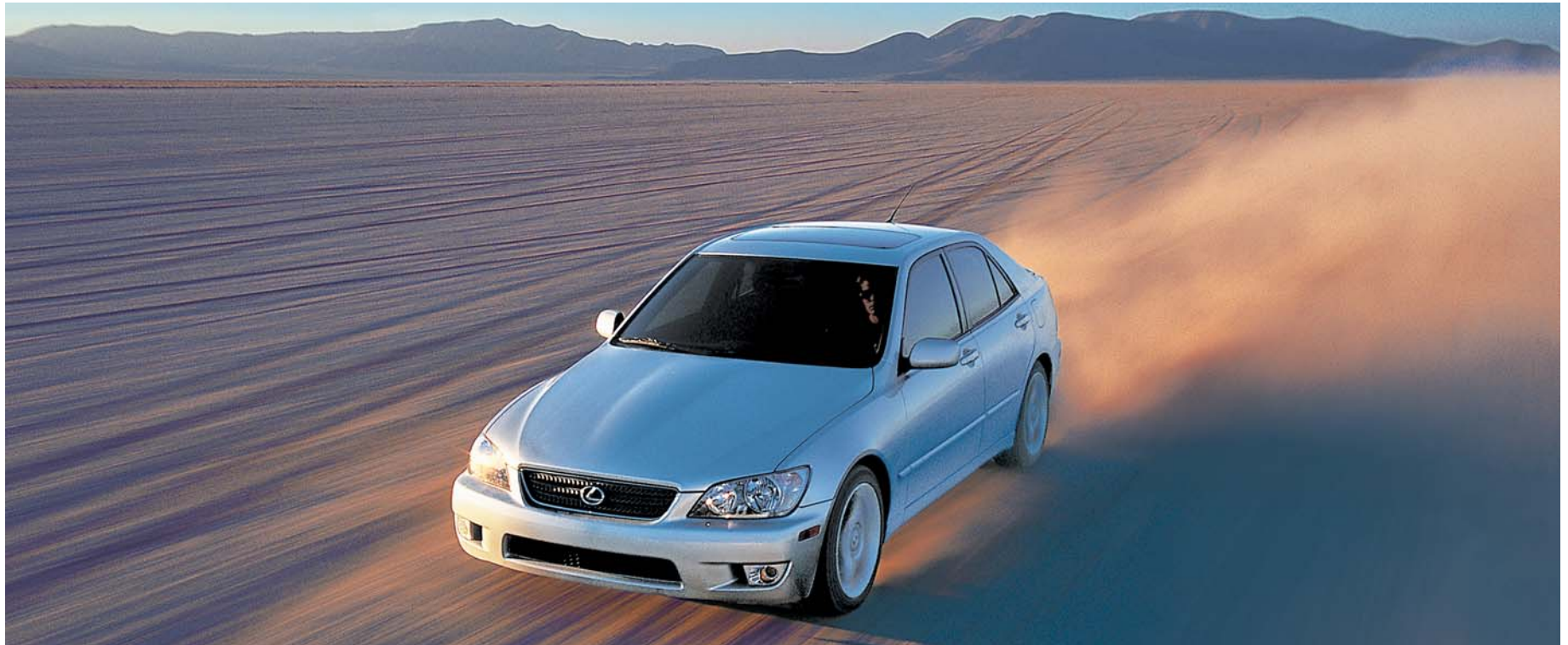


2004 LEXUS **I·S** 5-Speed/E-Shift



2004 LEXUS I•S Performance



Driving isn't a right, it's a privilege. Being passionate about it, now that's your right. Like it or not, how you drive says just as much about you as what you drive. And that's yet another reason to choose the Lexus I•S and its 215-horsepower in-line 6 engine. If you're really passionate about the time you spend behind the wheel, you'll want the available five-speed manual transmission. This configuration includes a suspension tuned with stiffer coil springs to give it a tighter feel and helps with more responsive handling and tracking while executing linked turns. ~ Combined with Variable Valve Timing with intelligence (VVT-i), the I•S is able to continually adjust its intake valve openings to optimize performance in nearly any driving situation. Then consider the power-assisted brakes, the progressive power-assisted rack-and-pinion steering system and the 17-inch aluminum-alloy wheels¹, and it's easy to understand why I•S drivers are known to have a perma-grin on their faces.

¹See page 15 for more information.

2004 LEXUS I•S E-Shift



A steady diet of asphalt. That's really all the I•S desires. Fortunately, we've made it quite easy for you to heed that request, thanks to a number of highly addictive performance features. ~ From the moment your foot hits the drilled-aluminum pedals you'll find very few reasons to step back on to the pavement any time soon. Further contributing to the I•S thrill factor is the Formula One-inspired E-shift – which allows you to manually control the five-speed automatic Electronically Controlled Transmission with intelligence (ECT-i). That means precision upshifts and downshifts right from your fingertips. ~ True automotive enthusiasts will also demand the available TORSEN® Limited-Slip Differential (LSD)², which distributes torque between the driving wheels to help improve traction on slippery roads, helping to keep the I•S pointed in the direction you intended.

² See page 15 for more information.

2004 LEXUS **I•S** Handling & Suspension



Vehicle shown with optional equipment.

It handles curves. It handles straightaways. Heck, it'll handle a midnight run for burgers if you want it to. Never underestimate the ambition of the four-wheel independent double-wishbone suspension of the 2004 Lexus I•S.

2004 LEXUS I·S 5-Speed Interior



Vehicle shown with optional equipment.

Although the I·S was designed to hold up to five, there's clearly one place everyone really wants to be sitting. That's because, from every angle, its interior offers the driver an impressive array of technology. Perhaps the most noticeable is the chronographic-style instrumentation, which gives the speedometer, tachometer and odometer the distinctive look of a high-tech timepiece. Further contributing to the allure of the driver's seat is the I·S chrome ball shifter, which is styled to fit snugly within the palm of your hand, giving you a commanding feel over every shift. And speaking of your hands, both will be drawn to the grip of the handsome, leather-wrapped steering wheel, as well as the new finish of the center console knobs. ~ Of course – seeing that no two I·S drivers are identical – we also wanted to ensure that you could infuse your own brand of energy into the mix, so we included a six-disc, eight-speaker, 240-watt (max power) Lexus Premium Audio System.



2004 LEXUS I·S 5-Speed/E-Shift Interior



PRO: There's room for passengers. **CON:** Eventually, they'll ask to drive. In addition to the available perforated leather-trimmed seats, you can choose the available leather/Alcantara seating surface. This textured combination is designed to hold you tightly in the center of the seat as well as helping to secure you during aggressive cornering.

2004 LEXUS I·S Navigation System



Considering that little voice inside your head isn't likely to offer up any directions, you'll want to have the expertise of the available DVD-based Lexus Navigation System³. And that's



a good driving companion to have because it means you'll have the green light for many destinations in the contiguous U.S. and major cities in Canada – including street addresses, airports, hotels and ATM machines. ~ With the touch of a button, the NAV screen pops up from the dash, and can be tilted to help minimize any glare, and help maximize screen clarity. Once you select your destination, the system not only gives you a choice of up to three different routes, but will also guide you with

clear, easy-to-follow voice and visual directions. When the NAV screen is not in use, it folds back into the dash for an integrated look. ~ And in true I·S-techno form, the system's controls are conveniently located in the center console for easy access.



³ See page 15 for more information.

2004 LEXUS **I·S** SportCross



2004 LEXUS I•S SportCross Interior



It's not an SUV, but it will definitely awaken your adventurous side. Perhaps the most extreme version of the I•S is what's known as the SportCross. Call it an I•S with a backpack, the SportCross has 60/40-split rear seats that make it quite easy for you to load just about whatever kind of gear your lifestyle, or just the day's activities, demands. And like the IS sedan, the SportCross is available with both perforated leather-trimmed seats or the leather/Alcantara option. ~ Additionally, the front passenger seat conveniently folds flat to create a seatback table, while a rear power outlet will prove ideal for most any electrical needs you might require. ~ And exclusive to the IS SportCross is a Lexus nine-speaker 240-watt (max power) Premium Audio System with a woofer mounted in the rear cargo area.

2004 LEXUS I·S Safety

At Lexus, we've spent hours creating and testing the sophisticated safety systems inside our vehicles. So while performance and luxury may be the most obvious personality traits of the I·S, you can be sure safety is equally important ~ The steel-reinforced unibody structure is carefully designed to help retain the basic integrity of the passenger cabin in the event of an accident. Additionally, front and rear crumple zones are specifically designed to compress at a controlled rate, helping to dissipate the force of a possible collision. ~ In the event of a lateral collision, strong structural enhancements, such as front and rear side-door beams, help manage impact energy and resist intrusion into the passenger cabin. Finally, high tensile-strength steel is used in our body panels to strengthen the chassis, add stiffness to the body and help enhance handling.



- A driver's and front passenger's airbag Supplemental Restraint System (SRS)⁴ is designed to help protect the driver and front passenger in the event of a severe frontal collision.
- A front side curtain airbag Supplemental Restraint System (SRS)⁴ is designed to help protect the driver's and front passenger's heads in the event of a severe side impact.
- Front seat-mounted side airbags⁴ help reduce the effect of certain types of severe broadside collisions.
- Three-point seatbelts with front pre-tensioners and force limiters, crumple zones, a collapsible steering column and impact-dissipating upper interior trim are designed to help reduce the severity of certain types of injuries.



⁴ See page 15 for more information.

2004 LEXUS **I·S** Ownership Experience

At Lexus, everything we create is designed to help you make the most of every moment. Our thoughtful amenities, numerous safety features and superior customer service provide a level of comfort and pleasure that will transcend into every aspect of your life. It is, in fact, our passionate pursuit of perfection that makes Lexus owners some of the most satisfied drivers on the road today. Not to mention a significant reason why so many of our existing customers keep coming back again and again. And we think you'll come to find that it is this very philosophy that helps make owning a Lexus just as rewarding as driving one. If you don't believe us, just ask anyone who's been behind the wheel of one of our vehicles.

CUSTOMER SATISFACTION

Given our years of award-winning customer satisfaction, your experience at a Lexus dealership will be unlike any other. You may find such amenities as customer lounges, offices you can use for business, free pickup and delivery, service loaner vehicles, complimentary car washes and even concierge services. And every Lexus owner has access to our 24-hour emergency Roadside Assistance program for their first four years of ownership.* So if you ever need help, no matter what time of night or day, it's just a phone call away.

VALUE/DEPENDABILITY/QUALITY

The value of owning a Lexus involves much more than just its purchase price. It also includes our well-earned reputation for vehicle dependability, projected low repair costs and high retained value, in addition to such intangibles as outstanding customer satisfaction, unparalleled quality, peace of mind and loyalty. And while you may not be able to put a price tag on such intangibles, the feeling can sometimes be more reassuring than money in the bank.

RESPONSIBLE THINKING

At Lexus, we encourage wise use of natural resources, promote driving responsibly when traveling on-road and off, and try to reduce emissions whenever possible. In fact, all 2004 Lexus vehicles will be certified as either Low-Emission Vehicles (LEV) or Ultra-Low Emission Vehicles (U-LEV) or (U-LEV II). In short, we try to make Lexus a company that everyone can feel good about, whether you happen to be driving one or not.



* Coverage only available in the continental U.S. and Canada. See your local Lexus dealer for details regarding the Roadside Assistance program.



2004 LEXUS I·S Options & Accessories



While there's certainly not much you could ask for in terms of the power, handling or overall performance of the I·S, you do have a choice of some rather impressive Lexus options and accessories.

OPTION PACKAGES

Leather Trim Value Package

Perforated leather seating surfaces and interior trim ■ Eight-way power-adjustable front seats with driver's memory ■ HomeLink® universal transceiver ■ Power tilt-and-slide moonroof with one-touch open/close and sliding sunshade

Leather/Alcantara Trim Value Package

Leather/Alcantara seating surfaces and interior trim ■ Eight-way power-adjustable front seats with driver's memory ■ HomeLink® universal transceiver ■ Power tilt-and-slide moonroof with one-touch open/close and sliding sunshade

OPTIONS AND ACCESSORIES

Rear spoiler (standard on SportCross) ■ 17 x 7.0-in five-spoke graphite-finished alloy wheels with 215/45ZR17 summer tires¹ ■ 17 x 7.0-in five-spoke alloy wheels with 215/45ZR17 all-season tires¹ ■ 17 x 7.0-in five-spoke alloy wheels with 215/45ZR17 summer tires¹ ■ 17 x 7.0-in 11-spoke alloy wheels with 215/45ZR17 summer and all-season tires¹ (17 x 7.5-in alloy rear wheels with 225/45ZR17 rear tires on SportCross) ■ 16 x 6.5-in alloy wheels with 205/55VR16 all-season tires (no-cost option) (SportCross only) ■ Wheel locks ■ Removable roof rack (sedan only) ■ Bike Attachment ■ Ski Attachment ■ Black Pearl emblem kit ■ Gold trim emblem kit ■ Car cover ■ Cargo net ■ Cargo mat ■ All-weather floor mats ■ Trunk mat ■ Detachable ski bag for trunk pass-through (60/40-split rear seat on SportCross, sedan only) ■ Front-end mask ■ Leather care ■ Touch-up paint

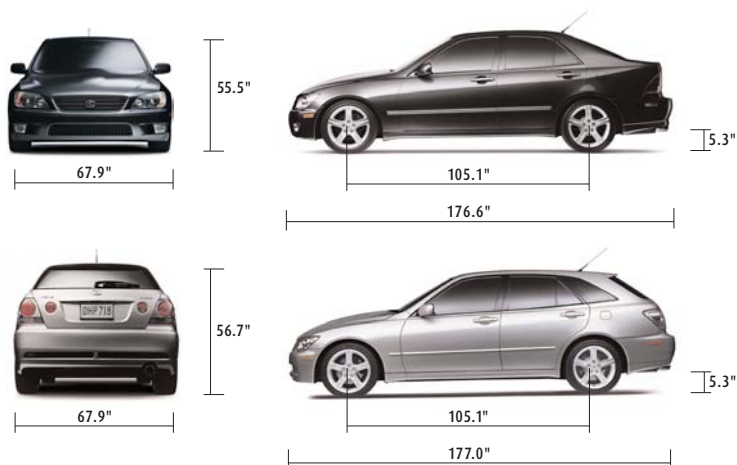


¹ See page 15 for more information.

2004 LEXUS I·S Specifications

BODY, DIMENSIONS

Type	Five-passenger sport sedan/SportCross
Construction	Welded-steel unibody
Overall Length	176.6 in 177.0 in (SportCross)
Width	67.9 in
Height	55.5 in 56.7 in (SportCross)
Wheelbase	105.1 in
Ground Clearance	5.3 in
Weight Distribution (front/rear)	54%/46% 53%/47% (SportCross)
Curb Weight	3,255 lb (manual) 3,285 lb (automatic) 3,410 lb (SportCross)
Fuel-tank Capacity	17.5 gallons
Trunk Capacity	10.1 cubic feet 21.8 cubic feet (SportCross)
Headroom (front/rear)	39.1/37.7 in (37.8/37.3 in with available moonroof)
Legroom (front/rear)	42.7/30.2 in
Shoulder Room (front/rear)	52.6/53.5 in



CHASSIS

Vehicle Stability Control (VSC) ⁵	Electronic system that monitors and helps control the loss of traction in a turn by using yaw-rate, deceleration, vehicle-speed and steering-wheel-angle sensors. Modulates engine power and applies individual brakes as necessary. Integrates Anti-lock Braking System (ABS), Brake Assist ⁶ and Traction Control (TRAC). (Not available with manual transmission.)
Suspension	Front: Independent, double-wishbone with A-shaped upper arm, coil springs, gas-pressurized shock absorbers, stabilizer bar. Rear: Independent, double-wishbone with L-shaped aluminum upper arm and toe-control arm, coil springs, gas-pressurized shock absorbers, stabilizer bar.
Steering	Engine-speed-sensing, progressive power-assisted rack-and-pinion. 3.0 turns, lock to lock.
Brakes	Four-wheel power-assisted discs, with four-sensor, four-channel Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist ⁶ . 11.65-in vented front discs, 12.09-in solid rear discs.
Wheels and Tires	17 x 70-in alloy wheels with 215/45ZR17 summer tires ¹ (17 x 75-in alloy rear wheels with 225/45ZR17 rear tires on SportCross). Optional wheels and tires: 17 x 70-in five-spoke graphite-finished alloy wheels with 215/45ZR17 summer tires ¹ (17 x 75-in alloy rear wheels with 225/45ZR17 rear tires on SportCross), 17 x 70-in five-spoke alloy wheels with 215/45ZR17 all-season tires, ¹ 17 x 70-in 11-spoke alloy wheels with 215/45ZR17 summer and all-season tires ¹ (17 x 75-in alloy rear wheels with 225/45ZR17 rear tires on SportCross), 16 x 6.5-in alloy wheels with 205/55VR16 all-season steel-belted radial tires (SportCross only). Full-size spare with alloy wheel.

DRIVETRAIN

Transmission	Five-speed automatic Electronically Controlled Transmission with intelligence (ECT-i). E-shift on sedan and SportCross with controls on steering wheel. Overdrive fifth gear, engine/transmission networking, flex-lockup torque converter. Five-speed manual (sedan only).
Drive Wheels	Rear, with standard Traction Control (TRAC).
Gear Ratios (manual)	First: 3.566, second: 2.056, third: 1.384, fourth: 1.000, fifth: 0.850.
Gear Ratios (automatic)	First: 3.357, second: 2.180, third: 1.424, fourth: 1.000, fifth: 0.753.
Final Drive Ratio	3.727:1 (manual)/3.909:1 (automatic)

^{1,5,6} See page 15 for more information.

2004 LEXUS I·S Specifications (Continued)

ENGINE

Type	In-line 6, iron block, aluminum head, certified Low-Emission Vehicle (LEV)
Displacement	3.0 liters (183 cubic inches)
Valvetrain	Twin cam, four valves per cylinder, with continuously Variable Valve Timing with intelligence (VVT-i)
Compression Ratio	10.5:1
Horsepower at RPM	215 hp @ 5,800
Torque at RPM	218 lb-ft @ 3,800

PERFORMANCE

0-60 MPH Acceleration	6.8 seconds (manual) / 7.3 seconds (automatic) / 7.4 seconds (SportCross) [†]
1/4-Mile Acceleration	15.1 seconds (manual) / 15.5 seconds (automatic) / 15.6 seconds (SportCross) [†]
Top Track Speed	143.7 mph (electronically limited) [†]
Estimated Fuel Consumption	18/24 mpg (automatic/SportCross) / 18/25 mpg (manual) city/highway [‡]
Aerodynamic Drag Coefficient	0.29/0.31 (sedan/SportCross)
Turning Circle	34.1 ft

SAFETY AND SECURITY

Vehicle Stability Control (VSC)^{*5} ■ Ventilated front/solid rear disc brakes with four-channel Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) ■ Brake Assist⁶ ■ Traction Control (TRAC) ■ TORSEN[®] Limited-Slip Differential (LSD)^{*2} ■ Strong body structure with front and rear crumple zones ■ Side-impact door beams ■ Reinforcements in pillars and doorsills ■ Impact-dissipating upper interior trim ■ Collapsible steering column ■ Driver's and front passenger's airbags (SRS)⁴ ■ Front seat-mounted side airbags (SRS)⁴ ■ Front side curtain airbags (SRS)⁴ ■ Three-point seatbelts for all seating positions, pre-tensioners with force limiters for front seats ■ Height-adjustable front shoulder belt anchors ■ Child Restraint Seat (CRS) tether anchor brackets for all rear seating positions ■ Automatic Locking Retractor/Emergency Locking Retractor (ALR/ELR) seatbelts for all seating positions (driver's – ELR only) ■ Automatic on/off High-Intensity Discharge (HID) headlamps with dynamic auto leveling ■ Daytime running lights ■ Integrated foglamps ■ Variable intermittent windshield wipers with mist cycle (additional rear wiper on SportCross) ■ Vehicle theft-deterrent and engine immobilizer system, with in-key transponder ■ Rear-window defogger with auto-off timer ■ First aid kit ■ Tool kit ■ Wallet lock-out key

LUXURY

Perforated leather interior trim (includes eight-way power-adjustable front seats with driver's memory and HomeLink[®] universal transceiver)^{*} ■ Leather/Alcantara interior trim (includes eight-way power-adjustable front seats with driver's memory and HomeLink[®] universal transceiver)^{*} ■ Lexus DVD Navigation System^{*3} ■ Eight-way power-adjustable driver's and front passenger's seats with driver's memory (included with perforated leather or leather/Alcantara interior trim)^{*} ■ Height-adjustable headrests for all seats ■ Lexus eight-speaker (nine on SportCross) 240-watt (max power) Premium Audio System with in-dash, single-feed, six-disc CD auto-changer ■ Automatic climate control with interior air filter ■ Power tilt-and-slide moonroof with one-touch open/close and sliding sunshade^{*} ■ Cruise control ■ Leather-trimmed shift knob^{*} ■ Front center armrest ■ Heated front seats^{*††} ■ Walnut switch plates (available with leather only)^{*} ■ Center console with accessory power outlet ■ Outside temperature gauge ■ Tilt-adjustable steering column ■ Dual front and rear cupholders ■ HomeLink[®] universal transceiver to operate compatible garage, gate, home lighting and home security systems (included with perforated leather or leather/Alcantara interior trim)^{*} ■ Power windows with driver's one-touch auto open/close feature ■ Power door locks with driver's two-turn unlock feature ■ Multifunction, in-key remote entry system with rolling-code technology ■ Illuminated entry system ■ Remote trunk-lid (sedan only) and interior fuel-filler door releases ■ Retained accessory power for moonroof and windows ■ Carpeted floor mats ■ Electrochromic (auto-dimming) inside mirror with compass^{**} ■ Power-adjustable outside mirrors (electrochromic on driver's) with defoggers ■ Rear power outlet (SportCross) ■ Rear cargo area with storage compartments, accessory power connector and tonneau cover (SportCross) ■ Customized Body Electronics System (C-BEST) to personalize electronic functions

* Optional.

[†] These performance capacity figures are for comparison only, and were obtained with prototype vehicles by professional drivers using special safe equipment and procedures. Do not attempt.

[‡] 2004 EPA-estimated mpg. Actual mileage may vary.

^{**} On vehicles equipped with the Lexus DVD Navigation System, compass display is on navigation screen.

^{††} Heated front seats require perforated leather or leather/Alcantara trim option and are not available in all areas.

2, 3, 4, 5, 6 See page 15 for more information.



2004 LEXUS **IS** Colors & Warranty

EXTERIOR COLORS



GRAPHITE GRAY PEARL
Black or Ivory Perforated Leather,
Leather/Alcantara



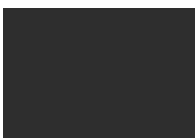
BLUESTONE METALLIC
Black or Ivory Perforated Leather,
Leather/Alcantara or Black Fabric



INDIGO INK PEARL
Black or Ivory Perforated Leather,
Leather/Alcantara



ELECTRIC GREEN MICA
Ivory Perforated Leather,
Leather/Alcantara



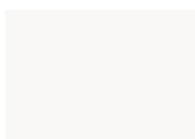
BLACK ONYX
Black or Ivory Perforated Leather,
Leather/Alcantara or Black Fabric



SAVANNAH METALLIC
Ivory Perforated Leather,
Leather/Alcantara



MILLENNIUM SILVER METALLIC
Black or Ivory Perforated Leather,
Leather/Alcantara or Black Fabric

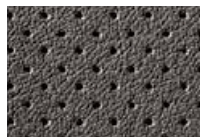


CRYSTAL WHITE
Black or Ivory Perforated
Leather, Leather/Alcantara
or Black Fabric

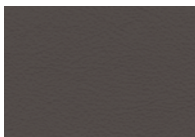


ABSOLUTELY RED
Black or Ivory Perforated Leather,
Leather/Alcantara

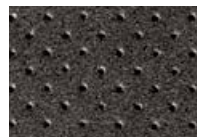
INTERIOR COLORS



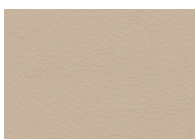
Black Perforated Leather



Black Leather/Alcantara Combination



Ivory Perforated Leather



Ivory Leather/Alcantara Combination



WARRANTY

Four-year/50,000-mile Lexus Limited Warranty. Six-year/70,000-mile Powertrain Warranty. Six-year/unlimited-mileage Corrosion Perforation Warranty. All warranties with zero deductible. See the IS 300 *Owner's Manual Supplement* at your Lexus dealer for details.

FOOTNOTES & DISCLAIMERS

1. 17 x 70-in wheels with 215/45ZR17 tires (225/45ZR17 rear tires on SportCross) are expected to experience greater tire wear than the optional tires. Tire life may be substantially less than 20,000 miles, depending on driving conditions. See your Lexus dealer for details on the selection of standard and optional 17-in wheel and tire choices.

2. TORSEN® is a registered trademark of Zexel Torsen, Inc.

3. The Lexus DVD Navigation System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. Optional periodic geographic updates available at an additional cost. See your *Navigation Owner's Manual* for instructions regarding safe usage. See your Lexus dealer for details.

4. The Lexus driver's, front passenger's, front seat-mounted side and front side curtain airbags are Supplemental Restraint Systems (SRS). The driver's and front passenger's airbags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceed the design threshold level. The side and side curtain airbags are designed to deploy in a severe side-impact collision. In all other accidents, the airbags will not deploy. To decrease the risk of injury from a deploying airbag, always wear seatbelts, sit upright in the middle of the seat, and do not lean against the door. Do not put objects in front of an airbag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying airbag SRS may cause serious injury or death. Please see your *Owner's Manual* for further instructions.

5. Lexus Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. VSC is an available option on the IS E-Shift and IS SportCross. VSC is not an available option on the IS 5-Speed.

6. Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. Only available with VSC option.

Specifications, features, equipment, technical data, performance figures, options, and color and trim are based upon information available at time of posting, are subject to change without notice, are for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions. Some vehicles shown with optional equipment. Optional equipment listed may not be available separately or in all regions. See your Lexus dealer for details. Lexus reminds you to wear seatbelts, secure children in rear seat, obey all traffic laws and drive responsibly.

For more information, call 800-USA-LEXUS (872-5398). To learn more about your financing options, contact your Lexus dealer or call Lexus Financial Services at 800-874-7050.

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Note: Fabric is standard. Perforated leather or leather/Alcantara trim is optional.

See your Lexus dealer for exact vehicle colors.

