

Lexus Earns Four Segment Awards in J.D. Power and Associates 2011 Initial Quality Study

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TORRANCE, Calif., June 23, 2011 – Toyota Motor Sales (TMS), U.S.A., Inc., received a combined four segment awards in the 2011 J.D. Power and Associates Initial Quality Study (IQS). Lexus earned the honor as the highest ranking nameplate in the industry, while the Toyota Division moved up 14 positions to place seventh.

“We are quite pleased with the quality improvements Toyota and Lexus have made over the last year and Lexus’ highest position overall in the 2011 IQS,” said Jim Lentz, TMS president and chief operating officer. Lentz continued, “We are committed to the quality and dependability of our products.”

Lexus LS Places First for the Fourth Straight Year

Lexus ranked highest among all nameplates in the 2011 IQS with 73 problems per 100 vehicles (PP100). Lexus has ranked highest in the IQS study in 13 of the last 22 years, beginning with the brand’s first model year in 1990.

Lexus captured four segment awards in this year’s study, more than any other premium brand. These awards include the Lexus ES 350 for Entry Premium car; the Lexus GS for Midsize Premium Car; the Lexus GX 460 for Midsize Premium Crossover/SUV; and the Lexus LS 460 for Large Premium Car. The Lexus GS and GX 460 rank highest in their respective segments for a third consecutive year. The Lexus LS earned the distinction of highest-performing model in the industry for a second consecutive year with fewest quality problems in the industry, with just 54 PP100.

Toyota Takes Major Leap Forward

The Toyota Division made significant advancements in this year’s study recording 16 fewer problems per 100 vehicles, enabling the brand to return to the top 10 among all nameplates. The marked improvement was a team effort with most models registering improved scores over last year. The Corolla, Prius, Tacoma, Tundra, Venza, RAV4 and Sequoia all earned double-digit score improvements.

Production Facilities Earn Top Honors

Two Toyota production facilities took the most prestigious Platinum Plant Quality Awards (tie) while one facility received a Silver award (tie). Both the Kyushu 2, Japan plant (IS line, ES 350, RX line) and Cambridge South, Ontario, Canada plant (RX line) were honored with the Platinum Award with 24 PP100 each. This is the first Platinum award for the Cambridge South, Ontario facility. The Kyushu 1 plant (Highlander, RX line) earned the Silver award with 27 PP100.

Toyota Segment Honors Chart

Model	IQS Segment	Problems per 100
Lexus LS 460	Large Premium Car	54
Lexus ES 350	Entry Premium Car	56
Lexus GS	Midsize Premium Car	67
Lexus GX 460	Midsize Premium Crossover/SUV	79
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