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LEXUS

GS 300





The Lexus vision is a pursuit of many ideals. It is the commitment to create unequalled

automobiles; to shun compromise. And it is the dedication to deliver an unsurpassed automotive

experience—one that extends from the showroom to your years of rewarding Lexus ownership. It is

exemplified by an unflagging enthusiasm for excellence that permeates the entire organization.

The Lexus vision encompasses the goal of not just meeting, but of exceeding, your expectations.





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Your Next Car

If you had your druthers, what would your next car be? If it were a Lexus, it would certainly be luxurious. It would indulge you and your passengers in an elegant, quiet interior. But if your next car were the new 1993 Lexus GS 300, it would be even more.

It would be a performance sedan with the kind of responsive handling and exhilarating personality you previously thought were patented only in Europe. It would have a body designed in Italy, state-of-the-art safety engineering, and a high-output audio system.

It would be the car to take out on winding back roads. Or to capture the same thrill in the cut-and-thrust of city traffic. It would be a car to renew your love of driving.

Stop your conjecture — your car is ready. The next Lexus is here. Introducing the GS 300 performance sedan.







The GS 300 has its design roots in Europe.

Italdesign's Giorgetto Giugiaro (also respon-

sible for such sporting machinery as the

Lotus Esprit and the Maserati Ghibli)

designed the GS 300 to create a new look

in the performance-sedan segment. While

retaining the basic Italian design, Lexus

refined the GS 300 to improve aerodynamics

and overall packaging, and, of course, to

ensure it was quintessentially a Lexus.



Dancing In The Wind

Examine the lines of the GS 300 and you'll notice the careful design integration of exterior elements — body, grille, lights, bumpers. Each flows smoothly into the next, creating a single brush-stroke silhouette. Beyond the aesthetic appeal of this design, it also reflects Lexus' meticulous attention to aerodynamic detail.

After numerous trips to the wind tunnel, Lexus honed the GS 300's drag coefficient to an impressive 0.31. The high rear deck, coupe-like glass area, deep front air dam and tucked-in rocker panels all contribute to the GS 300's superb aerodynamics. Its wind-cheating design aids performance, stability and overall efficiency, while cutting wind noise at highway speeds.

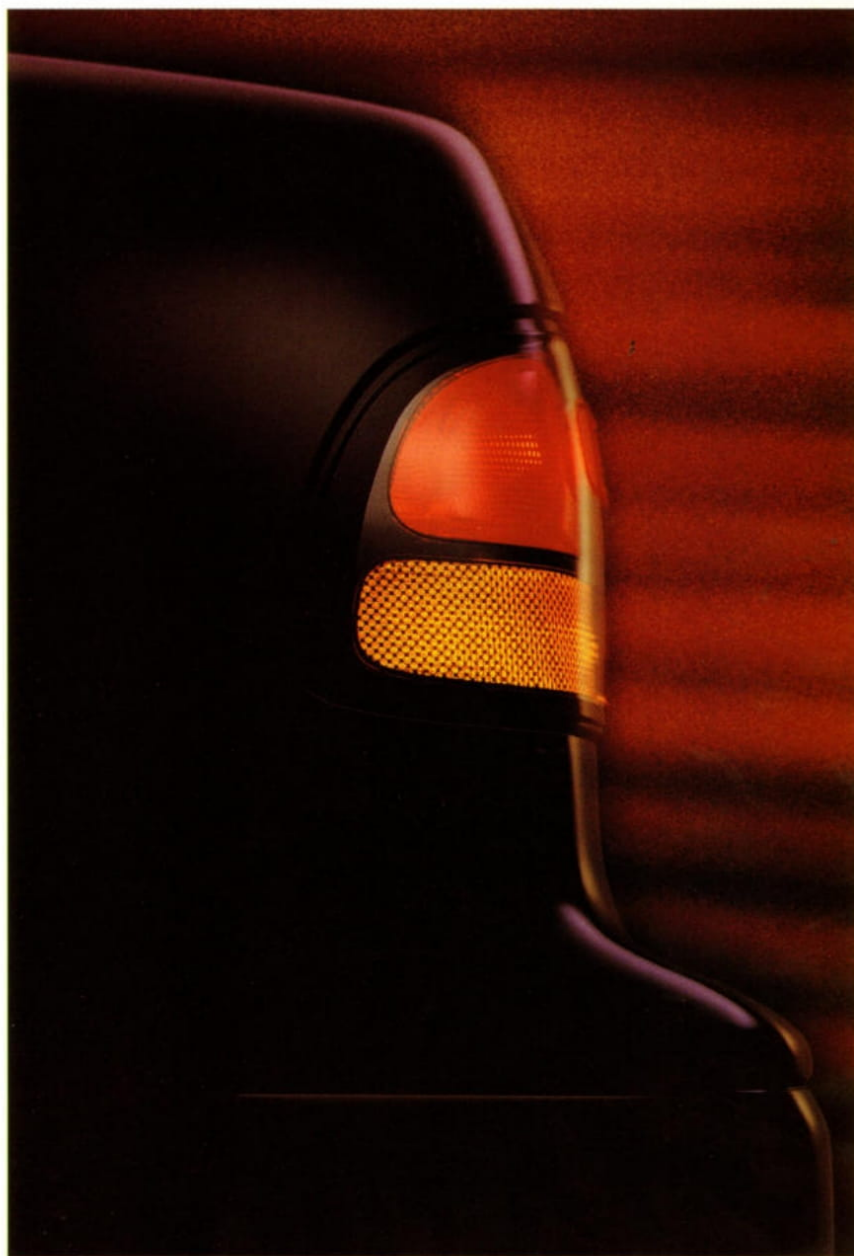
And these aero details also give the Lexus GS 300 a hunkered-down, purposeful look, totally appropriate for its mission — to provide driving excitement.

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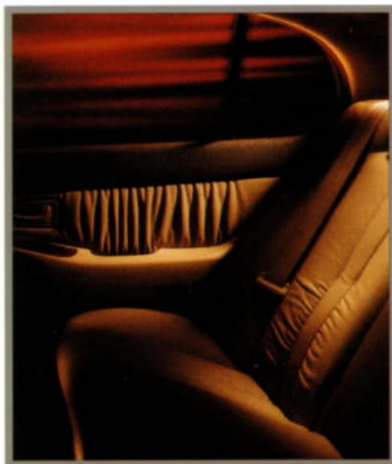


To create the GS 300's seats, Lexus designers started with a very unscientific process. ✱ They

purchased a wide variety of elegant leather chairs, and installed them around a conference room.

After months of meetings, everyone

most comfortable, and which most



formed an opinion about which was

aesthetically pleasing. These views

helped shape the GS 300's seats. ✱ Special attention was paid to the side bolsters for extra hold

during cornering. And learning from Lexus' anti-aging research was applied for longer-lasting beauty.





Lexus vehicles shown with optional equipment.



While its 220-horsepower Twin Cam 6

provides very respectable acceleration,

balance is what the GS 300 is all about.

Subtle but obvious feedback communicates

the interaction of the car and the road. You

can hear it in the sound of the engine.

And feel it through the steering wheel, gas

and brake pedals, and in the seat of your

pants. You respond, and the GS 300 reacts

in direct proportion to your input.



A Harmony Of Favorable Forces

Lexus engineers define performance as a harmony of all the physical forces generated by an automobile. They insist that each element of the mechanical, electronic and hydraulic systems that supply this performance must work in balance with the rest.

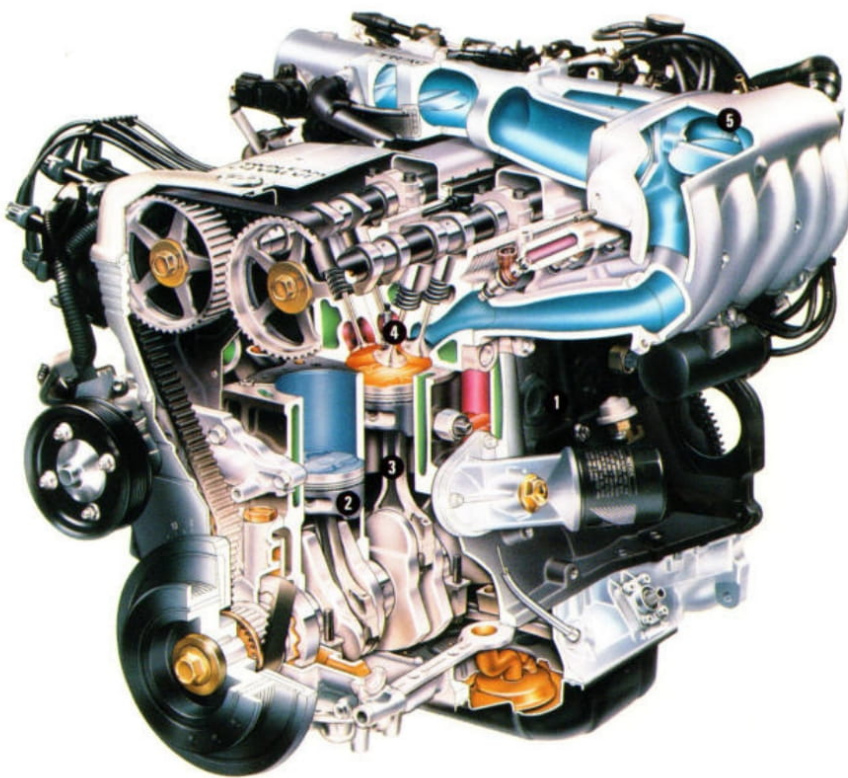
For all that, there's a special gleam in their eyes when they talk about the GS 300's Twin Cam, 24-valve in-line 6. With 220 horsepower from just 3.0 liters of displacement, it is one of the highest-output 6-cylinder engines you can buy. It's even more powerful than some supercharged sixes and some much larger V8s.

A look inside this new-generation powerplant reveals the technology behind its prowess. The precision-machined engine block ❶ is deep-skirted, and has barrel-shaped walls around each cylinder for higher rigidity, plus lower noise and vibration. Innovative resin-coated ❷ pistons

improve durability and reduce friction. High-strength, hot-forged connecting rods ❶ contain integral oil jets to cool and lubricate each piston at high rpm.

At the top end of the GS 300's in-line 6 are four valves for each cylinder ❷ to provide highly efficient engine breathing. Farther upstream, in the intake manifold, is the Acoustic Control Induction System ❸ valve. Controlled by the engine computer, this ingenious system varies the length of the intake runners to optimize airflow — and thus power — at both low and high rpm.

Transferring this highly motivated power to the rear wheels is Lexus' famous 4-speed automatic Electronically Controlled Transmission with intelligence (ECT-i). With power and normal modes, engine/transmission computer networking, and a "short," 4.08:1 axle ratio, the GS 300 drivetrain is a model of both smoothness and response.







Scan the specifications of the Lexus GS 300

and you'll see an impressive array of performance

hardware. But far more important than this

combination of components is the feeling

you get when you drive the car. The GS 300's

rear-wheel-drive chassis was developed with

the driver as the focal point. While tuning out

harshness and annoying vibrations,

Lexus chassis engineers dialed in just the right

amount of feedback to the driver.



Dynamic Grace

With the GS 300, Lexus has elevated chassis tuning to an art form. Its rear-drive platform optimizes handling and dynamic weight transfer. And the suspension — computer-designed and track-tested — filters out enough sound and motion for a luxurious ride, while transmitting the kind of feedback that gives the GS 300 such great road feel.

Suspension details tell some of the story: Wishbone-shaped suspension arms help keep the wheels perpendicular to the road. Large stabilizer bars check body roll. Wide, 16 x 7.5-inch alloy wheels maximize each tire's footprint on the pavement.

The GS 300's rigid body structure also plays a role in the car's superb handling. Its long wheelbase aids stability and comfort, and yields a more neutral weight distribution. Large inner-body panels, composed of several sheets of different metal alloys, are stamped as a single unit for high

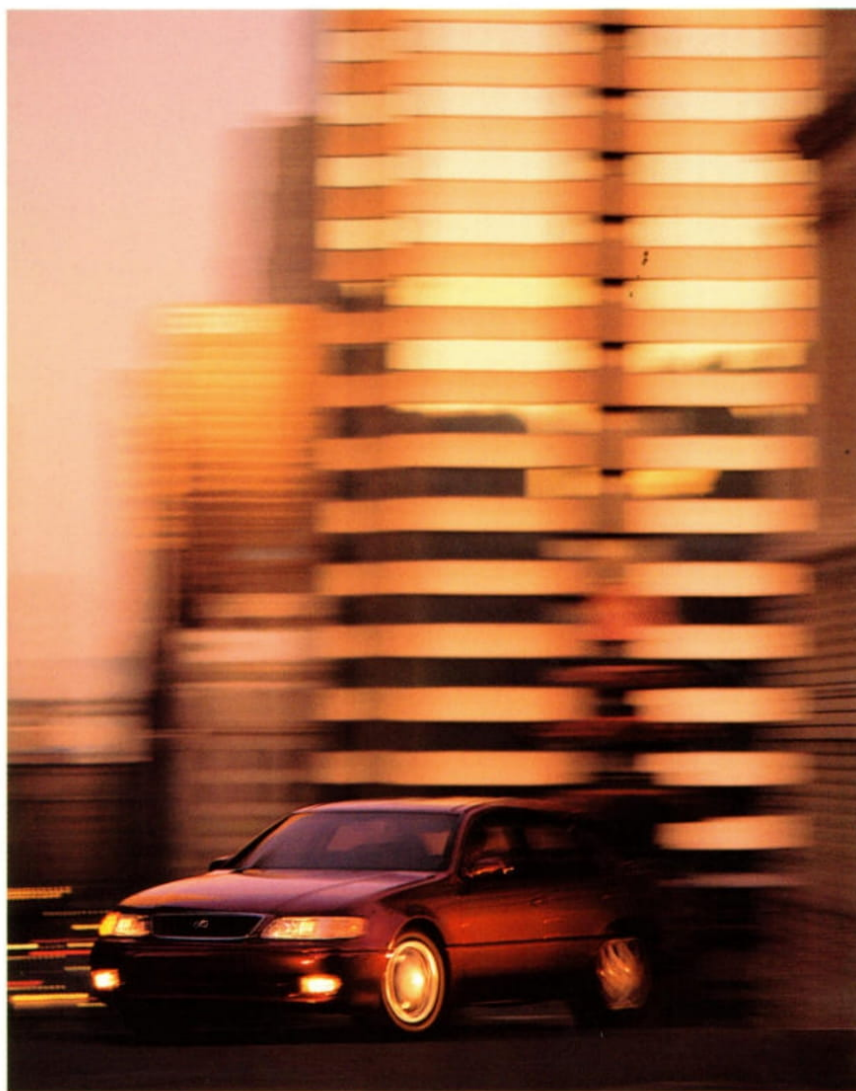
strength and light weight. Finally, substantial front and rear subframes isolate road noise and vibration while supplying a strong foundation for the suspension.

But a spirited drive on some two-lane blacktop will tell you more. The GS 300's precisely tuned suspension pampers the passengers while exhilarating the driver.

Its rack-and-pinion steering also marries sportiness and luxury. Power assist is vehicle speed-sensitive, for parking ease combined with highway-speed feedback.

Stopping power is provided by large, ventilated disc brakes at each wheel, controlled by a sophisticated Anti-lock Braking System (ABS). And an optional Traction Control System (TRAC) can limit wheel spin for an extra measure of control in uncertain driving conditions.

As *Road & Track* concluded, the GS 300 "combines first-class luxury and sports-car technology."¹









Rear-seat comfort is aided by special climate control vents under the front seats and within the center console.

Some vehicles shown with optional equipment.



While the GS 300 is most definitely a driver's

car, Lexus has hardly ignored the passengers —

in fact, the GS 300's luxurious interior is

roomier than many of its European competitors.

Attending to the needs of you and your

passengers are an advanced, automatic climate

control system, a stunning 225-watt (max.

power) standard audio system and, providing

the ambiance, walnut trim amid harmoniously

blended colors and textures.





The standard power tilt and telescopic steering wheel includes an automatic tilt-away feature, which moves the wheel out of your way when you turn off the ignition and remove the key.



Besides the usual power adjustments — fore-and-aft movement and seat-back recline — both front seats in the GS 300 include power height controls (front and rear) and power lumbar support.

High-Performance Luxury

The GS 300's cabin is a masterful blend of elegance and purpose. The highly bolstered front seats are power-adjustable, and clad, if you desire, in rich leather upholstery.* For optimum comfort, the airbag SRS-equipped steering wheel tilts and telescopes via a precision-g geared power mechanism. (Of course the front passenger also has the reassurance of an airbag SRS.)

Lexus luxury is also evident in such features as retained accessory power, which lets you operate the power windows and optional power moonroof after turning off the ignition;** a center sun visor; an illuminated entry system; and automatic headlamps. Throughout the GS 300's quiet, spacious interior, luxury serves only to contribute to the ease and pleasure of driving.



*A Leather Trim Package is optional.

**For up to 60 seconds or until a front door is opened.



Electronic analog instruments with LED pointers — for clarity and brilliance — are a distinctive Lexus feature.

Shown with optional equipment.

The Lexus GS 300's high-capacity, automatic climate control system uses non-CFC air conditioning refrigerant. An integrated interior air filter is a dealer-installed option.



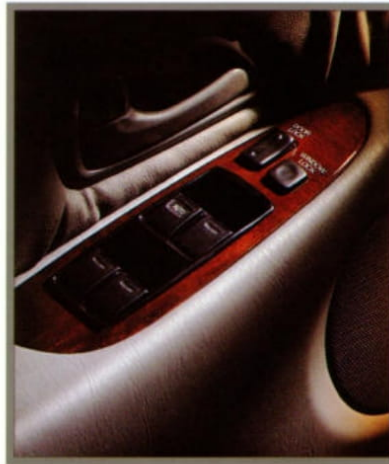


The passenger's airbag SRS, like the driver's, uses multiple sensors and built-in redundancies for supreme reliability.

The GS 300 interior, replete with driver-oriented instruments and controls (the center console is even slightly slanted toward the driver), exudes an unmistakable air of luxury. ✱ For in-

stance, the highly bolstered front

support for spirited driving, yet the



bucket seats provide the proper

rich, supple leather trim adds to*

the interior ambiance. ✱ Ergonomic studies have been applied throughout, even to the thickness

of the steering wheel — it is asymmetrical to maximize your hands' contact with the wheel.

*A Leather Trim Package is optional.



OUTSIDE 72° LO HI

AUTO OFF

FRONT REAR A/C

TEMP MODE

PUSH PWR VOL

AM FM1/2 TAPE CD CMP

CD DISC 2 TRK 4 2'43

FF TUNE SEEK REW

SCAN 1 2 3 4 5 6

SCAN DISC FF < TRACK > RPT RANDOM

BASS MID TREBLE BALANCE FADER



Each new Lexus model has advanced the state of the art in automotive audio; the GS 300 is certainly no exception. Its standard seven-speaker AM/FM/cassette audio system features an amazing 225 watts (max. power)

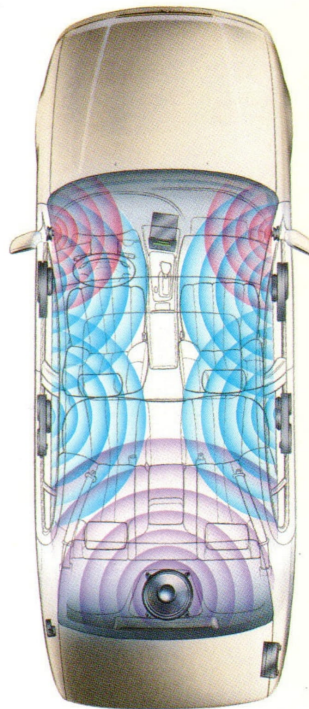


of amplification. Two high-mounted tweeters supply clear, crisp treble. A 10-inch subwoofer delivers deep, thrilling bass. And four full-range speakers, with bass-reflex ports, handle everything in between.





For the finest audio reproduction source, a 12-disc CD auto-changer, mounted in a vibration-damping enclosure, is optional.



Speaker placement was given priority early in the design process of the GS 300. In fact, size and position of the seven speakers were determined well before the interior design was finalized.

High Fidelity For The Fast Lane

For those moments when you don't feel like listening to the muted gnarl of the GS300's Twin Cam 6 as it spins effortlessly toward redline, Lexus has provided an alternate source of aural entertainment. The GS300's high-output audio system uses five amplifiers to supply high-fidelity sound to seven strategically placed speakers, including a 10-inch bi-amplified subwoofer. Custom equalized for the car's interior, the system has such high-end features as Dolby® B and C noise reduction* and, with the optional 12-disc auto-changer, CD compression.

For the true audiophile, the Lexus/Nakamichi Premium Sound System is optional. It features a power boost (to 280 watts max. power), upgraded electronics and speakers, including a larger 12-inch subwoofer, plus Nakamichi's famous tape-deck technology. Whichever system you select, the GS300 will deliver premium audio performance worthy of a premium performance car.



Passive and active safety features abound in

the GS300, ranging from double-wishbone

suspension and four-wheel, ventilated ABS

disc brakes, to pre-tensioning front seat

belts, and a driver's and front passenger's air

bag Supplemental Restraint System (SRS).

The dual airbag SRS is designed to inflate

in a severe frontal collision. Airbags are a

supplement to, not a replacement for, seat

belts, which should be worn at all times by

all vehicle occupants.



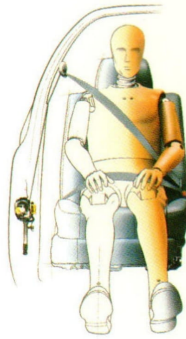


While the GS 300 is equipped with a dual airbag SRS, pre-tensioning front seat belts, and front and rear crumple zones, Lexus engineers also placed a priority on active safety. With its highly responsive

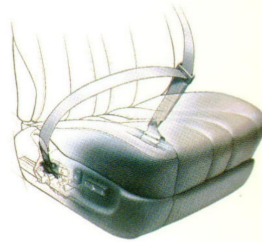


powertrain, precise and predictable handling, and state-of-the-art ABS brakes, the GS 300 is engineered to help you recognize, judge and react to potentially hazardous situations — in short, to help you avoid accidents.

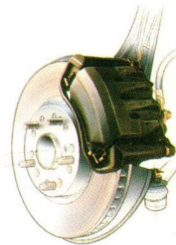




The GS 300's seat-belt pre-tensioners cinch the webbing of the front seat belts to help protect you in a severe frontal collision.



The GS 300's "easy access" front seat belts are mounted to reinforced, aluminum seat tracks rather than the floor. They move with the power front seats to make belt use more convenient.



Large disc brakes at each wheel, controlled by a sophisticated anti-lock braking system, are ventilated to reduce brake fade.

A Strong Case For Safety

The GS300's safety engineering starts with a strong, rigid body structure. High-tensile steel is used extensively throughout the cabin — in the doors, hood and trunk lid, as well as in specific chassis cross members. This advanced steel alloy has a very high strength-to-weight ratio, and excellent energy-absorbing properties. The GS300 also benefits from jam-resistant doors, as well as reinforced door hinges, locks and roof pillars.

To help manage impact energy in a front or rear collision, the GS300's crumple zones allow the occupants to decelerate at a slower rate than the almost instantaneous deceleration of the car.

Refining these safety systems involved hours of super-computer simulations and hundreds of crash tests. But all this sophisticated engineering relies on just one simple action by you and your passengers — proper use of your seat belts at all times.



Some vehicles shown with optional equipment.



As you would expect in a Lexus, the GS 300 embodies an impressive array of amenities, each designed to Lexus' strict quality standards. For example, the remote



entry sys-

tem not only locks and unlocks the doors with the touch of a button on the ignition key, but it also automatically activates and deactivates the sophisticated theft-deterrent system. The cruise*

control, ergonomically



designed for ease of operation, is tied into the engine/trans-

mission management system for smoothness and accuracy. Two different cellular phone*

options are available in the GS 300 — the Lexus Fixed-Mobile Cellular Telephone and the technically

advanced Lexus Portable Plus. Both phones offer hands-free



operation via a steer-

ing-wheel-mounted Command Module. But the Lexus Portable Plus adds voice activation and digi-

tal noise reduction for superb clarity. Plus, it is truly portable — you can take it wherever your job or

hobbies



take you. And for added safety and visibility on dark, misty nights, the*

GS 300 also features standard fog lamps, integrated into its front air dam.



1:00

12

TEMP

LO HI

MODE

AM FM/2 TAPE

CD

DISC 2 8 3:18

SCAN PRG APT SHP SFT REP C

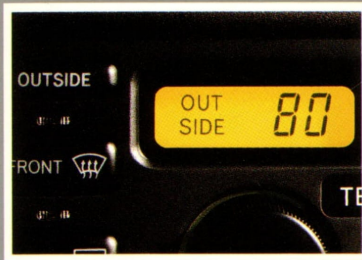
1 2 3 4 5 6

DISC MID FF TRACK

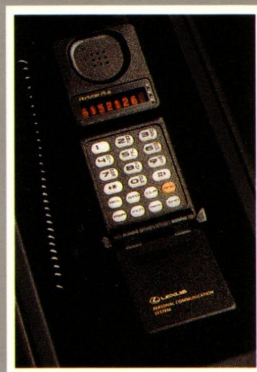
BASS TREBLE

BALANCE RPT FADER

W O Z D P



Outside Temperature Gauge



Lexus Portable Plus Cellular Telephone



12-Disc CD Auto-Changer

Lexus GS 300 Features

SAFETY EQUIPMENT

Driver's and Front Passenger's Airbag Supplemental Restraint System (SRS).

Three-Point Seat Belts, Front and Outboard Rear (front height adjustable and anchored to seat-track assemblies). Rear Center Lap Belt. Pre-tensioning Front Seat Belts.

Front and Rear Crumple Zones. Side-Intrusion Beams.

Four-Wheel Ventilated Anti-lock Disc Brakes (ABS).

Dual Power Outside Mirrors with Defoggers.

Vehicle and Audio Theft-Deterrent Systems.

Variable Intermittent Windshield Wipers with Fully or Semi-Concealed Rest Position.

Projector Low-Beam Headlamps. Tungsten Halogen High Beams. Integrated Fog Lamps.

Automatic On/Off Headlamps.

Rear-Window Defogger with Auto-Off Timer.

First-Aid Kit.

LUXURY & CONVENIENCE

Walnut Interior Trim.

AM/FM/Cassette Seven-Speaker 225-Watt (max. power) Audio System with 10-Inch Bi-amplified Subwoofer and Dual-Diversity Antenna.

Power Windows with Driver's-Side "Auto-Down" Feature.

Cruise Control.

Automatic Climate Control with CFC-Free A/C Refrigerant.

Outside Temperature Gauge.

Power Tilt and Telescopic Steering Column with Automatic Tilt-Away.

Multi-Adjustable Power Front Seats.

Remote Entry System.

Power Door Locks with Driver's-Door Two-Turn Unlock Feature.

Remote Electric Trunk-Lid and Fuel-Filler Door Releases.

Dual Illuminated Visor Vanity Mirrors.

Illuminated Entry Lighting.

60-Second Ignition-Off Retained Accessory Power.

Center Console with Lexus Cellular Phone Storage Capability.

AVAILABLE OPTIONS

Leather Trim Package with Leather Seating Surfaces and Leather-Wrapped Steering Wheel, Shift Knob, Center-Console Lid and Door Trim.

Power Tilt and Slide Moonroof.

Remote 12-Disc CD Auto-Changer.

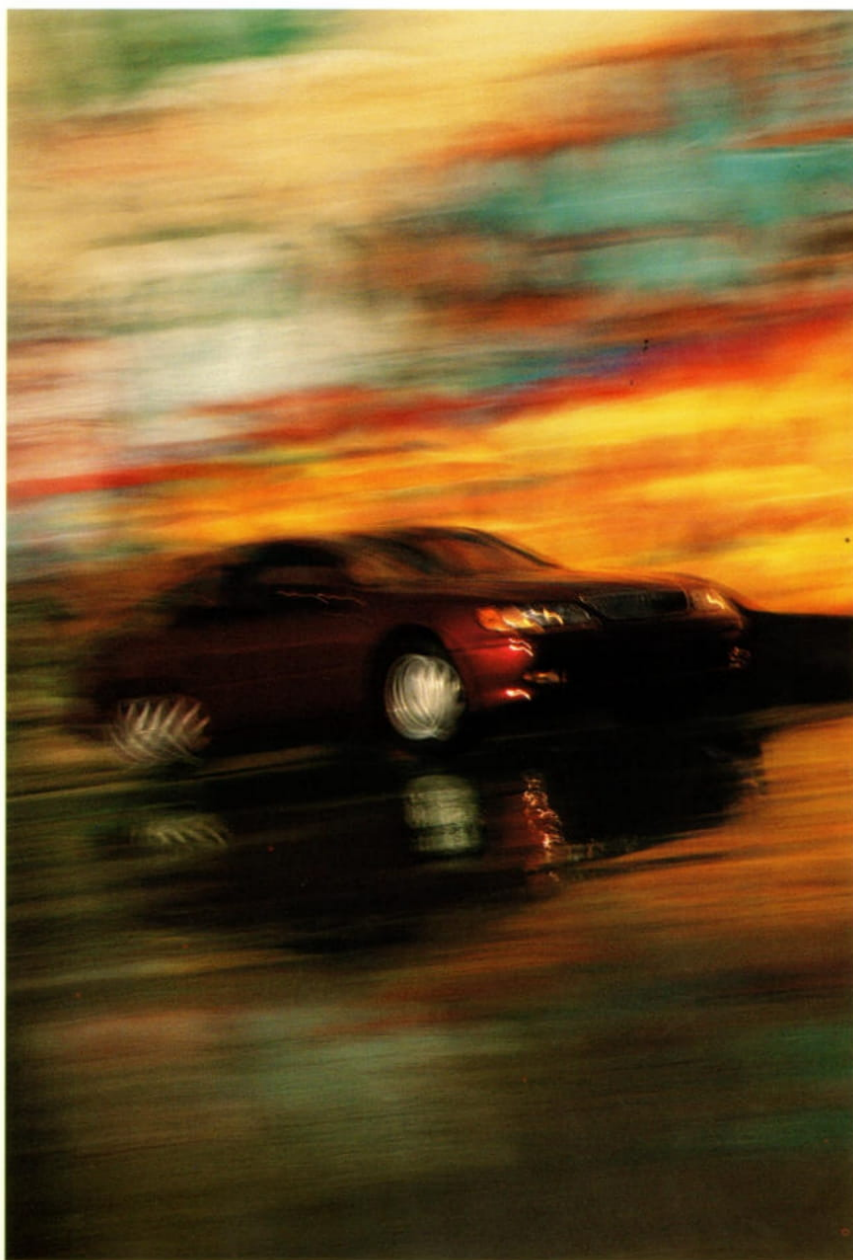
Lexus/Nakamichi 280-Watt (max. power) Premium Sound System with 12-Inch Bi-amplified Subwoofer (requires CD and Leather Trim).

Traction Control System (TRAC) with Heated Front Seats and All-Season Tires.

All-Season Tires (no-cost option).

AVAILABLE ACCESSORIES

Lexus Portable Plus Cellular Telephone with Voice Activation and Command Module, Lexus Fixed-Mobile Cellular Telephone with Command Module, Interior Air Filter for Climate Control System, Car Cover, Floor Mats, Trunk Mat, Wheel Locks.







Lexus GS 300 Specifications

DIMENSIONS

BODY TYPE Five-Passenger Performance Luxury Sedan

CONSTRUCTION

Unitized body with modular suspension subframes, front and rear. Extensive use of galvanized steel and other anti-corrosive measures.

OVERALL LENGTH 194.9 in.

WIDTH 70.7 in.

HEIGHT 55.1 in.

WHEELBASE 109.4 in.

CURB WEIGHT 3,660 lb.

HEADROOM (FRONT/REAR) 38.3/36.8 in.

With moonroof 36.9/35.6 in.

LEGROOM (FRONT/REAR) 44.0 max./33.8 min. in.

SHOULDER ROOM (FRONT/REAR) 57.3/57.3 in.

TRUNK SPACE 13.0 cu. ft.

FUEL-TANK CAPACITY 21.1 gal.

ENGINE

ENGINE TYPE In-Line 6

DISPLACEMENT 3.0 liters (183 cu. in.)

VALVETRAIN Twin Cam, four valves per cylinder

BORE x STROKE 3.39 x 3.39 in. (86.0 x 86.0 mm)

COMPRESSION RATIO 10.0:1

HORSEPOWER AT RPM 220 hp @ 5,800 rpm

TORQUE AT RPM 210 lb-ft @ 4,800 rpm

FUEL GRADE Premium unleaded

ENGINE MANAGEMENT

Computer control of sequential multi-point fuel injection and ignition system with twin knock sensors.

DRIVETRAIN

TRANSMISSION

Four-speed automatic Electronically Controlled Transmission with intelligence (ECT-i). Overdrive top gear, dual shift programs, engine/transmission networking, lockup torque converter.

DRIVE WHEELS

Rear-wheel drive. Optional Traction Control System (TRAC).

FINAL DRIVE RATIO 4.08:1

SUSPENSION

Four-wheel independent, double-wishbone suspension, coil springs, gas-pressurized shock absorbers, rear strut rods, front and rear stabilizer bars. Anti-dive and anti-squat geometry.

STEERING

Vehicle speed-sensing, progressive power rack-and-pinion steering. 3.2 turns, lock-to-lock.

BRAKES

Four-wheel power-assisted, ventilated disc brakes. 11.6-in. diameter front; 12.0-in. diameter rear.

ANTI-LOCK BRAKING SYSTEM Four-sensor, three-channel*

WHEELS/TIRES

16 x 7.5-in. alloy wheels. 215/60R16 V-rated radials. Full-size spare.

PERFORMANCE

0-60 MPH ACCELERATION 8.5 seconds**

1/4-MILE ACCELERATION 16.5 seconds**

TOP TRACK SPEED 144 mph**

FUEL CONSUMPTION 18/23 mpg City/Highway†

TURNING CIRCLE 36.1 ft.

AERODYNAMIC DRAG COEFFICIENT 0.31

WEIGHT DISTRIBUTION (FRONT/REAR) 53.6/46.4%

POWER-TO-WEIGHT RATIO 16.6 lb/hp

WARRANTY

4-year/50,000-mile limited warranty. 6-year/70,000-mile powertrain warranty. 6-year/unlimited-mileage corrosion perforation warranty. All warranties with zero deductible. See the GS 300 Owner's Guide at a Lexus dealer for details.

* Four-sensor, four-channel with optional Traction Control System.

** These performance capacity figures are for comparison only, and were obtained with prototype vehicles under test-track conditions by professional drivers using special safety equipment and procedures. These should not be attempted on public streets or highways.

† Preliminary 1993 mileage figures determined by Lexus. 1993 EPA estimates not available at time of printing. See your Lexus dealer for details.

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.

For more information, call 800-344-GS300 (344-4730).

For Telecommunications Devices for the Deaf (TDD), call 800-443-4999.

Lexus reminds you to wear seat belts and obey all speed laws.





The Relentless Pursuit Of Perfection is
more than an advertising slogan for Lexus — it
is a way of doing business. Lexus automobiles
are a clear representation of this philosophy.
It is also embodied in every Lexus dealer.



carefully selected based on a proven ability to
satisfy customers. And Lexus backs up this
dealership commitment with one of the finest
limited warranties in the industry, coupled
with Lexus Roadside Assistance.*



Aiming Higher

Luxury-car buyers have very high expectations. Which only means that everyone in the entire Lexus organization must aim even higher. This philosophy of continuous improvement is reflected in each Lexus dealership's carefully trained personnel, and in the comprehensive customer-support programs designed to make your experience with Lexus a pleasant one.

Enter a Lexus dealership, and you are greeted by a receptionist, just as in a business office or fine hotel. He or she can direct you to a knowledgeable sales consultant, or simply give you a brochure if that is all you require.

Each Lexus dealer combines old-fashioned courtesy with high-technology service. As soon as you make a service appointment, any maintenance parts your car may require can be set aside for you. Any additional parts that are not in stock can be located and shipped within 24 hours via Lexus'

computerized inventory system. Upon arrival for service, you are greeted in a special reception area. And you are always welcome to speak directly with the diagnostic specialist about your automobile's care.

A private satellite network, set up by Lexus, enhances many aspects of communications and record keeping. It can update dealers on service procedures, or even keep track of your car's service history, no matter which Lexus dealer maintained your car.

Under Lexus' comprehensive limited warranty, your first two scheduled service visits are complimentary. And Lexus Roadside Assistance not only supplies help, 24 hours a day via a toll-free phone call, but also covers lodging if you're more than 100 miles from home.*

With these and other support systems, it is Lexus' aim to not just meet, but exceed your expectations.





OPAL WHITE PEARL®



SILVERMIST METALLIC



BLUE SLATE METALLIC



BLACK ONYX



PRUSSIAN RED PEARL



SANDSTONE BEIGE METALLIC



MIDNIGHT INDIGO PEARL



ROYAL JADE PEARL

EXTERIORS

INTERIORS

OPAL WHITE PEARL®

IVORY LEATHER, GRAY LEATHER OR GRAY FABRIC

SILVERMIST METALLIC

GRAY LEATHER OR GRAY FABRIC

BLUE SLATE METALLIC

GRAY LEATHER OR GRAY FABRIC

BLACK ONYX

IVORY LEATHER, GRAY LEATHER OR GRAY FABRIC

PRUSSIAN RED PEARL

IVORY LEATHER, GRAY LEATHER OR GRAY FABRIC

SANDSTONE BEIGE METALLIC

IVORY LEATHER

MIDNIGHT INDIGO PEARL

GRAY LEATHER OR GRAY FABRIC

ROYAL JADE PEARL

IVORY LEATHER OR SPRUCE LEATHER

*With silver lower-body cladding. Lexus reserves the right to make changes, without notice, in colors, materials and equipment.

