

NOW

Lexus

 LEXUS

Live Now

You've arrived...



Life is your own. You set the goals. You make the rules.
You get where you want to go. In your own style. At your own whim.
Because somewhere along the road, you got the picture. For all the meticulous
mapping-it-out, some of the best parts of life tend to take their own spontaneous course.



Live Lexus

Life is good...

And splendidly enough, getting better...Get in and get ready to experience the all-new Lexus. Finely conceived and designed for the way you live. Performance to take on the world or take off for destinations to be discovered.

Superior technology. Uncompromised detail. Every Lexus vehicle lets you handle the twists and turns along the way with distinctive confidence and grace. So whether life's at full torque or calm idle, Lexus makes the whole process as ideal as possible. Buckle up...it's going to be an exhilarating ride.



The New New Standard



The future is here...

Ultimately, true luxury is a personal choice, made without compromise. And without limits. Lexus embraces this same spirit, with an attitude to go further, push past boundaries and establish tomorrow's standards, today.

This year, Lexus becomes the first and only luxury automaker to offer two distinct sport utility vehicles, each impeccably engineered to fit your independent, go-anywhere lifestyle. Indeed, there are so many innovations across the full line of Lexus automobiles awaiting your consideration. The possibilities are wide open...





Seize the day...

You know the right decisions are based on a full review of the facts. But sometimes, pure passion takes over. Best of all is when both reasoned analysis and spontaneous impulse say yes. That's when the choice is easy — and you go for the finest luxury automobile in the world — the LS 400.

Take in its soul-stirring power and luxury. Harness its 290 horsepower. The new continuously Variable Valve Timing with intelligence (VVT-i) is a first for any V8, optimizing valve timing for unparalleled performance. Respond to every turn with Vehicle Skid Control (VSC),¹ Lexus' sensor system that detects road challenges and compensates with protection from slipping, sliding or skidding. Ride assured of Lexus' trademark safety, including dual airbags (SRS) and front seat-mounted side-impact airbags (SRS).² Experience its splendid luxury comforts. And know that the optional, new in-dash Lexus Navigation System (NAV),³ utilizing global positioning technology, is there to help show you the way.



"Sumptuous Luxury and Superb Performance."

— CONSUMER REVIEW 1997 CAR BUYER'S GUIDE⁴

Please see VSC, SRS and NAV footnote on inside back cover.

The
New GS



Faster. Sleeker. Meaner...

You keep achieving it. Yet you keep seeking it. OK, so here it is: More.

The all-new GS high-performance luxury sedan. Take everything Lexus — and push it past the limit.

Bold new headlamps³ that see further. An aerodynamic presence demanding notice. But the proof is in the punch. Howling with amazing power and agility from 0-60 in 5.7 seconds,⁴ the GS 400 doesn't wait around for the inevitable applause. The fiercest automatic sedan, the GS 400's 32-valve V8 with continuously Variable Valve Timing with intelligence (VVT-i) races with the supreme performance of 300 horsepower, while the potent In-Line 6 of the GS 300 is a unique driving inspiration unto itself. The new Vehicle Skid Control (VSC) assists turning response. The available Lexus Navigation System helps plot your course. As you zoom past inferior driving forms, the GS 400's 5-speed automatic transmission with E-shift gear selection at your fingertips is nothing less than exhilarating. And the generously-appointed, remarkably roomy inner-cabin is something more than luxurious.



"Motor Trend's 1998 Import Car Of The Year."

— MOTOR TREND⁵



ES 300



The road is calling. Answer it...



In the spirit of unbroken communication between road and driver, the ES 300 was born. A special automobile that provides uncompromised workmanship, style and performance wrapped in luxury.

Its striking profile captures the soul as assuredly as it glides through a mountain pass. The sheer force of its multi-valve DOHC engine powers through peaks and valleys with equal confidence. Even at idle, the ES 300 moves the emotions: Keyless entry to its spacious interior. Multi-adjustable power front seats, as every button and control accomodates your reach. Automatic climate control. Optional supple leather and polished walnut trim. The Nakamichi stereo upgrade, now available for the audiophile. Safety features abundant — including dual airbags (SRS) and front seat-mounted side-impact airbags (SRS). Heed the call, and suddenly everything else becomes simply *getting there*.

“Each editor is reluctant to relinquish the keys.
And who can blame them?”

— MOTOR TREND*



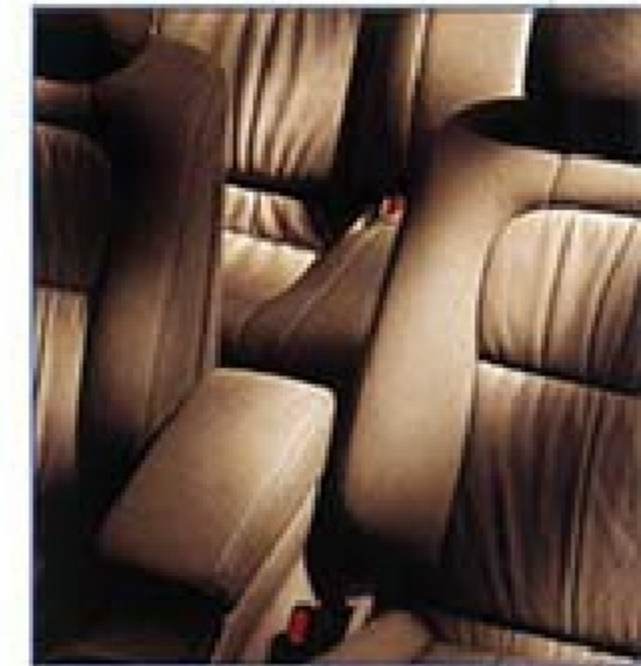


Make your move...

You've always been the one to lead the way through life. Isn't it thrilling to know there's a car to take you there? The Lexus SC Coupe. In the racing lexicon of sporting machines, it's what they call the frontrunner. It not only owns its stretch of highway — it commands the entire road.



Combining streamlined, aggressive styling, heightened performance and a sensational array of luxury features, the SC is a driving experience of overwhelming power. Get behind the wheel: The SC 400's 290 horsepower V8 is an engine of unquestioned authority. The In-Line 6 of the SC 300 is its own uninhibited performer. The new, continuously Variable Valve Timing with intelligence (VVT-i) further boosts the power quotient. The SC 400's 5-speed automatic gated shifter allows virtually seamless gear transitioning. All around, ergonomic controls intuit your command, as softly-textured leather[®] and bird's eye maple indulge your sense of luxury. Let the adrenaline rush.



"An Automobile Magazine All-Star
for the 6th year in a row."

— AUTOMOBILE MAGAZINE™

RX 300

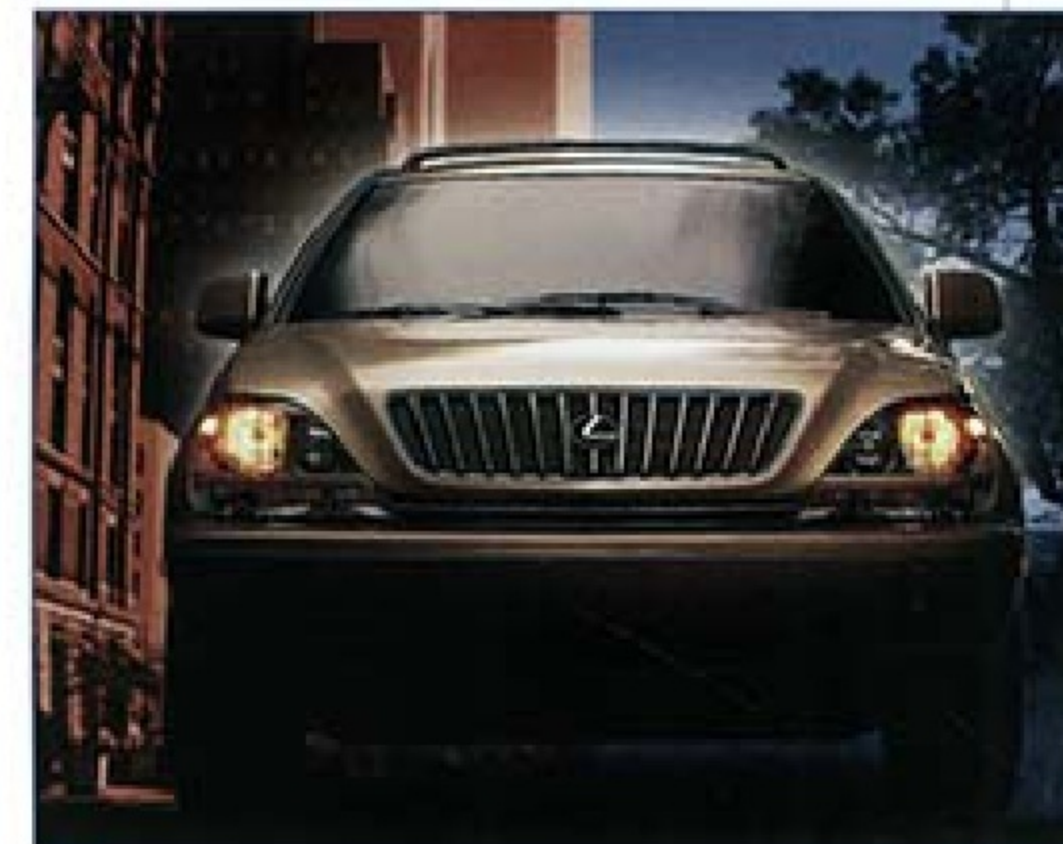


Break the rules...



Behold the RX 300, a brand new automotive concept. The next generation of luxury sport utility vehicles. Blending the heralded Lexus style and ride with the space and all-weather prowess of an SUV, this bold upstart kicks road dust in the face of convention.

An uncommon blast to drive, the RX 300 packs 220 horsepower for unaccustomed punch. The 3.0 liter, 24-valve V6 comes equipped with continuously Variable Valve Timing with intelligence (VVT-i), a first for SUV's. Full-time, Four-Wheel Drive indulges your spirit of adventure (Versatile Front-Wheel Drive is also available). Rack-and-pinion steering and fully independent suspension give this stylish looker surprisingly smooth handling. Inside you find more cargo space than a Jeep Grand Cherokee, plus an innovative sliding rear seat for even greater capacity or legroom. Your ride is pampered by superior craftsmanship throughout the interior, from abundant walnut and optional leather trim to the renowned Lexus quiet. Quiet that is, except when cranking the 190 watt (maximum power) sound system, with the optional six-disc CD auto-changer conveniently mounted in the glovebox. From now on, don't just imagine the possibilities. Go beyond them. The RX 300 will be right there with you.



There's nothing else like it. On road — or off.

LX470

470



Take the high road...

A query to the truly adventurous: What do you seek in the quintessential luxury sport utility vehicle? More power, perhaps? Dramatic styling? Enhanced interior appointments? Increased roominess? If your answer is, "All that and more," get ready for the ultimate adventure...

The new LX 470 takes command of any road, challenging all comparable luxury SUV's in distinctive Lexus style. Choose your trail: the potent 4.7 liter, 230-horsepower V8 propels a vehicle as responsive as it is refined — whether your adventure be the Rockies or Rodeo Drive. The Full-time, Four-Wheel Drive is equipped with Adaptive Variable Suspension (AVS) including adjustable ride height, which adapts to your own selected loading level. The handsome exterior design exudes authority. Advanced safety technology protects all occupants. The spacious interior is now even larger, allowing for 8-passenger capacity. Adjustable memory seating, along with front and rear climate control, provide a level of comfort equalled only by the unparalleled ergonomic controls. All this, while premium grade leather trim and the world-class sound system make every journey truly epic.



"Best Full-Size Sport Utility Vehicle
in Initial Quality."

— J.D. POWER AND ASSOCIATES (1997) "



1998
Model Line

Presenting the
all new Lexus...



LX 470



1999 RX 300



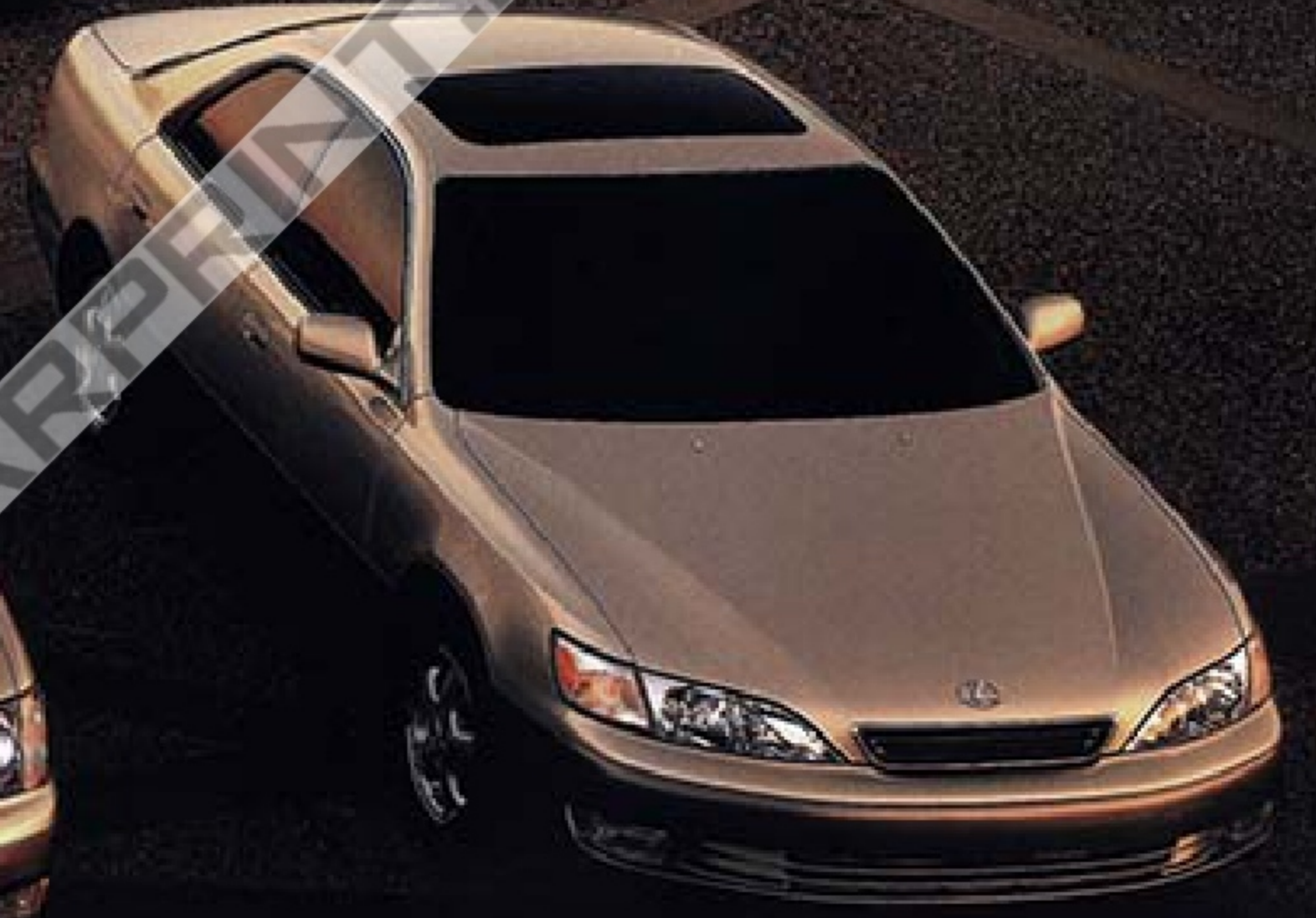
SC 400 / SC 300



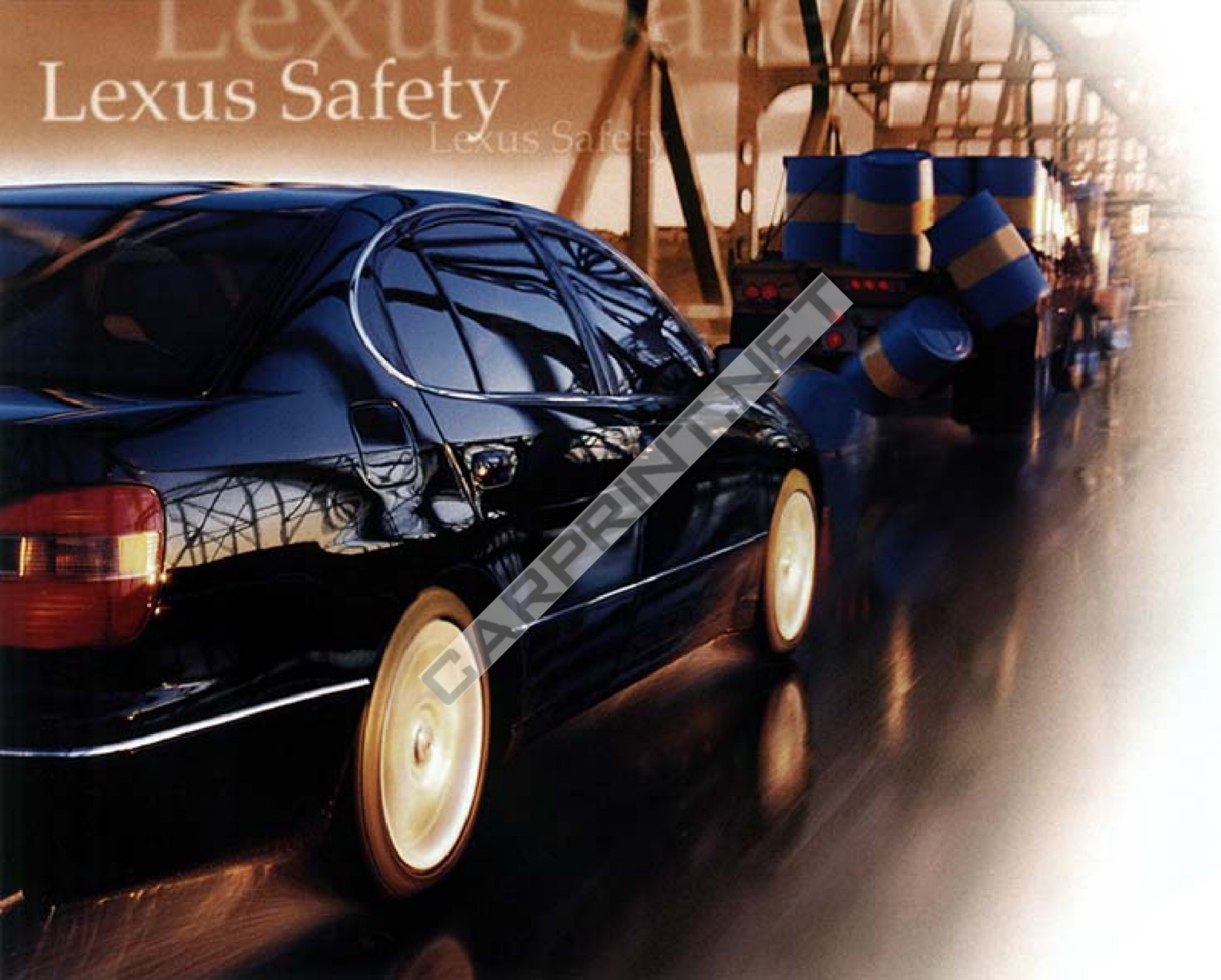
GS 400 / GS 300



LS 400



ES 300



Lexus Safety

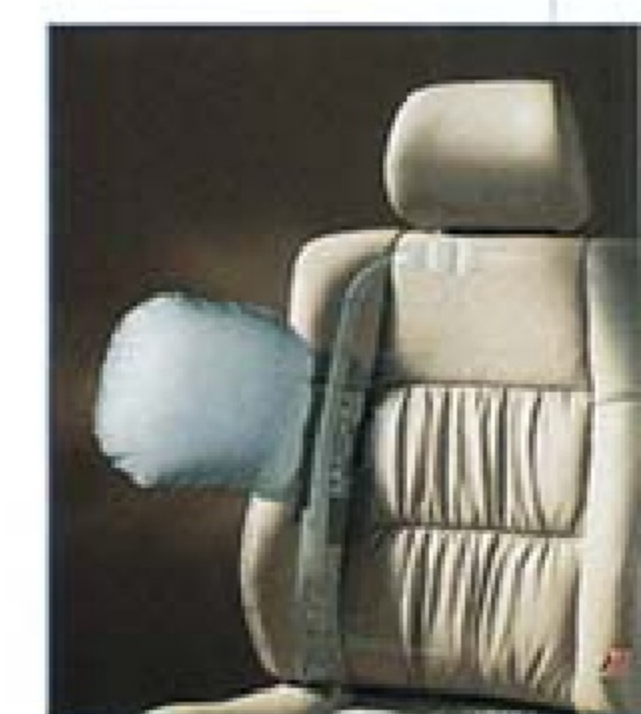
Lexus Safety



The security of knowing...

At Lexus, your safety is addressed in exacting detail. Every Lexus vehicle is meticulously equipped and rigorously tested to maximize the protection of every occupant, from the most pleasurable driving to the most severe road conditions.

Innovative safety features such as Vehicle Skid Control (VSC)¹³ start with advanced technology. VSC is a new, comprehensive system that aids driver control by quickly helping to correct sideslip of the tires. Lexus is a leader in offering not only dual airbags (SRS), but front seat-mounted side impact airbags (SRS)² as well. Fastidious engineering enhances the Lexus-quality safety, from providing crumple zones front and rear to high-strength steel and body reinforcements. Plus, the LS, GS and LX's new security and theft-deterrent system includes alarm and engine immobilizer both conveniently activated by the car key.



New
for 1998

The innovations continue...

"Relentless pursuit of perfection.
These guys are serious."

— POPULAR SCIENCE™

"Best Premium Luxury Car in Initial Quality
— LS 400."

— J.D. POWER AND ASSOCIATES, Initial Quality Study

"Uprooted the foundations and toppled
longstanding icons of the high-end
luxury car segment."

— MOTOR TREND™

"It remains the benchmark."

— MOTOR TREND™



Variable Valve Timing with intelligence (VVT-i)

A major coup of ingenuity that operates continuously to improve engine breathing, thus optimizing the balance of horsepower and fuel economy. At all speeds, on any grade. For performance that is both more powerful and efficient. A standard feature on the LS, GS, SC and RX.



Vehicle Skid Control (VSC)¹

VSC is a new computerized innovation, standard on the LS and GS, that can assist the driver during cornering. The system can gauge when the car is not properly tracking through a turn, due to excessive speed or slippery conditions, and if necessary, initiate a correction to help the driver maintain control if possible.



High-Intensity Discharge (HID) headlamps

Advanced headlamps, optional on the LS and GS, cast a stronger beam while using less energy than conventional filaments. Their bright glow automatically adjusts to keep light focused on the road and reduce glare for oncoming drivers.



The E-Shift

Get into gear with remarkable new control as close as your fingertips. Buttons on the front and back of the steering wheel allow you to upshift or downshift electronically, without ever lifting a hand off the helm. Standard on the GS 400.

It began with a commitment to perfection.

As you can see, the pursuit never stops.

Unique
Quality

The
enhancements
surround you...

"Elegant, tasteful and relaxing
describe the Lexus interior."

— MOTOR TREND™

"Leaves no need unfulfilled,
no wish ungranted."

— MOTOR TREND™

"Dream Whip drivetrain.
Ritz-Carlton interior.
Swiss Army suspension."

— CAR AND DRIVER™

Comforting evidence...



Incomparable Interior

Ease into the sheer grace and comfort of the richly-appointed leather-trimmed and handsome wood trim interior.

Beautiful to the eye as well as the touch.

Lavishness never looked—or felt—so good.



Luxury Wood & Leather

Rich, supple leather and handsome walnut encase the LS 400 steering wheel and shift knob (optional), bringing the signature Lexus style to a new hands-on level of luxury.

The benefits of Lexus luxury are everywhere.



In-Dash CD Stereo System

Lexus was the first to place an optional six-disc CD auto-changer in the dash, providing greater convenience and ease of operation while improving the amplifier-to-source sound. Available in the LS, GS, ES, RX and LX.



Nakamichi Stereo

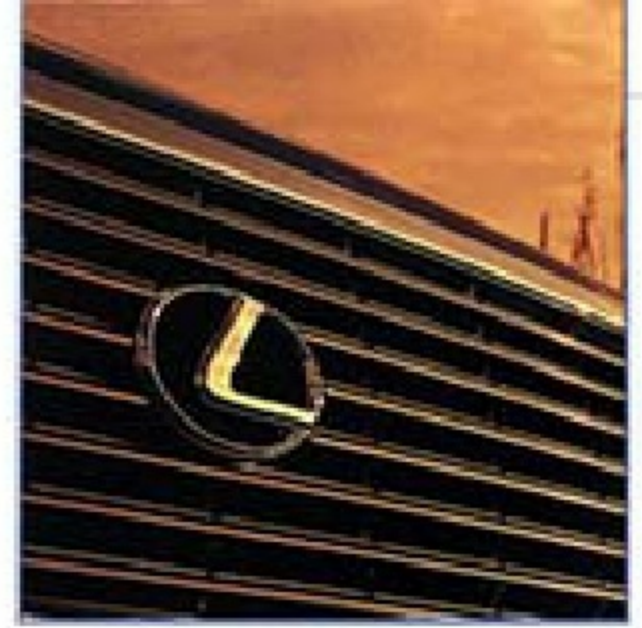
For the serious music lover, this is the premium precision audio system. Its up-to 280-watts of maximum power and output is the audiophile's dream. And the symphony hall acoustics must be heard to be believed.



Lexus Navigation System³

It can help you find a street address, an ATM, points of interest and other destinations.¹ Its voice and on-screen instructions guide you, and distance countdowns keep you apprised of your progress. Its multi-functional display also provides precise status of your climate control, AM/FM/CD choices, and more. Available in the LS and GS.

³Detailed coverage not available for every city. See your Lexus dealer for details.



Own the best...

The Lexus Ownership Experience is widely recognized as the industry benchmark. Lexus dealers are known for their courteous, gracious attitude, treating you as if you were a guest in their home. And such benefits as the Lexus 24-hour Roadside Assistance²¹ offer peace of mind on the road.

J.D. Power and Associates has ranked Lexus the *Best Overall* 19 times in 27 studies since 1990, an ongoing record of excellence unapproached by any other nameplate.²² You'll know it when you experience it: the quality of the Lexus line of luxury automobiles is a result of a dedication to exceed your expectations — not only in the car you drive, but also in the level of service you receive.

"Six times #1 in Customer Satisfaction since 1991."

— J.D. POWER AND ASSOCIATES²³

"Best Overall Value."

— INTELLICHOICE, 1997, The Complete Car Cost Guide²⁴



J.D. Power and Associates' 1997 awards, left to right:
#1 Nameplate in Long-Term Dependability;
LS 400, Best Premium Luxury Car in Initial Quality;
#1 Nameplate in Customer Satisfaction.



Color & Trim



The complete spectrum...



LS 400

Exterior: Diamond White Pearl, Alpine Silver Metallic, Black Onyx, Baroque Red Metallic, Cashmere Beige Metallic, Antique Bronze Mica, Silver Jade Metallic, Imperial Jade Mica, Atlantis Blue Mica, Antique Sterling Metallic.

Interior: Black, Ivory, Gray or Cypress Leather Trim is standard.

GS 400 / GS 300

Exterior: Antique Bronze Mica, Black Onyx, Alpine Silver Metallic, Burnished Gold Metallic, Cinnabar Pearl, Diamond White Pearl, Imperial Jade Mica, Spectra Blue Mica.

Interior: Light Charcoal, Ivory or Black Leather Trim is standard on GS 400, optional on GS 300. Fabric is standard on GS 300.

ES 300

Exterior: Diamond White Pearl, Oyster Pearl, Black Onyx, Ruby Pearl, Classic Green Pearl, Antique Sage Pearl, Cashmere Beige Metallic, Blue Velvet Pearl.

Interior: Black, Ivory or Sage Leather Trim is optional. Fabric is standard.

SC 400 / SC 300

Exterior: Diamond White Pearl, Platinum Metallic, Black Onyx, Renaissance Red, Imperial Jade Mica, Baroque Red Metallic, Royal Sapphire Pearl, Shadow Rose Quartz.

Interior: Black, Ivory or Combination Black/Ivory Leather Trim is standard in SC 400, optional in SC 300. Fabric is standard in SC 300.

LX 470

Exterior: Golden Pearl, Smoky Topaz Mica, Black Onyx, Cashmere Beige Metallic, Riverrock Green, Woodland Pearl.

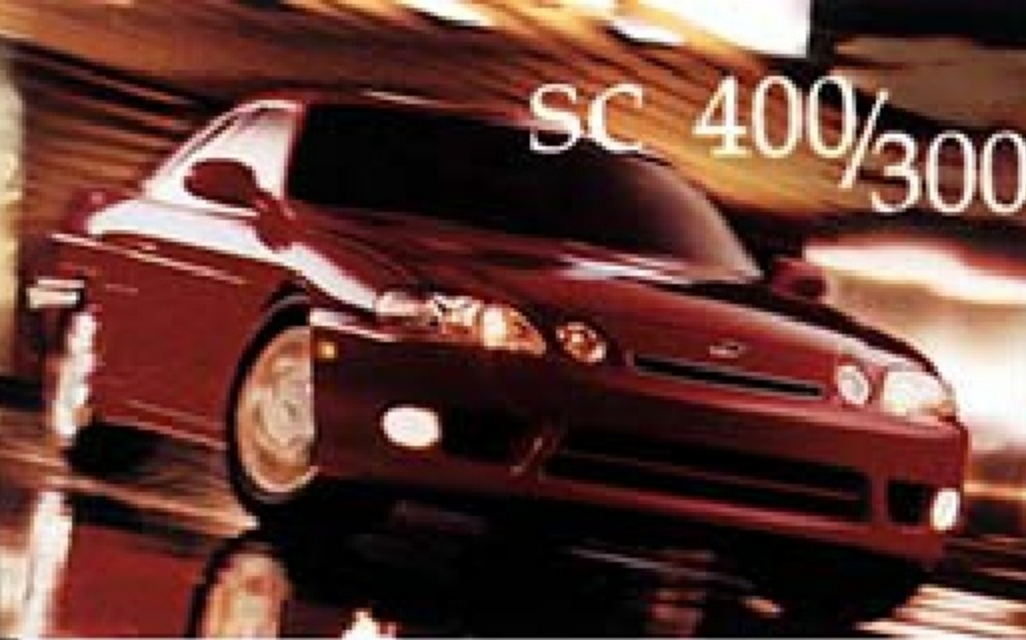
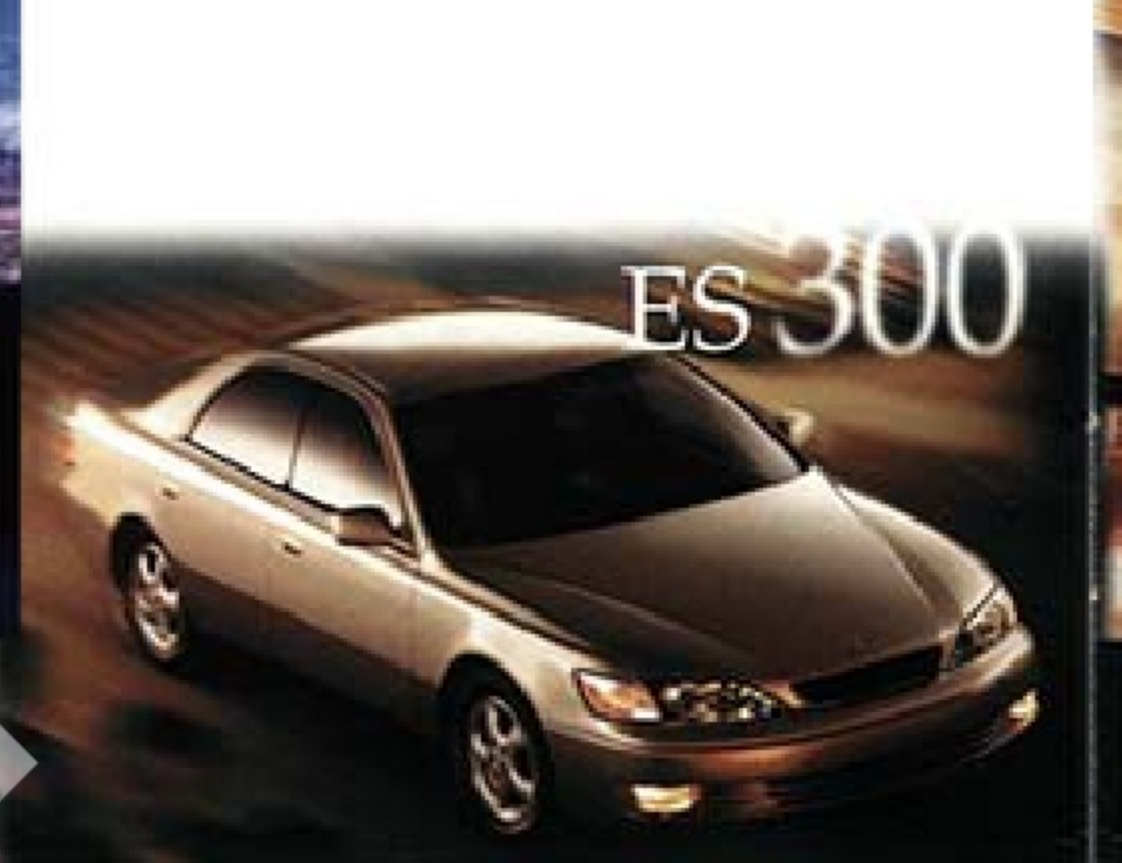
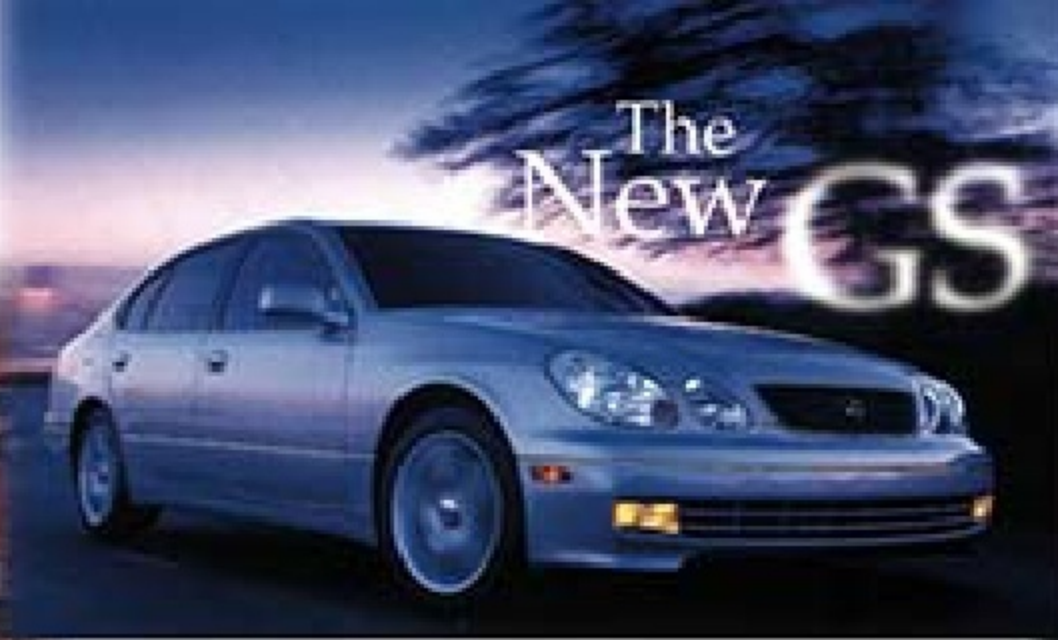
Interior: Ivory or Gray Leather Trim is standard.

RX 300

Exterior: Golden Pearl, Woodland Pearl, Desert Bronze Metallic, Black Onyx, Twilight Blue Pearl, Burnished Gold Metallic, Millennium Silver Metallic, Venetian Red Pearl.

Interior: Ivory or Gray Leather Trim is optional. Fabric is standard.

Brilliant exterior colors of eye-catching appeal. Rich interior leather trim and fabric selections of exquisite quality. To really experience it for yourself, please see your Lexus dealer for a full presentation of specific model choices.



Fine Details

LS 400

- SPECIFICATIONS**
5-passenger luxury sedan
 • 4.0 liter V8
 • 290 hp, 300 lb-ft torque
 • 0-60 in 6.4 seconds*
 • Variable Valve Timing w/ intelligence (VVT-i)
 • 5-speed automatic Electronically Controlled Transmission w/ intelligence (ECT-i)
 • Rear-Wheel Drive w/ Traction Control System (TRAC)
 • Fuel consumption: 19/25 mpg (city/highway)**

STANDARD FEATURES

- Luxury**
 • Leather-trimmed & walnut interior trim
 • Power front seats, windows, locks & tilt-and-telescopic steering wheel w/ auto tilt-away
 • AM/FM/Cassette 7-speaker audio system
 • Dual automatic climate control w/ interior air filter & smog sensor
 • Lexus Memory System
 • Drive computer w/ multi-information display
 • 3-way electronic programmable transmitter for garage door, gate & lights
- Safety**
 • Vehicle Skid Control (VSC) w/ TRAC & Anti-lock Braking System (ABS)
 • Dual airbags (SRS)
 • Front seat-mounted side-impact airbags (SRS)
 • 3-pt. seat belts & front pretensioners w/ force limiters
 • Headrests for all seats
 • Vehicle theft-deterrent & immobilizer system w/ in-key transponder
 • First aid kit

OPTIONS

- Lexus Navigation System (NAV)
- Wood & leather-trimmed steering wheel & shift knob
- Power moonroof
- In-dash 6-disc CD auto-changer
- Lexus/Nakamichi premium sound system***
- High Intensity Discharge (HID) headlamps
- Lexus Chrome Wheels
- Electronic Air Suspension
- Lexus Portable Plus or Mobile Telephone

SPECIFICATIONS

- 5-passenger high-performance luxury sedan**
 • GS 400: 4.0 liter V8, 300 hp, 310 lb-ft torque, 0-60 in 5.7 seconds*
 • GS 300: 3.0 liter In-Line 6, 225 hp, 220 lb-ft torque, 0-60 in 7.6 seconds*
 • Variable Valve Timing w/ intelligence (VVT-i)
 • 5-speed automatic Electronically Controlled Transmission w/ intelligence (ECT-i)
 • Rear-Wheel Drive w/ Traction Control System (TRAC)
 • E-shift system w/ controls on steering wheel [GS 400]
 • Fuel consumption: 17/23 mpg (city/highway) [GS 400]**, 20/25 mpg (city/highway) [GS 300]**

STANDARD FEATURES

- Luxury**
 • Leather-trimmed interior [standard on GS 400, optional on GS 300]
 • Walnut interior trim
 • Power front seats, windows, locks & tilt-and-telescopic steering wheel w/ auto tilt-away
 • AM/FM/Cassette 7-speaker audio system
 • Dual automatic climate control w/ interior air filter & smog sensor
 • 3-way electronic programmable transmitter for garage door, gate & lights
- Safety**
 • Vehicle Skid Control (VSC) w/ TRAC & Anti-lock Braking System (ABS)
 • Dual airbags (SRS)
 • Front seat-mounted side-impact airbags (SRS)
 • 3-pt. seat belts & front pretensioners w/ force limiters
 • Headrests for all seats
 • Vehicle theft-deterrent & immobilizer system w/ in-key transponder
 • First aid kit

OPTIONS

- Lexus Navigation System (NAV)
- Lexus Memory System
- Power moonroof
- In-dash 6-disc CD auto-changer
- Lexus/Nakamichi premium sound system***
- High Intensity Discharge (HID) headlamps
- Lexus Chrome Wheels
- 17 x 8.0-inch wheels w/ 235/45R17 tires [GS 400]*
- Rear spoiler [GS 400]
- Lexus Portable Plus or Mobile Telephone

SPECIFICATIONS

- 5-passenger luxury sedan**
 • 3.0 liter V6
 • 200 hp, 214 lb-ft torque
 • 0-60 in 8.6 seconds*
 • 4-speed automatic Electronically Controlled Transmission w/ intelligence (ECT-i)
 • Front-Wheel Drive
 • Fuel consumption: 19/27 mpg (city/highway)**

STANDARD FEATURES

- Luxury**
 • Walnut interior trim
 • Power front seats (includes driver's power lumbar control)
 • Power windows & locks
 • AM/FM/Cassette 7-speaker audio system
 • Automatic climate & cruise controls
 • Multi-function remote entry system
- Safety**
 • 4-wheel front vented Anti-lock Braking System (ABS)
 • Dual airbags (SRS)
 • Front seat-mounted side-impact airbags (SRS)
 • 3-pt. seat belts & front pretensioners w/ force limiters
 • Vehicle theft-deterrent & immobilizer system w/ in-key transponder
 • First aid kit

OPTIONS

- Leather-trimmed interior, includes memory for power driver's seat
- Power moonroof
- In-dash 6-disc CD auto-changer
- Lexus/Nakamichi premium sound system
- Lexus Chrome Wheels
- Adaptive Variable Suspension (AVS)
- Traction Control System (TRAC) & all season tires
- Lexus Portable Plus or Mobile Telephone

SPECIFICATIONS

- 4-passenger luxury sports coupe**
 • SC 400: 4.0 liter V8, 290 hp, 300 lb-ft torque, 0-60 in 6.3 seconds*
 • SC 300: 3.0 liter In-Line 6, 225 hp, 220 lb-ft torque, 0-60 in 7.9 seconds*
 • Variable Valve Timing w/ intelligence (VVT-i)
 • 5-speed automatic Electronically Controlled Transmission w/ intelligence (ECT-i) [SC 400], 4-speed automatic Electronically Controlled Transmission w/ intelligence (ECT-i) [SC 300]
 • Rear-Wheel Drive
 • Fuel consumption: 18/25 mpg (city/highway) [SC 400]**, 18/24 mpg (city/highway) [SC 300]**

STANDARD FEATURES

- Luxury**
 • Bird's-eye maple trim & leather-trimmed interior [leather standard on SC 400, optional on SC 300]
 • Power front seats, windows, locks & tilt-and-telescopic steering wheel w/ auto tilt-away [Manual tilt-and-telescopic steering wheel in SC 300]
 • AM/FM/Cassette 7-speaker audio system
 • Automatic climate control
 • Memory for power driver's seat [optional in SC 300]
 • Drive computer w/ multi-information display
- Safety**
 • 4-wheel vented Anti-lock Braking System (ABS)
 • Dual airbags (SRS)
 • 3-pt. seat belts & front pretensioners
 • Vehicle theft-deterrent & immobilizer system w/ in-key transponder
 • First aid kit

OPTIONS

- Power moonroof
- 12-disc CD auto-changer
- Lexus/Nakamichi premium sound system
- Lexus Chrome Wheels
- Rear spoiler
- Traction Control System (TRAC) w/ heated front seats
- Lexus Portable Plus or Mobile Telephone

1999 MODEL YEAR SPECIFICATIONS

- 5-passenger luxury sport utility vehicle**
 • RX 300: 3.0 liter V6
 • 220 hp, 222 lb-ft torque
 • Variable Valve Timing with intelligence (VVT-i)
 • 4-speed automatic Electronically Controlled Transmission (ECT)
 • Four-Wheel Drive [4WD] or Front-Wheel Drive [FWD] models
 • Center viscous differential [4WD]
 • Fuel consumption: 18/23 mpg (city/highway) [4WD]**, 18/24 mpg (city/highway) [FWD]**

STANDARD FEATURES

- Luxury**
 • Walnut interior trim
 • Power front seats
 • Power windows w/ auto up/down
 • Tilt & telescopic steering column
 • Sliding & reclining rear seats w/ headrests
 • AM/FM/Cassette 7-speaker audio system
 • Automatic climate control
 • Multi-function remote entry system
- Safety**
 • 4-wheel front vented Anti-lock Braking System (ABS)
 • Dual airbags (SRS)
 • Front seat-mounted side-impact airbags (SRS)
 • Front seat belt pretensioners w/ force limiters
 • 3-pt. seat belts front and outboard rear
 • Side impact door beams
 • First aid kit

OPTIONS

- Leather-trimmed interior
- Premium Package w/ Lexus Memory System
- Power moonroof
- In-dash 6-disc CD auto-changer
- Lexus/Nakamichi premium sound system
- Traction Control System (TRAC) [FWD]
- Limited slip rear differential [4WD]
- Lexus Portable Plus or Mobile Telephone

SPECIFICATIONS

- 8-passenger luxury sport utility vehicle**
 • LX 470: 4.7 liter V8
 • 230 hp, 320 lb-ft torque
 • 4-speed automatic Electronically Controlled Transmission (ECT)
 • Full-time, Four-Wheel Drive w/ locking center differential
 • Adaptive Variable Suspension (AVS) w/ adjustable ride height
 • Fuel consumption: 13/16 mpg (city/highway)**

STANDARD FEATURES

- Luxury**
 • Leather-trimmed & walnut interior trim
 • Lexus Memory System to control power driver's seat (except lumbar), outside rear mirrors & steering wheel
 • Power windows w/ one touch auto up/down
 • Power rear quarter windows
 • AM/FM/Cassette 7-speaker audio system
 • Reclining, split-folding & removable rear seat
 • Automatic climate control
 • Multi-function remote entry system
 • Color-keyed running boards
- Safety**
 • 4-wheel vented Anti-lock Braking System (ABS)
 • Dual airbags (SRS)
 • Front seat belt pretensioners w/ force limiters
 • 3-pt. seat belts front, middle and outboard rear
 • Rigid cabin structure on ladder-type frame w/ side impact beams
 • Vehicle theft-deterrent & immobilizer system w/ in-key transponder
 • First aid kit

OPTIONS

- Power moonroof
- In-dash 6-disc CD auto-changer
- Roof rack & ski carrier
- Locking rear differential
- Tow-hitch receiver
- Lexus Portable Plus or Mobile Telephone

FOR ALL MODELS: 4-year/50,000-mile limited powertrain warranty, 6-year/70,000-mile powertrain warranty, 4-year/unlimited-mileage corrosion protection warranty. All warranties with zero deductible. See the Owner's Manual Supplement at a Lexus dealer for details. Some vehicles shown with optional equipment. Some options may require others. *Road & Track, November 1997 (LS 400) • Motor Trend, November 1997 (GS 400) • These performance capacity figures are for comparison only, and were obtained with production or prototype vehicles by professional drivers using special safety equipment and procedures. These should not be attempted on public streets or highways. ** Preliminary mileage information and figures determined by Lexus. 1998 EPA mileage estimates not available at time of printing. See your Lexus dealer for details. *** The Lexus/Nakamichi premium sound system requires CD and is not available with the Lexus Navigation System. • LX's 8.0-inch wheels with 235-45R17 tires are likely to experience greater tire wear than standard equipment tires. Your riding comfort may worsen a little and road noise may increase during driving.

Blue Type Denotes New Features

Pursue
Perfection



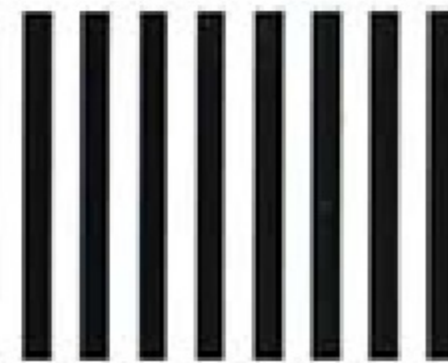
Drive the limits...

No matter how you choose to live your life, the ultimate luxury is living it to the fullest. At Lexus, the quest to provide the perfect automobile and ownership experience is a commitment for now, as well as the future. This devotion to be the best is evident in the critical accolades Lexus garners year after year. But really, the only proof that matters is always to be found in the drive. And that decisive judgment is your choice to make.

Visit your local Lexus dealer, or call 800-USA-LEXUS (800-872-5398) to receive a product brochure or the location of your nearest dealership.

Log on at <http://www.lexus.com> or return the attached card for more information.

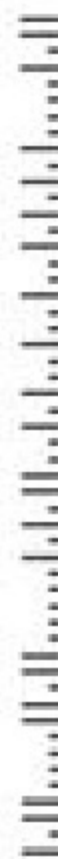
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LEXUS
PO BOX 4900
FENTON, MO 63026-9859



Pursue Perfection



Footnotes: (1) The Lexus Vehicle Skid 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 the loss of control. Please see Owner's Manual for further details. • (2) The Lexus driver's, front passenger's and front seat-mounted side-impact airbags are Supplemental Restraint Systems (SRS). The driver's and front passenger's airbags are designed to inflate in a severe frontal collision. The side impact airbags are designed to inflate in severe side-impact collisions. In all other accidents, the airbags will not inflate. To decrease the risk of injury from a deploying airbag, always wear seat belts, 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 seat back. Do not use rearward facing child seats in any front passenger seat. The force of a deploying airbag SRS may cause serious injury. Please see your Owner's Manual for further instructions. • (3) The Lexus 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 the specified route. Please see Owner's Manual for further details.

(4) Consumer Reports, 1997 Car Buyer's Guide (LS 400) • (5) High-Intensity Discharge (HID) headlamps are optional on the GS 400 and GS 300. • (6) Motor Trend, November 1997 (GS 400) • (7) Motor Trend, December 1997 (GS 400) • (8) Motor Trend, June 1997 (ES 300) • (9) Leather trim is standard in SC 400, optional in SC 300. • (10) Automobile Magazine, 1992-1997 (SC 300) • (11) J.D. Power and Associates, Best Full-Size Sport Utility Vehicle in Initial Quality, 1997 (LX 450) • (12) Vehicle Skid Control (VSC) is standard in the LS 400 and GS models. • (13) Popular Science, February 1996 (LS 400) • (14) The LS 400 was the highest-ranked Premium Luxury Car in J.D. Power and Associates 1997 Initial Quality Study. Study based on a total 43,752 consumer responses indicating owner-reported problems during the first 90 days of ownership. • (15) Motor Trend Road Tests, 1997 (LS 400) • (16) Motor Trend Road Tests, 1997 (LS 400) • (17) Motor Trend Road Tests, 1997 (LS 400) • (18) Motor Trend Road Tests, 1997 (LS 400) • (19) Motor Trend, October 1996 (LS 400) • (20) Car and Driver, February 1997 (ES 300) • (21) See your Lexus dealer for details regarding the Lexus Roadside Assistance Program. (22) References all major J.D. Power and Associates automotive awards, including Initial Quality Study, Sales Satisfaction Index, Customer Satisfaction Index, Vehicle Dependability Index, and Vehicle Performance Index, for years of Lexus eligibility from 1990 to 1997. • (23) J.D. Power and Associates 1991-1997 Customer Satisfaction Studies (led by #1 in 1991). 1997 study based on a total 26,287 consumer responses. • (24) IntelliChoice®, Campbell California 1997 The Complete Car Cost Guide™ (LS 400, ES 300); <http://www.intellichoice.com>

Specifications, equipment, technical data, production processes, photos and illustrations based on information at time of printing and subject to change without notice. Some vehicles shown with optional equipment. **Lexus reminds you to wear seat belts and obey all speed laws.**



LEXUS Date _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone: Day (_____) _____ Evening (_____) _____

Please send me more Lexus information on: _____

Lexus models: LS GS ES SC RX LX Certified Pre-Owned

Your automotive preferences: _____

Primary vehicle: Make _____ Model _____ Year _____

Owned Leased Lexus owner: Y N

When do you plan to purchase/lease another vehicle for yourself or someone in your household?

0-3 months 4-8 months 9-12 months over 12 months No definite plans

Which automobiles, other than Lexus models, are you considering: _____

Make _____ Model _____

Make _____ Model _____

In which of the following ways would you like to receive information in the future?

(Check all that apply) Brochure CD-ROM Video Telephone

E-Mail (please provide full Internet address) _____

How did you receive this brochure: _____

Auto Show Lexus Dealer Local Event Other

Thank you for your interest in Lexus. _____

Live



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