



TEST DRIVE THE IS 250 SR

We hope to have conveyed in these pages that the IS 250 SR offers an enjoyable and exciting driving experience. But there is only one way to feel the pure driving pleasure it offers - and that's to get behind the wheel and try it for yourself. Visit your nearest Lexus Centre to arrange a test drive. For more information and the location of your nearest Lexus Centre, please visit our website at www.lexus.co.uk or call 0845 278 8888.

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END-OF-LIFE VEHICLES

Taking care of the environment is a major priority for Lexus. We are working to ensure that the environmental impact of our vehicles is minimised throughout their life cycle - from design, production, distribution, sales and service to end-of-life. Please visit www.lexus.co.uk for detailed information on environmental performance.

Please note: while every effort is made to reproduce accurate information, we reserve the right to change specifications, equipment and availability without prior notice. This brochure cannot be regarded as infallible and as such does not constitute an offer for sale of the particular vehicle shown. Information in this brochure was correct at time of going to press.



THE LEXUS IS 250 SR

THE LEXUS PHILOSOPHY

The fundamental guiding principle for Lexus is the pursuit of perfection. Our aim is to provide our customers with world-class cars and world-class customer service, and we are deeply committed to finding better ways of achieving this. We use technology and insight to innovate, to refine and to push boundaries. We also strive to perfect our relationship with our customers, constantly seeking a deeper understanding of their needs.



'A capacity to continuously acquire and apply knowledge, to evolve and innovate, is the driving force in the pursuit of perfection.'

TAKESHI YOSHIDA, MANAGING OFFICER,
LEXUS DIVISION



A SPORTING DYNAMIC

The new IS 250 SR embodies the dynamism of the IS Series, marrying the sporting credentials of all IS models with greater accessibility. Derived from the IS 250, the IS 250 SR borrows specification from the IS F and IS Sport, to create an attractive entry-level sports vehicle.

The vehicle has a powerful sweeping profile, suggesting strength, while the deep front, side and rear skirts convey sure-footed poise. The sculpted rear lip spoiler creates a clean, confident line and handsome 17-inch, ten-spoke alloy wheels intimate graceful power. Everything about the appearance of the IS 250 SR is aimed at creating the highest expectations before you even step inside.

Once inside, those expectations are thoroughly fulfilled. Aluminium sports pedals and scuff plates highlight the vehicle's close relationship with the ultra-high performance sports saloon, the IS F. Heated seats, subtle climate control, LED interior illumination and front and rear armrests ensure that the ride is luxuriously comfortable as well as effortlessly dynamic.

In performance terms the IS 250 SR is powered by a 2.5-litre V6 petrol engine, capable of accelerating from 0-62mph in 8.1 seconds (8.4 seconds with an optional automatic transmission) and progressing to a top speed in excess of 140mph. The engine produces 204bhp at 6,400rpm and 252Nm of torque at 4,800rpm, further enhancing the vehicle's performance capabilities. Factor in a six-speed manual or automatic transmission and the IS 250 SR embodies sophistication and intelligent efficiency.

The IS 250 SR is available from £25,040 on the road.

'Drawing from deep-rooted Japanese aesthetic values, we have created a dynamism based on the visual contrast between elegance and simplicity and intriguing, engaging complexities.'

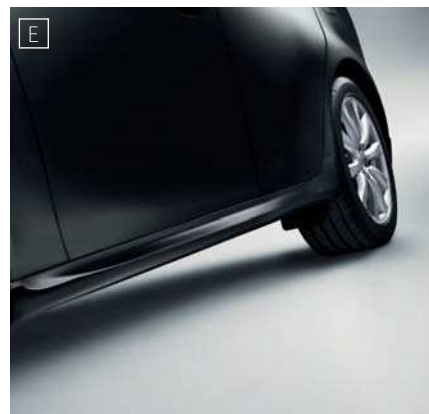
WAHEI HIRAI, HEAD OF GLOBAL DESIGN



FEATURES AND SPECIFICATIONS

FEATURES

- A. Rear lip spoiler
- B. Rear skirt
- C. Front skirt
- D. Aluminium sports pedals and scuff plate
- E. Side skirt
- F. 17" alloy wheels

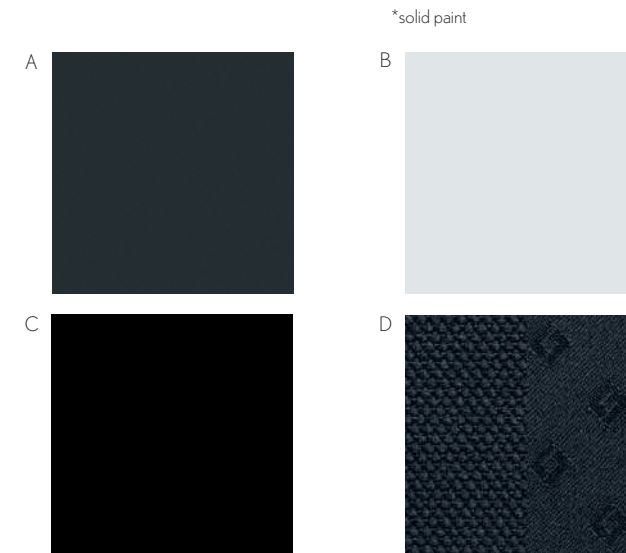


SPECIFICATIONS

ENGINE	IS 250 SR Manual	IS 250 SR Automatic
Cylinders/valves	V6/24	V6/24
Capacity (cc)	2,500	2,500
Maximum output (kW/bhp@rpm)	153/204@6,400	153/204@6,400
Maximum torque (Nm@rpm)	252@4,800	252@4,800
TRANSMISSION		
Rear-wheel drive	✓	✓
6-speed transmission	✓	✓
PERFORMANCE		
Max. speed mph (km/h)	144 (230)	141 (225)
0-62mph (s)	8.1	8.4
FUEL CONSUMPTION*		
Urban (mpg/l/100km)	20.9/13.5	22.2/12.7
Extra urban (mpg/l/100km)	36.7/17.7	40.4/17.0
Combined (mpg/l/100km)	28.8/9.8	31.0/9.1
CO ₂ emissions (g)	231	214
BRAKES		
Front (ventilated discs)	✓	✓
Rear (solid discs)	✓	✓
WEIGHT		
Kerb weight (min.-max.) (kg)	1,570-1,635	1,560-1,625

COLOURS AND TRIM

- A. Cadoxton Slate (1G0)
- B. Argento Ice (1G1)
- C. Velvet Black* (212)
- D. Worcester fabric (FE27)



STANDARD EQUIPMENT

SAFETY AND SECURITY

- Traction Control (TRC)
- Vehicle Stability Control (VSC)
- Anti-lock Braking System (ABS)
- Brake Assist System (BAS)
- Electronic Brakeforce Distribution (EBD)
- Electrical Power Steering (EPS)
- Cruise control
- Smart Entry and Start System
- Driver, front passenger and side airbags
- Driver and passenger knee airbags
- Passenger airbag cut-off switch
- Curtain airbags (front and rear)
- Intrusion Sensor and Alarm
- Central locking with deadlocks
- Two-step double locking
- Temporary spare wheel

EXTERIOR

- 17" alloy wheels (Fr 225/45R17, Rr 245/45R17), 10-spoke design
- Optional 18" Tsuki alloy wheels (Fr 225/40R18, Rr 255/40R18), 5-spoke design
- Electric foldable, heated exterior mirrors
- LED (Light Emitting Diode) rear light and stop light
- IS styling package incorporating front, side and rear skirts and rear spoiler

INTERIOR

- Fabric seats with heated front seats
- In-dash multi-information display
- Leather steering wheel and gearshift lever
- Front and rear armrest
- Tinted glass
- Windshield de-icer
- Front and rear electric windows
- Climate control with clean air filter
- LED interior illumination
- Scuff plates
- Metal effect trim
- Sports pedals
- 6 CD auto-changer, 13 speakers, MP3 compatible with AUX socket
- Optional Multimedia Package (*05 DVD-based satellite navigation; 7" VGA screen; Mark Levinson® Audio [14 speakers; 5.1 surround sound; 6-DVD auto-changer]; Bluetooth® connectivity;** Rear Parking Assist Monitor)
- Optional automatic transmission

* According to 93/116/EEC

** Please check with your local Lexus Centre for details of mobile phone compatibility.