

Q T D P S B I C U S T O M B U I L T V O
 W T A D R A C C E L E R A T I O N Z C R
 R C F K I F F D R X A D V A N C E D V N
 C P R X U S X E B Q U A L I T Y M J G H
 J E K A X M T U T R E L I A B I L I T Y
 N R V W F L I I M Y Q Z A S A A S L I L
 E F A F X T X N N N B A I U G E D B J O
 Z O V L O Z M W T C Z B D E D A Z Z W Q
 I R O L S G S A B E T E C H N O L O G Y
 A M B A F R A H N X G I Z L H Y B R I D
 K A D Y N A M I C S O R V D G R Q R Q Y
 I N N O V A T I V E H X I E S P C M Q D
 L C O M O T E N A S H I I T F D O L H L
 R E E Z G L U X U R Y L P W Y G X I J S
 O H S N U L E X U S E N G I N E E R E D

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|---------------------|-------------------|--------------------|------------|------------|------------|
| Acceleration | Dynamic | Luxury | ES | LS | UX |
| Advanced | Engineered | Performance | GS | LX | LFA |
| Craftmanship | Hybrid | Quality | GSF | NX | |
| Custom built | Innovative | Safety | GX | RC | |
| Design | Integrity | Reliability | IS | RCF | |
| Distinctive | Lexus | Technology | LC | RX | |

BONUS WORDS

Omotenashi
Omotenashi is the heart of Japanese hospitality. It's about anticipating a Guest's needs and satisfying them before the Guest even asks. At Lexus, this is the level of hospitality that we strive for and why demonstrating an insightful understanding of every person's wants and needs is so important to us.

Kaizen
Kaizen means continuous improvement, and it's a practice that makes Lexus the brand of amazing experiences. Whether it's our products or services, we never settle and are always looking for ways to get better. While progress may come in small steps, we know that small improvements will one day yield big results.

Takumi
 The *Takumi* are master craftsmen who spend decades honing their craft to achieve unparalleled dexterity and skill. This ancient Japanese tradition is essential to all that Lexus does, as we look to achieve mastery at the highest level. It takes 60,000 hours to become a Lexus Takumi—master craftsmen and guardians of Lexus quality.