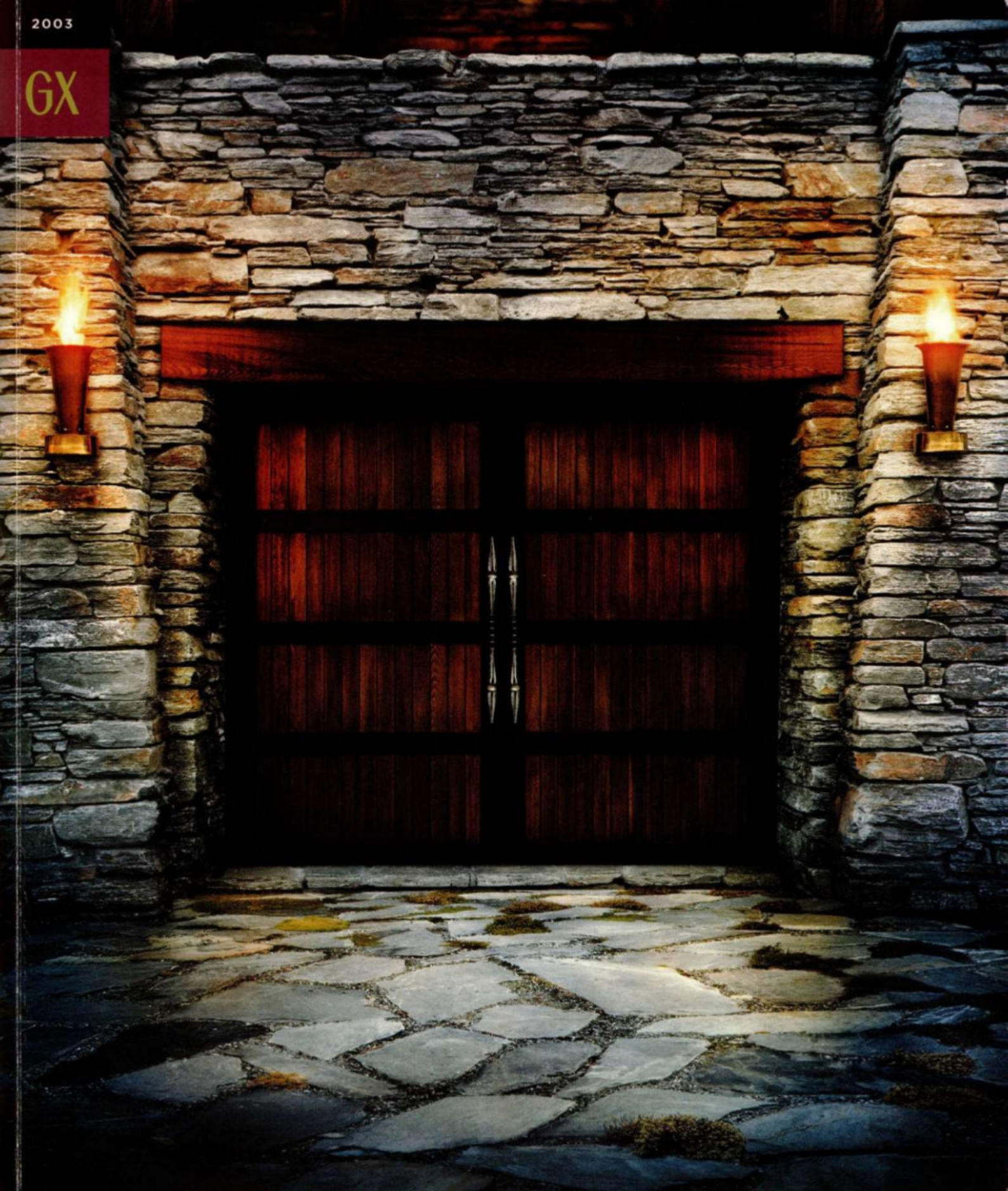


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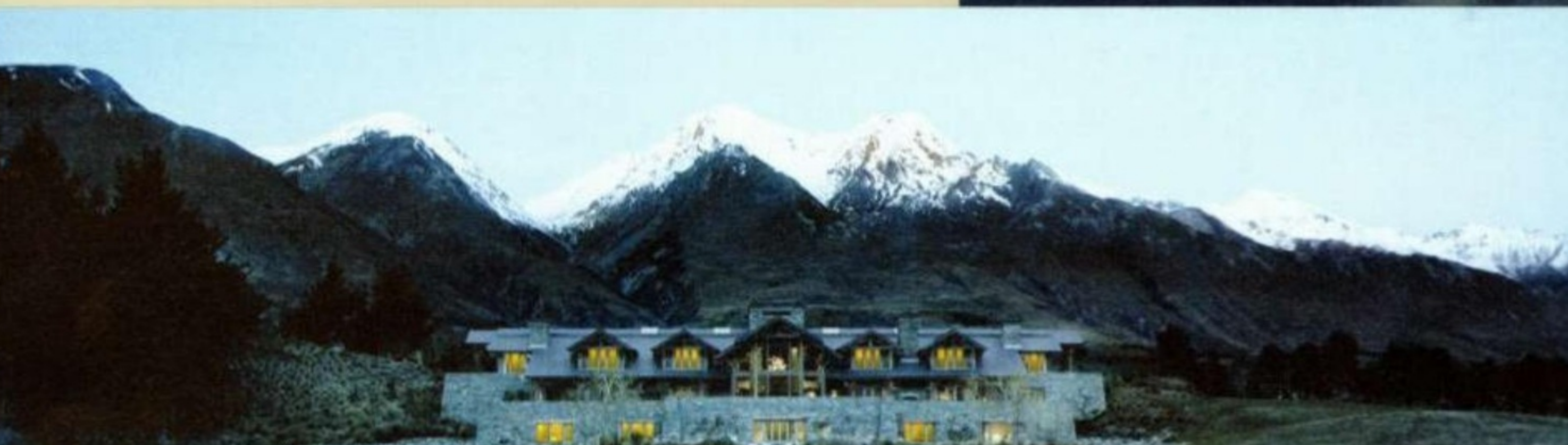
GX





READING ABOUT AMAZING ADVENTURES IS ONE THING.
BEING ABLE TO WRITE ABOUT THEM IS QUITE ANOTHER.

There are two kinds of adventurers in the world: those who seek their thrills from a written page and a favorite leather chair. And those who prefer to go out and author the stories themselves. But must the desire for true adventure mean giving up the comfort of life's greatest pleasures? Or could there actually be a way to travel the Earth, as if having never left the sanctum of your own living room? These are precisely the questions we asked while creating the new Lexus GX. The result, we think you'll find, is an invitation to experience an entirely new kind of adventure. A calling from every spectacular destination you've ever fantasized about. So go find the highest peaks. The freshest powder. The biggest waves. Just never leave luxury behind.



Some vehicles shown with optional equipment.

Introducing the 2003 Lexus GX.

Some vehicles shown with optional equipment.



FORGET EVERYTHING YOU KNOW ABOUT THE SUV.

You can't embark on a higher form of adventure without a higher form of adventure vehicle. So let's pretend that you've never even heard the term, "SUV." Instead, think of the luxuriant GX and how it embodies the Lexus concept called the luxury utility vehicle. - Six-speaker stereo system? It doesn't even begin to compare with the 14-speaker Mark Levinson® Premium Sound System¹ available in the GX. Seating limit of five, SUV-style? The GX prefers to make room for as many as eight in its available three rows of seating. Find yourself in the occasional black-tie kind of mood? The GX is more than appropriate for any type of social situation or environment. - Spend enough time contemplating the meaning of adventure, and you realize there's a serious design flaw with the SUV. It's missing the letter "L."





THE POWER TO ELIMINATE BARRIERS
BOTH ON THE ROAD AND IN YOUR MIND.

It does to the brain what caffeine does to the heart. That's one way to describe the 4.7-liter V8 inside the GX. Another option would be to say that it's simply the largest engine Lexus has to offer. And a third would be to say that you'll never find a better complement to the five-speed Electronically Controlled Transmission (ECT). No matter how you look at it, with 235 horsepower and 320 lb-ft of torque, you're sure to find yourself at the center of a classic foot-meets-pedal love story. - Of course, an engine of this caliber is going to inspire visions of towing² and extreme climbing—both tasks for which the GX is well prepared. The GX also includes a two-speed transfer case with a manual locking center differential—allowing the front and rear wheels to be linked together. This helps ensure maximum traction when the driving environment turns from smooth to extra-chunky.



While off playing the adult version of King of the Mountain, you'll be surrounded by many of the basic luxuries Lexus is known to offer: ergonomically correct seating with leather surfaces and driver's-seat memory, steering-wheel audio controls and automatic climate control, just to name a few.



Those who place themselves in the "Serious Adventurer" category will be glad to know that the GX is of a body-on-frame construction. This configuration helps imbue the GX with solid off-road capability, control and comfort, thereby allowing both the driver and passengers to experience a remarkable feel for the road.



Some vehicles shown with optional equipment.

GOOD NEWS IF THEY EVER START BUILDING GROCERY STORES AT 10,000 FEET.

Out here, the altitude isn't the first thing that's likely to take your breath away. Topping the list is the full-time four-wheel-drive powertrain of the GX. - Equally pleasing is the Adaptive Variable Suspension (AVS). With four settings - from Comfort to Sport - you can instruct the GX to automatically sense the character of the terrain, constantly monitor your steering and braking, and make adjustments to the suspension damping accordingly. And when it comes time for the inevitable loading and unloading scenarios, you'll thoroughly enjoy the luxury of Rear Adjustable Height Control (RAHC), a rather hospitable amenity that permits the GX to be raised 1.6 inches, or lowered 1.2 inches for easier loading and unloading. - It's features like these that allow the GX to go nearly anywhere four wheels and up to eight humans were ever meant to be in the first place.*



When descending steep or slippery surfaces, Downhill Assist Control (DAC) supports engine braking with the wheel brakes while in low gear and low range. The advantages of this are twofold: It not only helps improve directional control, but also adds a level of surefootedness rarely seen in nature. - When traveling a steep road or in challenging off-road situations, the GX employs Hill-start Assist Control (HAC). This system helps to reduce vehicle rollback when you take your foot off the brake and start to climb up a slope. The result is improved control during hill climbing, as well as when starting and stopping on slippery uphill surfaces. - Further contributing to the superior ride characteristic of the GX is a TORSEN® Limited-Slip Center Differential (LSCD).* A true sign of a fully capable utility vehicle, it can help provide a variety of benefits, including a smoother ride, enhanced traction and more responsive steering. - Strangely enough, some of the most gratifying GX features are entirely invisible. Through superior engineering techniques and various sound-dampening technologies, we eliminated a significant level of Noise, Vibration and Harshness (NVH) - making the GX cabin astonishingly quiet.





DVD NAVIGATION SYSTEM.
 REAR-SEAT ENTERTAINMENT SYSTEM.
 MARK LEVINSON AUDIO.

(MAKES YOU WONDER HOW ANYONE EVER SURVIVED IN THE WILD BEFORE.)

Most theories of evolution call for several rounds of adaptation before something can thrive in its environment. One look at the interior of the GX, however, and you'll see it's actually possible for something to enter the world in an ideal state. - Immediately, the mind will be put at ease by the sight of our available Lexus voice-activated DVD Navigation System.³ Soon thereafter, the ears will follow, thanks to the miraculous sound created by the available Mark Levinson Premium Sound System. (Made exclusively for Lexus, this technology is usually found in six-figure home audio systems.) And for the eyes? Fine wood and leather appointments, along with an available Lexus Rear-Seat Entertainment System (RSES). - Life atop the utility-vehicle food chain. Merely one of countless benefits associated with the new GX.



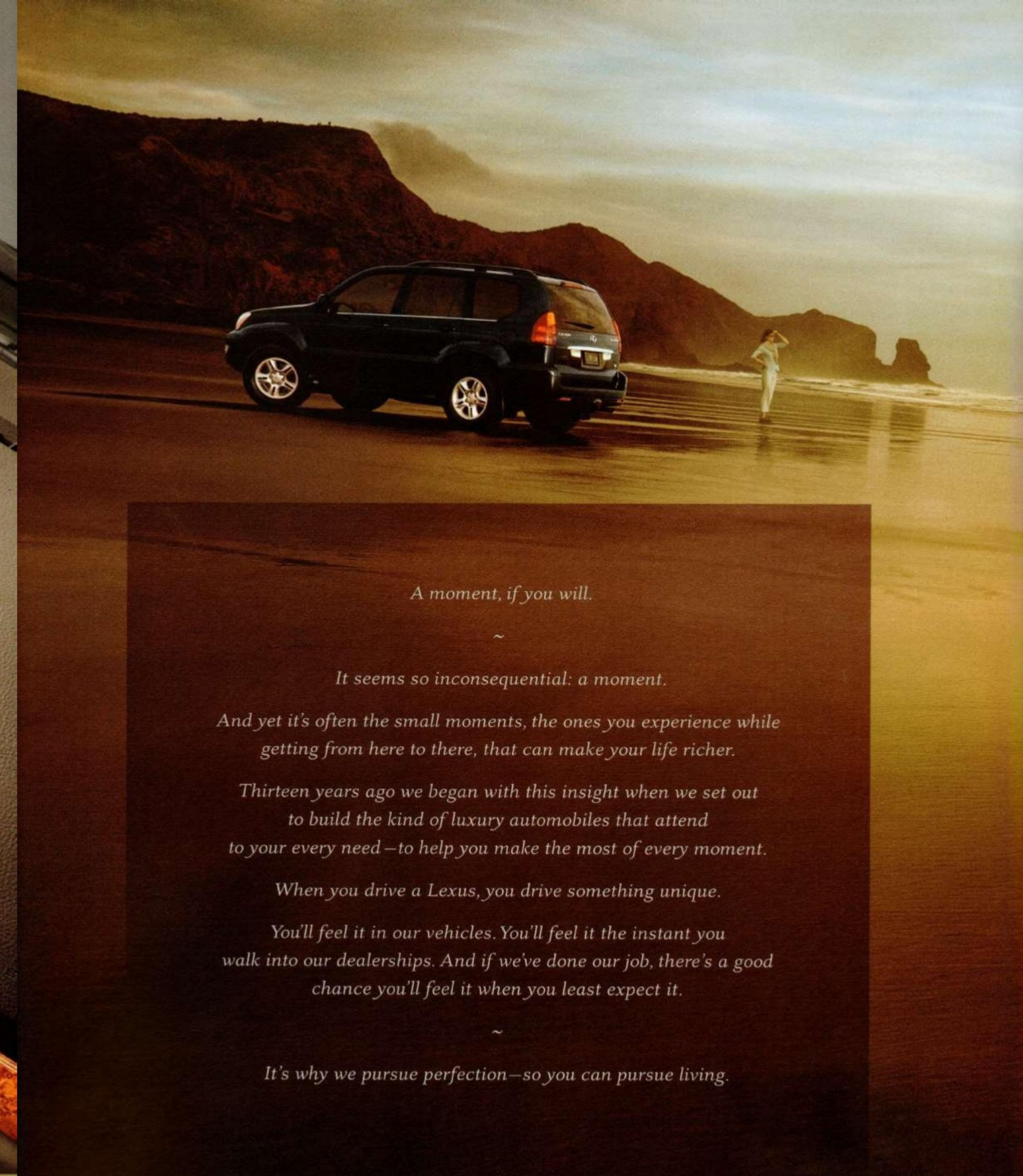
Clearly skilled in the art of first impressions, the GX has already been named "Four Wheeler of the Year" by Four Wheel Magazine and "4X4 of the Year" by 4-Wheel & Off-Road Magazine.

Some vehicles shown with optional equipment.

Prototype remote shown.



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A moment, if you will.

It seems so inconsequential: a moment.

And yet it's often the small moments, the ones you experience while getting from here to there, that can make your life richer.

Thirteen years ago we began with this insight when we set out to build the kind of luxury automobiles that attend to your every need—to help you make the most of every moment.

When you drive a Lexus, you drive something unique.

You'll feel it in our vehicles. You'll feel it the instant you walk into our dealerships. And if we've done our job, there's a good chance you'll feel it when you least expect it.

It's why we pursue perfection—so you can pursue living.

The available Lexus voice-activated DVD Navigation System⁴ will allow you to conveniently pinpoint the location of thousands of destinations in the contiguous United States and parts of Canada—including street addresses, airports, hotels and ATM machines. Once you select your destination, the system not only gives you a choice of three different routes, but will also guide you with clear, easy-to-follow voice and visual directions.

Some vehicles shown with optional equipment.



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FOR SOMETHING THAT ENCOURAGES SO MUCH FREEDOM,
IT CERTAINLY IS OVERPROTECTIVE.

That which lives amongst the wild must be armed with a vast array of defense mechanisms. Hence, the number of sophisticated safety and security systems in the GX. - Say, for example, you're in a situation that requires hard braking on a slippery surface. The GX has standard four-wheel disc brakes with an Anti-lock Braking System (ABS), Brake Assist* and Electronic Brakeforce Distribution (EBD), to help the driver maintain control. Or suppose you're on terrain that causes you to lose traction in a turn. Vehicle Skid Control (VSC)[†] senses such a loss, helping you stay on course by automatically reducing power and controlling the brake actuator, while Active Traction Control (A-TRAC) directs power to the wheels with the best traction. The important thing is, you'll have plenty of help controlling wheelspin on surfaces like mud, sand, rain, ice and snow. Because although these conditions may not be favorable to some, the true adventurer knows they need not confine one to the indoors.



The GX is designed to help manage impact energy in a variety of emergency situations, including frontal impacts, offset frontal impacts and side impacts. The strong, welded-steel ladder frame helps maintain the shape and integrity of the chassis, while it can also help to keep the passenger cabin intact in the event of a collision. We've also added scientifically designed impact-absorbing materials to the structure of the GX, in order to help absorb part of the energy generated by such a collision. - Additional safety features include: side-impact steel door beams, multistage front airbags, seat-mounted side airbags and side curtain airbags (SRS)[†] and front seatbelt pre-tensioners.



Some vehicles shown with optional equipment.

EXTERIOR COLORS



BLACK ONYX



DORADO GOLD PEARL[†]



BLUE MERIDIAN PEARL



ASH BLUE MICA



SAND DOLLAR PEARL



SILVER PINE METALLIC

INTERIOR COLORS



DARK CHARCOAL LEATHER



IVORY LEATHER

Visit our Web site and try on a color. lexus.com
[†]Dorado Gold Pearl is not available with Dark Charcoal Leather.



WITH THIS MANY STANDARD AMENITIES,
YOU MAY NEVER TAKE THE SHORT CUT AGAIN.

Have you ever heard of an adventurer who didn't want lots of gear by their side? Neither have we. Which is why we've included so many GX luxuries as standard equipment. Leather seating surfaces. Handsome wood appointments. A power-operated, tinted, one-touch moonroof. These are just a few of the amenities you'll be able to enjoy with every moment you spend behind the wheel. And with each of those moments comes the comfort, pleasure and satisfaction of knowing that you are truly living life to the fullest. The new Lexus GX: the easiest way to ensure you have the finest accommodations wherever you go.



Lexus DVD Navigation System, rear spoiler and Lexus Link are optional equipment. Please see page 29 for details.

Standard Luxury Features

- Leather-trimmed interior, golden bird's-eye maple interior wood trim
- Wood- and leather-trimmed steering wheel and shift knob
- Automatic on/off projector headlights with variable-off timing
- Multi-adjustable power front seats with driver's-side power lumbar support
- Lexus Memory System for power driver's seat (except lumbar), outside mirrors and steering wheel position
- Heated front seats with variable heat settings
- Dual-zone automatic front climate control with interior air filter
- Lexus stereo/cassette/CD 11-speaker 124-watt[†] Premium Sound System with Automatic Sound Levelizer (ASL) and in-dash, six-disc CD auto-changer
- Lexus Rear-Seat Audio System (RSAS)
- Adaptive Variable Suspension (AVS)
- Rear Adjustable Height Control (RAHC)
- Power windows with one-touch open/close, pinch protection and retained accessory power
- Power tilt-and-slide moonroof with one-touch open/close, pinch protection and retained accessory power
- Remote operation of windows and moonroof
- HomeLink[®] universal transceiver to operate garage, gate, home lighting and home security systems
- Power door locks with anti-lockout feature and driver's-door two-turn unlock feature
- Front glass with UV protection and green tint
- Optitron instrumentation
- Rear privacy glass with in-glass antenna
- Auto-dimming electrochromic inside rearview mirror with compass
- Heated, power-adjustable outside mirrors with reverse auto-tilt function
- Power tilt/telescopic steering column with auto tilt-away
- Steering-wheel-mounted audio controls and cruise control
- Tonneau cover (only available on vehicles without third-row seat)
- Trip computer with outside temperature gauge, altimeter and barometer
- Accessory power outlets
- Storage pocket with cargo net integrated into rear door
- Body-colored roof rack with black CrossBars[®]



THE PASSIONATE PURSUIT OF PERFECTION.