

AUTOMOTIVE

Lexus' Kentucky-manufactured model to debut in September

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The Lexus ES 350 is in production now. Image credit: Lexus

By STAFF REPORTS

Toyota-owned automaker Lexus is producing the new 2019 Lexus ES 350 at its facility in Georgetown, KY to take advantage of the plant's manufacturing technology.

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The ES 350, which will be in showrooms this September, is the latest in Lexus' line of luxury vehicles produced at the Kentucky factory. The Georgetown factory recently received a platinum award from J.D. Power & Associates to mark the excellence and quality of the vehicles produced there.

"After extensive sensory training, our team members rely on sight, sound and touch to know that the craftsmanship of the car is of the highest standard," said Mike Bridge, Lexus assistant general manager. "A machine can't make those judgments, and that's why we take so much time to train before a new model goes into production."

Platinum production

For Lexus' latest model, the brand is emphasizing the quality of its assembly and the care and craftsmanship that were put into its creation.

To ensure that the ES 350 was created the highest quality, Lexus had it manufactured at its factory in Georgetown, KY.

In 2016, a year after it began production, the Georgetown factory received a Platinum award from J.D. Power & Associates' Initial Quality Study, marking it as one of the highest standards of quality in the world.

The innovative manufacturing technology on display at the factory has allowed the ES 350 to be built lower, wider and with its wheels pushed closer to the corners for superior performance.

Performance and craftsmanship have been a key part of Lexus' marketing efforts recently. Lexus is giving drivers an inside look at its attention to detail and quality craftsmanship in a new marketing campaign for its high-performance vehicles.



Lexus has a new campaign, "Performance, Crafted to the Extreme." Image credit: Lexus

For its series called "Performance, Crafted to the Extreme," Lexus teamed up with top drifting and Hollywood stunt driver Rhys Millen and renowned automotive director Ozan Biron for three new spots. With cinematic flair, these short films include a rare inside look at Lexus' factories and the production of the LC 500, RC F and GS F ([see story](#)).

"Because of the team we have here in Georgetown, and all that has been accomplished in just three years since initially launching Lexus, we're confident our Lexus customers will Experience Amazing each time they get behind the wheel of a Kentucky-assembled ES," Mr. Lentz said.

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