

2010 Lexus ES 350 Debuts New Styling, Luxury Features and Electronics

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003 2010 Lexus ES 350

- New Exterior Styling Includes Revised Front Fascia and Taillight
- New Interior Enhancements Include Console and Trim Choices
- New Subscription-Based Lexus Enform™ with Safety Connect™ Telematics System

The Lexus ES 350 debuts revised styling, new luxury amenities and the all-new telematics system, Lexus Enform™ and Safety Connect™, for 2010. Newly standard rear seat-mounted side airbags bring the number of airbags in the ES 350 to 10.

In its fifth generation, the Lexus ES 350 continues to blur the line between “entry luxury” and “prestige luxury.” Revised headlamps, a new grille, new grille surround, chrome body side molding and new front bumper with revised lower intake and integrated fog lamps underscore the car’s refined character. Side mirrors now feature integrated turn signals, and the tail lamps are redesigned. Elegant new exterior colors accentuate the distinctive design in the 2010 ES 350.

For 2010, renowned Lexus luxury is enhanced by revised steering wheel controls, as well as new wood trim choices. A revised center console offers more storage than before. An array of new user technologies expands navigation capability and music playing options. The updated optional navigation system features improved Voice Command casual-language voice recognition to enhance owner convenience.

The new standard Lexus Memory System controls and stores settings for the driver’s seat (except lumbar), outside mirrors and steering wheel. Rain-sensing windshield wipers, previously optional, are now standard.

Two all-new telematics products are available with a complimentary one-year trial subscription. Safety Connect is standard on non-navigation equipped vehicles. Lexus Enform, which automatically comes with Safety Connect, is only available with navigation-equipped vehicles.

Engine/Transmission/Drivetrain/Performance

The ES 350’s aluminum 3.5-liter V6 produces 272 horsepower at 6,200 rpm and 254 lb.-ft. peak torque at 4,700 rpm. The chain-driven camshafts employ Dual Variable Valve Timing with intelligence (Dual VVT-i) for optimal performance and efficiency at all engine speeds.

The six-speed automatic Electronically Controlled Transmission with intelligence (ECT-i) provides a sequential manual shift feature for a more involved driving experience when desired. Shifting strategy adapts to driver input, with rapid kick-down response.

Chassis/Body/Suspension/Tires/Brakes

The ES 350 owes its smooth, quiet ride in large part to a rigid unibody structure that allows the four-wheel independent suspension to be tuned to provide responsive handling agility and ultra-smooth ride quality. The low 0.28 coefficient of drag (Cd) helps minimize wind noise while also helping to maximize highway fuel efficiency. Standard 17 x 7-inch aluminum alloy wheels with a new split five-spoke design carry 215/55R17 all-season tires. A full-size spare wheel/tire is available.

Standard Vehicle Stability Control (VSC) with traction control system integrates the Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD) and the Brake Assist (BA) safety feature. A new VSC cut-off switch for 2010 is useful if it becomes necessary to extricate the car from deep snow or other difficult conditions, such as mud or sand.

Safety/Security Features

A reinforced front- and rear-structure passenger compartment forms the foundation for passive safety in the ES 350. In addition to advanced dual-stage front airbags and front seat-mounted side airbags, the Lexus Supplemental Restraint System includes rear seat-mounted side air bags (previously optional, now standard), side-curtain airbags that extend from the A-pillar to C-pillar and a knee airbag for both the driver and front passenger, for a total of 10 airbags throughout the cabin.

The optional Pre-Collision System (PCS) can help reduce collision damage. The package includes Dynamic Radar Cruise Control, which uses millimeter-wave radar to measure and help maintain a pre-set distance from a vehicle traveling ahead. The multi-information display within the combination meter will show a car icon with the selected following distance.

If, based on a variety of inputs, PCS determines that a collision is unavoidable, the system preemptively retracts the front seat belts and pre-initializes BA so that increased braking will be applied the instant the driver depresses the pedal. Active Braking can automatically apply the brakes up to a deceleration rate of 0.3 g if the driver fails to react to system warnings.

The optional dual-swivel Lexus Adaptive Front Lighting System (AFS) helps illuminate a turn or curve as the driver steers into it. A medium-to-high speed mode (over 19 mph) allows both the right and left front headlamp bulbs to swivel toward the direction of the turn at the same time.

Luxury/Comfort/Convenience

Lexus' craftsmanship and attention to detail provide true luxury by design in the ES 350. Standard leather-trimmed seating is available in three colors. For 2010, the Ultra Luxury Package adds double-contrast stitching for the seats, console and door trim, a feature seen in prestige-luxury models, and perforated, semi-aniline leather.

A one-touch tilt/slide power glass moonroof is standard, as well as a dual-zone automatic climate control system, 10-way power front seats (with standard driver memory) and a power tilt-and-telescoping steering wheel.

The standard multi-information display, located in the combination meter, is easy to operate. Its main feature is a trip computer that provides outside temperature, driving range, fuel consumption and average speed readouts. A new Eco Driving indicator helps encourage economical driving. The display also includes an oil maintenance reminder and system warnings.

The standard leather-trimmed steering wheel integrates easy-to-use controls for the audio system, trip computer, and multi-information display, as well as voice control for the available navigation system when so equipped. The standard auto-dimming rearview mirror features an integrated digital compass. Heated exterior mirrors help melt away morning fog or frost, and an illuminated entry system lights the interior foot wells and the exterior with puddle lamps.

The SmartAccess keyless entry and push-to-start ignition system allows the driver to enter and start the car without needing to remove the access fob from pocket or purse. The standard HomeLink[®] transmitter can control compatible garage-door openers and home-security devices.

Convenience details abound throughout the ES 350, including illuminated front cup holders and an interior lighting system. Using the new Lexus Memory System feature, the driver can now tailor numerous vehicle preferences, including lighting, power windows and moonroof, steering wheel, and door lock control.

The standard Lexus Premium Audio system includes an in-dash, six-disc CD changer, Automatic Sound Levelizer and an integrated satellite radio receiver (complimentary 90-day trial subscription included). New for 2010, the system adds iPod®/USB connectivity, Bluetooth® hands free phone capability and music streaming.

Luxury Options

The customer can “layer” luxury in the ES 350 by adding the Ultra-Luxury Package, or by selecting from a number of standalone options which include heated and ventilated front seats, HID with AFS, and Intuitive Park Assist (IPA). The IPA system uses ultrasonic sensors to detect objects close to the car’s front and rear bumpers, alerting the driver and showing distance to objects in the multi-information display.

The available touch-screen Lexus Navigation System with rear back-up camera, revised for 2010, allows the driver to enter a destination using the updated Voice Command casual-language voice recognition. The system integrates control for the Lexus Personalized Settings feature and adds Bluetooth® phonebook download. Voice command, a casual-language-based voice recognition feature, is standard on navigation-equipped vehicles. This new technology allows the driver to give fewer and more flexible, conversational commands in a specific order for easier access to audio, climate, and navigation system functions to help drivers focus more on the road ahead.

The optional Mark Levinson® Premium Audio System is available in conjunction with the navigation system. This leading-edge design uses 10 channels of amplification with 300 watts total output at only 0.1 percent Total Harmonic Distortion (THD). The system plays through 14 speakers in a 7.1-channel surround sound speaker architecture. The Mark Levinson system can play conventional CDs and DVDs, and MP3-formatted CDs. DVD movies can be viewed on the navigation system’s color seven-inch touch screen when the car is in park and the parking brake is engaged.

The Ultra-Luxury Package includes a panorama glass roof; perforated semi-aniline leather-trimmed seating (new Black/Saddle color combination for 2010); power rear sunshade; passenger memory; the HID/AFS lighting system; and a wood- and leather-trimmed steering wheel and shift knob. Exclusive Liquid Graphite-finish 17-inch 10-spoke alloy wheels add a distinctive touch.

Interior Design

Built on a 109.3-inch wheelbase, the midsize ES 350 provides a roomy and inviting interior. The driver and passengers are treated to intelligent, elegant luxury, with touch points that convey quality and controls that respond fluidly.

The high level of Lexus craftsmanship is immediately evident in the ES 350, with bright, clear Optitron® gauges, premium wood, as well as polished metal and leather accents that echo prestige-luxury models. For 2010, Parchment leather replaces Cashmere; new Walnut trim replaces Medium Brown Walnut, and Dark Brown Bird’s Eye Maple trim is added.

Lexus Enform™ with Safety Connect™

The Lexus ES 350 offers an all-new telematics system, Lexus Enform™ with Safety Connect™, available by subscription. Complimentary one-year trial subscriptions are included on all purchases of new Lexus vehicles equipped with these features. Both the Lexus Enform and the Safety Connect response center operate 24 hours a day, 7 days a week—every day of the year.

Safety Connect, the cornerstone of the services, is available on both non-navigation and navigation-equipped ES 350 and offers four safety and security features: Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS), and Enhanced Roadside Assistance, which adds GPS data to the already included warranty-based Lexus roadside service.

Lexus Enform, available only on navigation-equipped vehicles, includes all of the Safety Connect features and builds upon them with the premium services of Destination Assist and eDestination. Destination Assist agents are available via the on-board cellular equipment and can help drivers find a specific address, a business by name, or a type of business (e.g., gas station, movie theater, etc.), and even Zagat[®]-rated restaurants, and then send the coordinates to the navigation system for routing. With eDestination, drivers can go online via LexusDrivers.com to save and sort destinations in up to 20 folders, each holding as many as 10 destinations. Then drivers can send the locations—up to 200 at a time—to their vehicle, where they will be available for download into the navigation system. Online, drivers can create personalized location names (e.g., “Favorite sushi,” “1 PM Appt,” “Kids’ doc,” etc.) and even list notes about their saved locations, all helping them see exactly the information they choose in the vehicle.

Lexus Insider[™], a complimentary, opt-in service is also available without a subscription on all Lexus Enform-equipped vehicles. This feature offers in-vehicle audio casts that provide owners access to useful vehicle tips and event information, and insights into exclusive owners’ benefits – all designed to further enhance the Lexus experience.

XM – Beyond Radio

Lexus Enform vehicles are factory ready for subscriptions to a variety of innovative XM services. Integrated XM[®] satellite radio is standard. Additionally, Lexus Enform vehicles feature XM NavTraffic[®] and XM NavWeather[™] services. XM NavTraffic informs the driver of current traffic conditions with real-time traffic displays. When traffic problems are detected the navigation system alerts the driver so that the route can be adjusted. XM NavWeather provides near real-time weather conditions as well as spoken and nav-screen forecasts, both based on official National Weather Service data.

Lexus Enform also provides the platform for XM[®] Sports and Stocks, which features in-vehicle updates on sports and stocks so drivers can stay connected to their favorite teams and investment data while on the road. XM Sports provides game results and schedules for up to five personally selected national league sports teams while XM Stocks supplies data for up to 10 personally selected stocks. After inputting their selections, drivers can access the reports either by the navigation system, or by using the voice command system, adding a new level of flexibility.

XM services require separate XM subscriptions. The XM Sports and Stocks service is included with an XM[®] radio subscription. All XM services offer complimentary 90-day trial subscriptions.

Warranty

All new Lexus vehicles come with a 48-month/50,000-mile basic limited warranty with roadside assistance for 48-months/unlimited miles. Powertrain and restraint system coverage is provided for 72 months/70,000 miles. Corrosion perforation protection is covered for 72 months, regardless of mileage.

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