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Toyota Confirms Lexus Launch In India



Toyota Motors has confirmed its plan announced a year ago to import fully-built Lexus cars into the country. This move by Toyota has been prompted by the 22% increase in luxury car sales in the domestic market for the year ended March 2009. Although there are many Lexus cars on Indian roads, all of them are imported directly by individual consumers.

“We are very much looking at introducing Lexus, based on the feedback of our dealers and distributors, but are yet to decide on a final timeframe to launch it in India,” Toyota India MD Hiroshi Nakagawa said.

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