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Coach and Lexus Renew Partnership to Produce Coach Edition ES 300; 2001 Model To Be Unveiled at Detroit Auto Show

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NEW YORK--(BUSINESS WIRE)--Jan. 4, 2001--Renowned for its distinguished leather products, Coach Inc., (NYSE: COH) a leading marketer of modern classic American accessories, and Lexus, the luxury division of Toyota Motor Sales, U.S.A., Inc., announced today the introduction of the 2001 Lexus ES 300 Coach Edition. The distinctive limited edition will be unveiled next week at the North American International Auto Show in Detroit.

"Lexus' unsurpassed reputation in the automotive industry continues to make it the perfect partner for Coach's long-standing tradition of delivering the highest quality and design to discerning consumers," said Lew Frankfort, Chairman and CEO of Coach. "Each Lexus Coach Edition has enjoyed tremendous success since the first introduction in 1996, and we are very proud of the strategic partnership that continues today."

The luxury automaker and high-end retailer have teamed up again in an exclusive deal to produce a distinguished limited edition ES 300 featuring Coach leather-trimmed interior; Coach edition badging, and a Coach cabin bag. Other design and performance features include five-spoke carbon polished alloy wheels; wood-and-leather-trimmed steering wheel; birds-eye maple wood trim; power moonroof; 3.0 liter, 210-horsepower V6 engine; and in-dash, six-disc CD auto-changer. This special Coach edition will be available in Black Onyx with black or ivory interior, Diamond White Pearl and Oyster Pearl, both with an ivory interior.

"There have been three previous Lexus Coach Editions in the USA - the '97 LS 400, and two ES 300 editions in '96 and '99 - not to mention three Coach Editions in Japan," reported Denny Clements, Lexus Group Vice President and General Manager. "Our experience together has proven that the partnership of the one of the world's leading luxury automakers with the leather industry's most acclaimed designer and manufacturer can't be beat. We look forward to continuing to bring shared traditions of product quality and excellence from both industries to the marketplace."

The 2001 Limited Lexus ES 300 Coach Edition is priced at \$34,395 manufacturer's suggested retail price (MSRP). The exclusive options in the limited edition represent nearly a \$5,000 value for a cost of \$3,000 MSRP.

The Coach Edition will be available through the 190 Lexus dealerships nationwide beginning January 25, 2001.

Coach, with headquarters in New York, is the leading American marketer of fine accessories and gifts for women and men, including handbags, business cases, furniture, luggage and travel accessories, wallets, footwear, watches, eyewear and related accessories. Coach is sold worldwide through Coach stores, select department stores and specialty stores, through the Coach catalogue in the U.S. by calling 800-262-2411 or visit www.Coach.com.

Coach's shares are traded on The New York Stock Exchange under the symbol COH.

Lexus, the luxury vehicle division of Toyota Motor Sales, U.S.A., Inc., markets and sells luxury cars and sport utility vehicles through 190 dealerships in the United States. Lexus prides itself on providing the best in vehicle quality, service and customer satisfaction. The company's dealers have achieved the highest honors in customer satisfaction nine out of the last ten years from the independent research firm J.D. Power and Associates. Additionally, with record setting sales in 2000, Lexus is the top-selling luxury brand.

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