



Every age in history begins with a catalyst for change. An event or invention or discovery so profound it actually alters the course of future events. At Lexus, we firmly believe the introduction and expanded use of hybrid technology will usher in an entirely new era in transportation. One in which alternatively powered vehicles complement-rather than compromise-the driving experience. This great leap forward has the potential not only to change the way automobiles are built, but to encourage wiser resource utilization and, in turn, lead to a more sustainable planet. This year, Lexus proudly offers no less than three vehicles that feature hybrid technology. In doing so, Lexus delivers impressive power, improved fuel efficiency, lower levels of noise and vibration, and significantly reduced emissions. All while sacrificing nothing in terms of the luxury, performance and utility you'd expect from Lexus. In other words, this is driving at an extremely advanced level.

This is the age of Lexus Hybrids. This is the pursuit of perfection.



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