

For additional information, contact:  
Robert Myers  
Harman International Automotive Division  
(949) 754-2831  
robert.myers@harman.com

March 1, 2010 – For Immediate Release

## **Mark Levinson Audio in Lexus LFA Supercar Marries High Efficiency with High Performance**

### **Eco-friendly audio technology reduces power consumption, weight and heat generation**

FARMINGTON HILLS, Michigan – Mark Levinson acoustic engineers working on the new Lexus LFA supercar were faced with the very same objectives as the automotive engineers: Reduce weight and increase power. The resulting Mark Levinson Premium Surround system not only accomplishes these goals, but also raises the bar in audio system design and performance within a motor vehicle.

“While we always work to stay one step ahead of any competitor, the innovative, high-performance audio solutions that we’ve developed for the Lexus LFA truly push the envelope, and are commensurate with its extreme performance potential,” notes Phil Muzio, Director, Acoustic System, North America-Far East (NAFE).

The Mark Levinson Premium Surround system created for the LFA is the first automotive expression of **Harman GreenEdge**<sup>®</sup>, a Harman International eco-friendly technology initiative targeted at improving sonic performance while reducing power consumption, weight and heat generation. Based on the enabling technologies underlying Harman GreenEdge, High Efficiency Transducers (HiE) and High Voltage Amplification, the LFA’s Mark Levinson Premium Surround system employs all-new, proprietary Class D power amplification. Engineered using the patents and switching amplifier expertise from Crown International, this highly efficient amplification is combined with new, custom engineered high-output, low-distortion transducers.

This 12-speaker, 12-channel system is capable of an incredible 1,002 watts of total power,\* and is comprised of large 180 x 250 mm extended-range woofers with ultra-rigid carbon-fiber cones, high-efficiency, low-directivity compression-horn loaded tweeters, and directivity-controlled 90 mm midrange speakers in their own acoustically designed and sealed enclosures. Even within the relatively cozy confines of the LFA passenger cabin, this high-performance audio system delivers natural dynamics and spatial imaging – in other words, incredible sonic performance and pure Mark Levinson sound.

Mark Levinson Premium Surround and Premium Sound systems are available in the full range of Lexus vehicles. The new LFA supercar will be shown at the 80th International Geneva Motor Show, 4 - 14 March.

\* All channels driven at no more than 0.01% Total Harmonic Distortion. Note that Mark Levinson uses the true RMS rating, which legitimizes the system’s quality, as opposed to the peak power rating that other makers use.

###

Preliminary product specifics, subject to change without notice. © 2010 Harman International Industries, Incorporated. For more information about Mark Levinson, visit [www.marklevinson.com](http://www.marklevinson.com). For information about Mark Levinson sound systems in Lexus vehicles, visit [www.marklevinsonlexus.com](http://www.marklevinsonlexus.com).

Mark Levinson is a unit of Harman International Industries, Incorporated ([www.harman.com](http://www.harman.com)). Harman International designs, manufactures and markets a wide range of audio and infotainment products for the automotive, consumer and professional markets, and maintains a strong presence in the Americas, Europe and Asia, employing more than 10,000 people worldwide. The Harman International family of brands includes AKG<sup>®</sup>, Becker<sup>®</sup>, BSS<sup>®</sup>, Crown<sup>®</sup>, dbx<sup>®</sup>, DigiTech<sup>®</sup>, Harman Kardon<sup>®</sup>, Infinity<sup>®</sup>, JBL<sup>®</sup>, Lexicon<sup>®</sup>, Mark Levinson<sup>®</sup>, Revel<sup>®</sup>, QNX<sup>®</sup>, Soundcraft<sup>®</sup> and Studer<sup>®</sup>. Harman International’s stock is traded on the New York Stock Exchange under the symbol “NYSE: HAR.”

Lexus is a Division of Toyota Motor Sales, U.S.A., Inc.