
CONCEPT

The LEXUS flagship sedan [LS430] represents a compilation of all automotive technology.

Attaining a deeper, more profound evolution, the New LS430 is reborn.

In order to approach ever nearer to “Perfection” . . .

In order to continue to deserve the title of “Ultimate Car”. . .

Close attention has been given to design, comfort, performance and safety features, as well as the environment.

Not only have we succeeded in clearing the strict hurdles that we set for ourselves in all these areas, but we have continued to go beyond and exceed in our relentless pursuit of the perfection. . .

The LEXUS flagship sedan [LS430] is the outgrowth of this strong desire not to give in to compromise.

Not only do we continue the a of cars that serves as the standard for all cars, but we offer the highest level of satisfaction to the owner.



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The Flagship Sedan of the LEXUS LS430

[Six that make this the standard for all the World's Automobiles]

MO

1

EXTERIOR

A majestic form which boasts an overmastering presence. This form makes a powerful impression on the beholder.

2

INTERIOR

An uncompromising approach towards comfort. The resulting interior exudes an atmosphere that enriches the spirit.

3

EQUIPMENT

The equipment package offered for the LS430 sets no limits as to the pursuit of luxury. These features were designed to fulfill the satisfaction of all your passengers.

4

MECHANISM

Obsessed with superior performance, as well as concern for the environment. The LS430 contains limitless possibilities.

5

SAFETY

Various technologies have been poured into this car to assure that it is the top class in safety features.

6

ENVIRONMENT

In the current era of environmental protection we fully take into consideration and actively implement the reuse and recycling of resources and parts as well as the reduction of environmentally harmful materials.