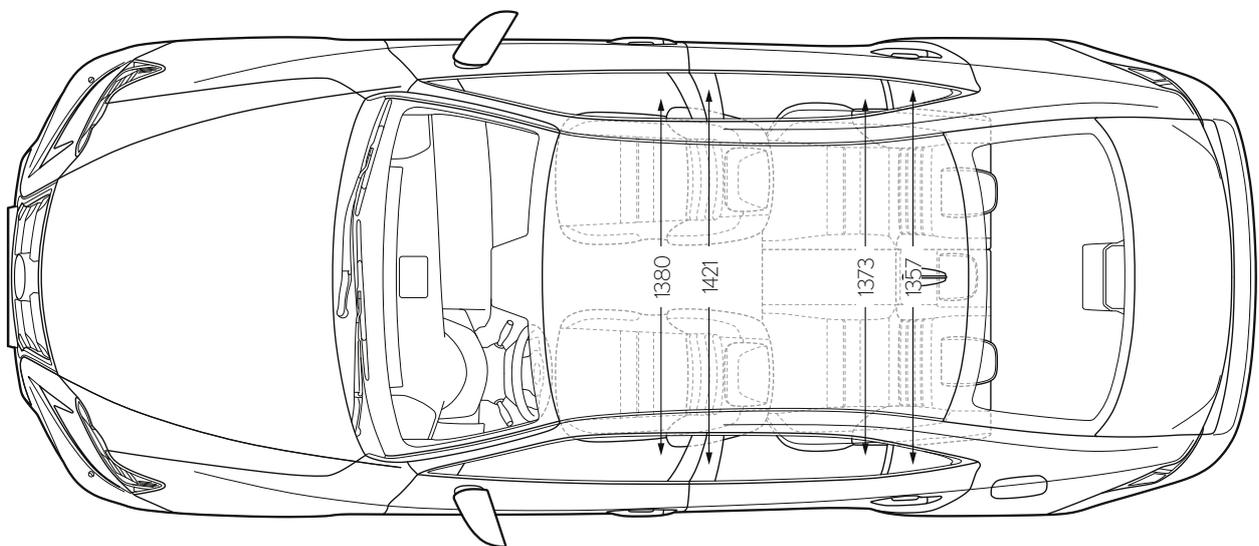
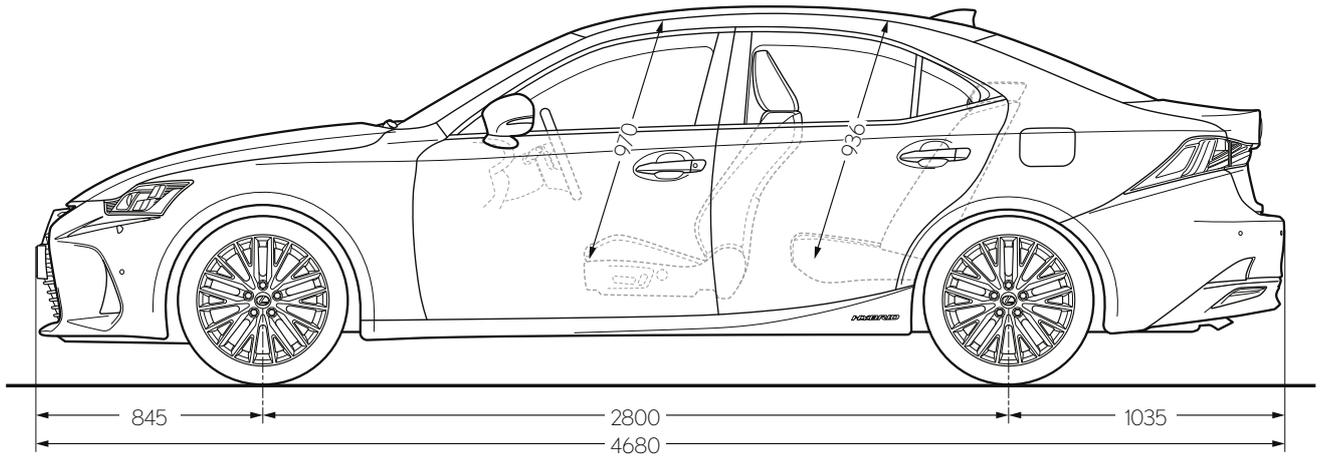
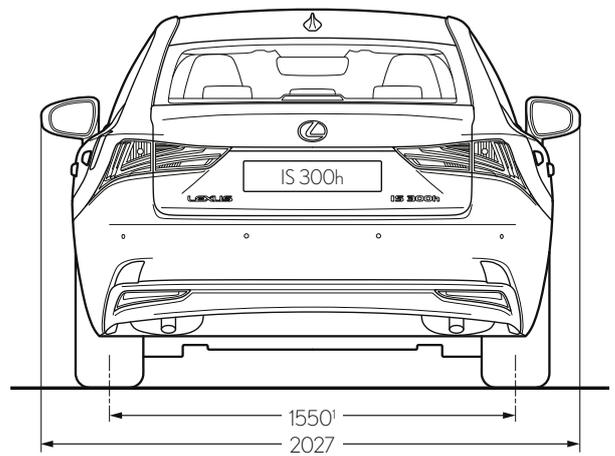
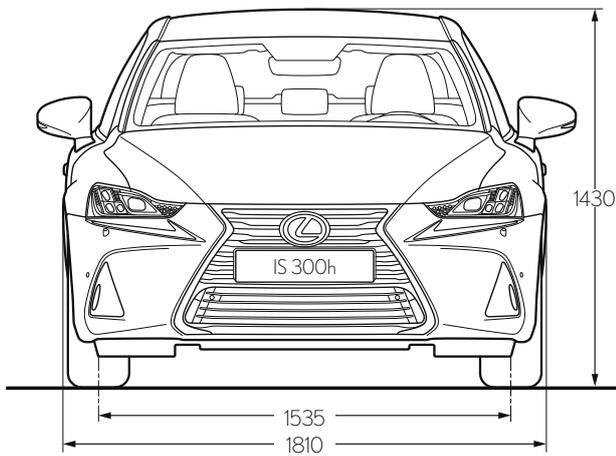
<sup>3</sup>Does not apply to standard specification IS 300h Eco grade. Applies to all other IS 300h grades and IS 300h Eco grade optionally specified with towing capability.

\* The fuel consumption and CO<sub>2</sub> values are measured in a controlled environment on a representative production model, in accordance with the requirements of European Regulation EC 2017/1153 (as amended by Regulation EC 2017/1231). The fuel consumption and CO<sub>2</sub> values of your vehicle may vary from those measured. Driving behaviour as well as other factors (such as road conditions, traffic, vehicle condition, tyre pressure, installed equipment, load, number of passengers, etc) play a role in determining a car's fuel consumption and CO<sub>2</sub> emissions.

\*\* Luggage volume is calculated as per the VDA method. All figures quoted include the under floor storage area in the luggage compartment.

Please note: further Technical Data, including any updates, can be found at [www.lexus.eu](http://www.lexus.eu)

TECHNICAL DATA



Please note: the dimensions illustrated / noted are measured in millimetres.

<sup>1</sup>Figure quoted is for the IS 300h specified with 16" or 17" alloy wheels. When specified with 18" alloy wheels, the figure is 1540.



Throughout your vehicle's life, we'll endeavour to ensure an amazing ownership experience, offering unequalled service and seamless maintenance work, all orchestrated to provide complete satisfaction and total peace of mind. When you visit our showrooms, we strive to anticipate your every need and make available the finest facilities for you to enjoy in a warm and relaxed atmosphere. In the modern Lexus lounge, you can catch up on news, browse the Internet, or enjoy refreshments. While you relax, Lexus technicians will work with precision and efficiency to get you back on the road with minimum interruption to your day.





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## WE AIM TO TREAT EVERY CUSTOMER AS IF THEY WERE A GUEST IN OUR OWN HOME

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Ever since we launched the first Lexus, we have always gone 'the extra mile' for our customers. Evidenced by countless awards over the last 25 years, we aim to treat every customer as if they were a guest in our home. But which other factors contribute to our peerless level of customer service? The answer lies in our Japanese heritage and one word: 'Omotenashi'

Omotenashi translates from the Japanese as 'hospitality and polite service'. However, Omotenashi is much more than excellence of service; it is an ancient Japanese concept that describes one's ability to anticipate the needs of another, even before they arise.

Omotenashi is a way of life and thinking for every single Lexus employee. Importantly, it also influences how we design and engineer cars like the IS. This is Omotenashi in physical form.

**More about the IS:**

**[lexus.eu/IS](http://lexus.eu/IS)**

**[youtube.com/LexusEurope](https://youtube.com/LexusEurope)**

**[twitter.com/Lexus\\_EU](https://twitter.com/Lexus_EU)**

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Note: vehicles pictured and specifications detailed in this brochure may vary from models and equipment available in your area. Vehicle body colour might differ slightly from the printed photos in this brochure.

For further information please visit our website: [www.lexus.eu](http://www.lexus.eu)

Taking care of the environment is a priority for Lexus. We take many measures to ensure that during the lifecycles of our vehicles - from design, production, distribution, sales and service to end-of-life - their environmental impact is minimised. Your retailer will be happy to provide more information on end-of-life vehicle requirements.

\* Lexus Europe is a division of Toyota Motor Europe NV/SA.

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