

AUTOMOTIVE

Lexus achieves sales milestone in European market

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The UX is currently the best-selling Lexus model in Europe. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Japanese automaker Lexus is celebrating its millionth vehicle sold in Europe, the latest in a string of milestones for the marque.

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Thirty years after launching in Europe, Lexus has sold more than one million vehicles in the market. In 2019, Lexus achieved 10 million global sales and earlier this year the automaker sold its 5 millionth sport utility vehicle.

Milestone alert

Lexus, which is owned by Toyota Motor Corp., debuted in Europe with the LS 400 in 1990, months after the automaker launched in the United States.

The market is defined as European Union countries, the United Kingdom, Iceland, Switzerland, Russia, Ukraine, Kazakhstan, the Caucasus region, Turkey and Israel.

More than 550,000 of the Lexus models sold in Europe have been SUVs, including nearly 290,000 RX crossover SUV. The compact UX, which was introduced last year ([see story](#)), has already sold more than 32,000 models.

Sales of SUVs have dominated the luxury car market in recent years ([see story](#)).

Lexus has sold more than one million vehicles in Europe

Hybrids have also been central to Lexus' presence in Europe.

Lexus introduced the first luxury hybrid, the RX 400h, in 2005. Forty-five percent of the Lexus vehicles sold in Europe have been hybrids.

That figure continues to grow, as hybrid models currently account for 96 percent of total Lexus sales in Western Europe.

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