

Press Release

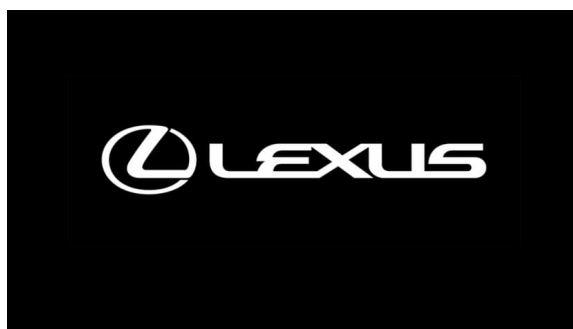
LEXUS INDIA REPORTS ROBUST 19% GROWTH IN FY 2024-25

Lexus India is pleased to announce an impressive 19% growth in the fiscal year 2024-25 compared to fiscal year 2023-24, reinforcing the brand's growing presence in India's luxury automotive sector. This strong performance is a testament to Lexus' commitment to delivering exceptional vehicles and superior customer experiences.

The first quarter of 2025 also saw continued momentum, with Lexus India recording a 17% increase in sales compared to first quarter 2024. Leading this growth was the NX model in the quarter, highlighting its popularity among Indian consumers seeking luxury SUVs. The LM model also demonstrated outstanding demand, solidifying its appeal in the luxury mobility segment.

In March 2025, Lexus India has clocked highest-ever monthly sales to date. The brand registered 61% growth as compared to March 2024. The NX model experienced exceptional growth, while the RX maintained stable performance. The combined SUV lineup of NX and RX models rose by 63% compared to March 2024. The LM continued to thrive, reflecting sustained customer interest, and the recently announced bookings for the LX witnessed strong positive demand.

Commenting on the robust performance, Hikaru Ikeuchi, President of Lexus India, stated, "We are deeply grateful to our guests for their unwavering trust and enthusiasm



for Lexus vehicles in India. Achieving an impressive 19% growth in FY 2024-25, along with a strong start to 2025 marked by a 17% first quarter growth, is a testament to our commitment to delivering unparalleled luxury and exceptional guest experiences. These milestones inspire us to push boundaries and continuously enhance our offerings. As we move forward, we remain dedicated to redefining luxury mobility, embracing sustainability, and exceeding guest expectations."

Lexus has embraced the Japanese philosophy of Omotenashi, ensuring every action reflects deep respect and guest care. To reinforce this and provide absolute peace of mind, Lexus India has recently introduced flexible and unique Lexus Luxury Care service package which includes Comfort, Relax and Premiere options that are available in 3 years / 60,000 Km or 5 years / 100,000 Km or 8 years / 160,000 Km. This service package provides guest with multiple offerings further delighting them.

Marking eight years of operations in India, with an overall robust growth, Lexus India remains optimistic about sustaining this positive momentum throughout 2025, reinforcing its position in the luxury automotive market and delivering memorable experiences to its valued guests.

ABOUT LEXUS INDIA:



Lexus launched globally in 1989 with a flagship sedan and a guest experience that helped define the premium automotive industry. In 1998, Lexus introduced the luxury crossover category with the launch of the Lexus RX. The luxury hybrid sales leader, Lexus delivered the world's first luxury hybrid and has since sold over 2 million hybrid vehicles. A global luxury automotive brand with an unwavering commitment to bold, uncompromising design, exceptional craftsmanship, and exhilarating performance, Lexus has developed its lineup to meet the needs of the next generation of global luxury guests and is currently available in over 90 countries worldwide. Lexus associates/team members across the world are dedicated to crafting amazing experiences that are

uniquely Lexus, and that excite and change the world, reinforcing its core values of being Authentic, Refined, Omotenashi, Engaging, and Imaginative under its vision of 'Making Luxury Personal'. Ever since its debut in India in March 2017, Lexus has aimed to craft a better tomorrow and redefine luxury in the world's fastest-growing major economy. The brand strives to consistently deliver exceptional design and quality to the discerning Indian guest with a portfolio of 5 vehicles, 4 of which are self-charging hybrid electric vehicles. In 2020, Lexus' presence in the Indian market was further strengthened with the introduction of its first locally produced model, ES 300h and it continues to be the most popular model amidst Lexus' India line-up.