



Lexus: The Relentless Pursuit (Revised edition)

By Chester Dawson

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Lexus: The Relentless Pursuit (Revised edition), Chester Dawson, A behind-the-scenes look at Lexus's surprising twenty-year success story in a revised new edition. In the 1980s, German brands BMW and Mercedes-Benz dominated the luxury car market and had little reason to fear competition from Japan. But in 1989, Toyota entered the market with the Lexus LS 400, a car that could compete with the Germans in every category but price; it was US\$30,000 cheaper. Within two years, Lexus had overtaken Mercedes-Benz in the United States and made a stunning success of Toyota's brave foray into the global luxury market. Lexus: The Relentless Pursuit reveals why Toyota decided to take on the German automakers and how the new brand won praise and success for its unparalleled quality, unforgettable advertising, and unprecedented customer service. From the first boardroom planning session to Lexus's entry into the mega-luxury supercar market, this is the complete and compelling story of one of the world's most admired brands. * Includes a new Foreword by legendary designer Erwin Ludi, an Afterword with updates since the first edition, and a new Coda by leading Japanese automotive journalist...



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