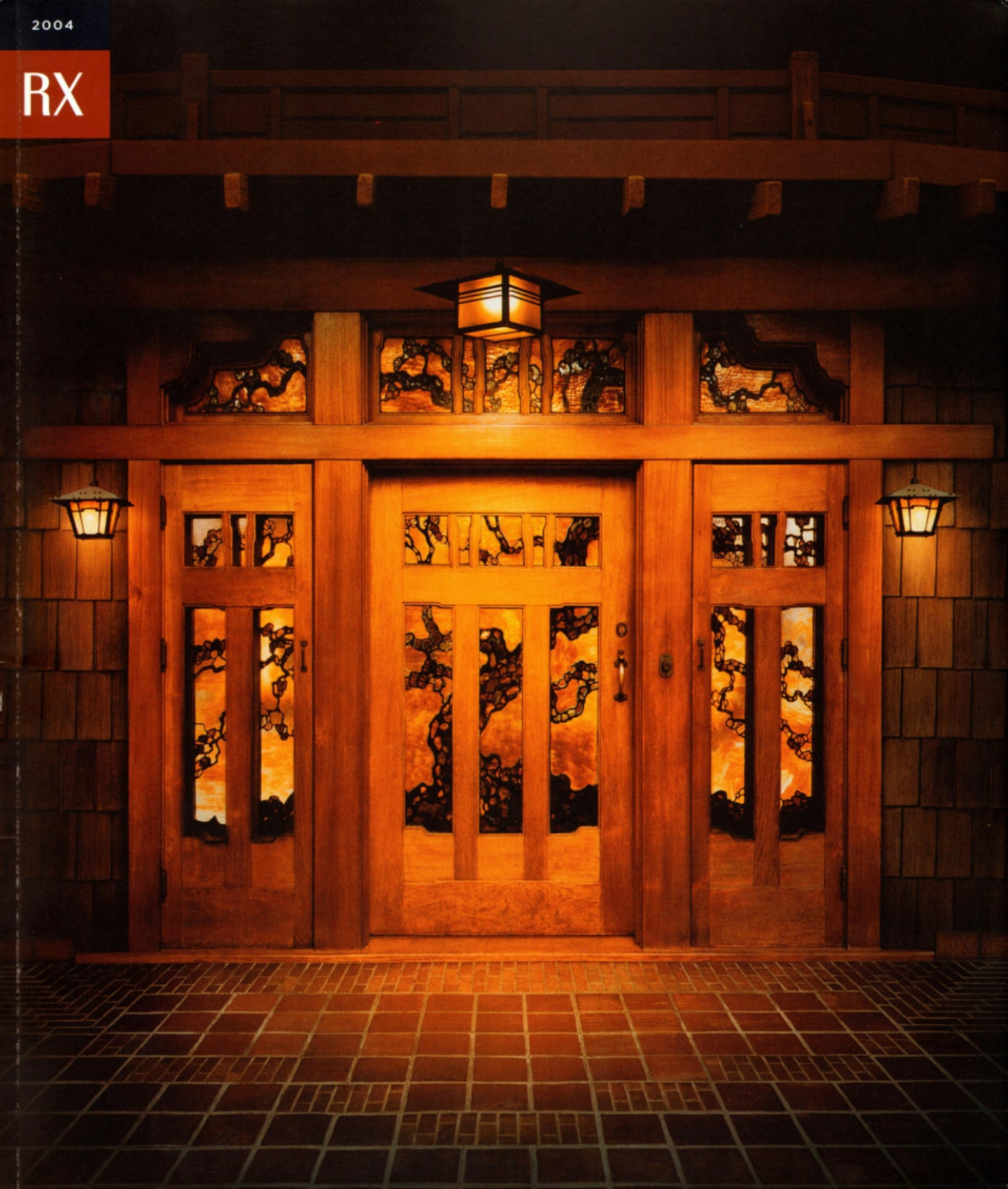


2004

RX

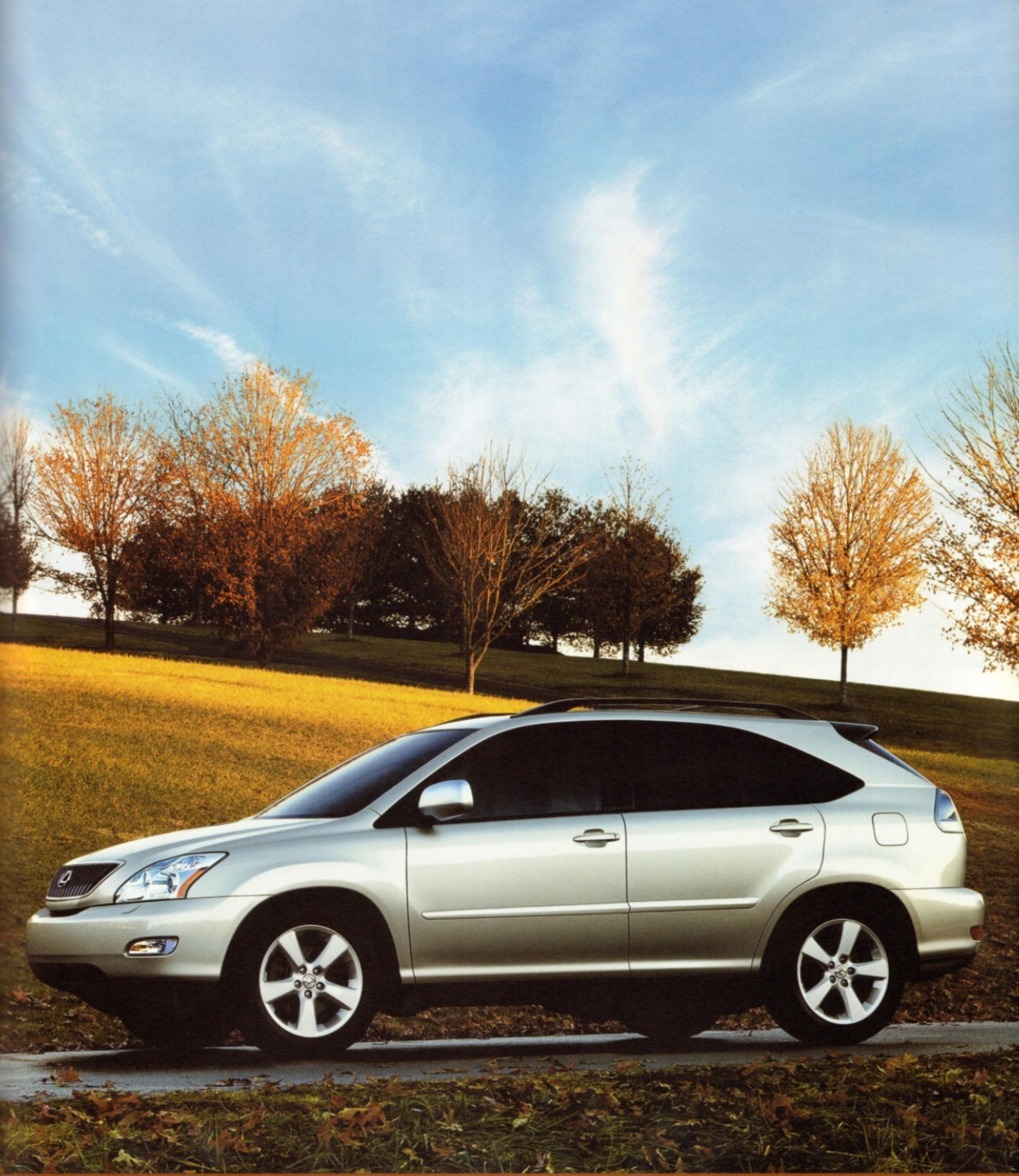




AS ESSENTIAL TO THE WEEKEND GETAWAY AS SUNDAY ITSELF.

Waking to French-toasted cinnamon croissants and cappuccino. Azure skies and the time to enjoy them. Gallery-hopping and discovering a new favorite impressionist. There are countless ways to define the perfect weekend, yet, one aspect remains universal: the joy of traveling in style. And that's what Lexus luxury utility vehicles are designed to offer—all the possibilities of adventure without ever leaving luxury behind. The 2004 RX, of course, is no exception. It's technologically impressive, exuberantly capable and a stunning demonstration of comfort and craftsmanship. In other words, when it comes to weekends, the new RX may be the next-best thing to breakfast in bed.





Vehicle shown in Millennium Silver with optional equipment.

Introducing the entirely new 2004 Lexus RX.



IT PEERS AROUND CORNERS. IT SEES BACKWARDS. IT RELAXES YOU.
AND PLENTY OF OTHER FEATS YOU NEVER THOUGHT POSSIBLE.

Soothing the senses is one thing, but challenging the laws of physics is quite another. The new 2004 RX, however, proudly reaches the next level by accomplishing both. While driving at night, it "peers around corners" with headlamps that adjust their angle into a turn. It "sees backwards" with an available backup camera¹ to assist with parallel parking. It even uses available laser technology designed to help regulate your driving distance from vehicles traveling ahead of you. ~ Meanwhile, its soothing interior is easily a benchmark of luxury. In fact, with available amenities like a DVD Rear-Seat Entertainment System (RSES) and sumptuous leather trim, it practically qualifies as a destination in itself. Is it amazing that a vehicle can be so accomplished? Certainly. But impossible? Not anymore.*



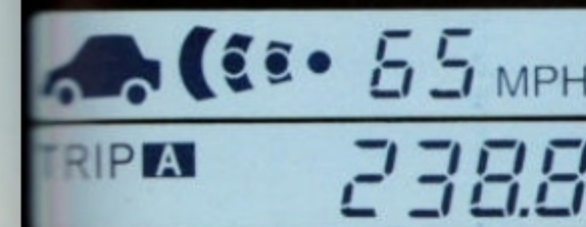
*Optional. Vehicle shown in Bamboo Pearl and Light Gray leather. All vehicles shown with optional equipment.





LASER-GUIDED CRUISE CONTROL IN CASE YOU GET TOO CLOSE.
A DVD NAVIGATION SYSTEM IN CASE YOU GO TOO FAR.

CRUISE READY



It's quite typical for an RX owner to seek out the most interesting hot spots, sanctuaries and adventures. Of course, whether you're in the city or beyond, a little guidance can be enormously helpful. And that's precisely why the RX offers the brilliant Lexus DVD Navigation System.² It resources mapping information for most of the contiguous U.S. and major Canadian cities, so not only does it spare you from asking for directions, it can also suggest restaurants by cuisine and easily guide you to points of interest. ~ The RX also has another remarkable feature: Dynamic Laser Cruise Control.³ This sophisticated device employs laser technology designed to help monitor the distance of the vehicle traveling directly ahead, and can provide a set following interval. When the vehicle ahead changes lanes or turns off the road, the RX's preset cruising speed is resumed. In other words, the new RX helps look after you by looking ahead of you.



*Optional. Vehicles shown with optional equipment.



10

*Optional. Vehicle shown with optional equipment.

The RX's rugged stance and sleek styling result from a completely redesigned exterior. Some of the most notable features are graphite-polished 18-inch* alloy wheels, privacy glass, integrated front foglamps and a black rear spoiler.



A ROLLING STONE ALSO GATHERS NO MONOTONY.



One feature of the RX that will certainly impress is the new, available Four-Wheel Air Suspension in which four different modes control vehicle height depending on driving conditions and needs.

For example, to provide better tracking through curves, the vehicle manually lowers at any speed (Low mode), and automatically lowers at highway speeds (Normal mode). For low-speed driving on rough terrain, the driver is able to switch to High mode to increase ground clearance. And finally, when the vehicle is parked, the Access mode lowers the vehicle for easier passenger and cargo loading. Enhanced performance, ride and convenience: all a part of what makes the newest Lexus RX such an enjoyable vehicle to travel in.

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The spirit of adventure is a demanding one, so naturally the RX is equipped for the challenge.

Drivers will enjoy a 3.3-liter V6 engine perfectly suited to launch across a scenic mountain trail, maneuver through a muddy clover field, or even hurry to the nearest Barneys.

It boasts an impressive 230 horsepower and 242 pound-feet of torque—so feel free to pack that extra case of San Pellegrino. Yet, with all that power, it still needs to feel like a Lexus. So a newly developed suspension system and five-speed automatic transmission with gated shifter are there to help ensure the ride stays regally smooth.





Vehicle shown with optional equipment.



FOR THOSE WHO PREFER SHOPPING AT THE NEIGHBORHOOD GROCER.
ESPECIALLY IF THE NEIGHBORHOOD'S IN ANOTHER COUNTY.



*There may be a grocer to drive to just a few blocks away, but where's the joy in that? After all, the spacious cabin of the 2004 RX offers amenities that could rival a film premiere. You'll enjoy options like an available Lexus DVD Rear-Seat Entertainment System (RSES) or the bold sound of a Mark Levinson® Premium Audio System*⁴—and the 11 speakers that accompany it. Of course, the other senses are honored as well. Walnut or golden bird's-eye maple accents and available leather extend a rich, glove-like feel to the seating surfaces and trim. And for effortless access to the rear storage area, the available power rear door can automatically open and close with just a touch of a button. Furthermore, the new exterior design is a vision to behold. All highly persuasive reasons to spend as much time in the RX as possible.*



⁴Optional. Vehicle shown with optional equipment.



The redesigned interior includes electroluminescent meter instrumentation in a three-pod layout, a seven-inch-wide, liquid-crystal information screen and handy steering-wheel audio controls.

Vehicle shown with optional equipment.



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Vehicle shown in Ivory leather with optional equipment.

Among other things, the RX boasts such standard features as automatic dual-zone climate control, an abundance of genuine walnut or golden bird's-eye maple trim throughout the cabin, a sliding center console—for the convenience of added room, an air filtration system and nearly 141 cubic feet of interior space.



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.*

*Fourteen 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.*

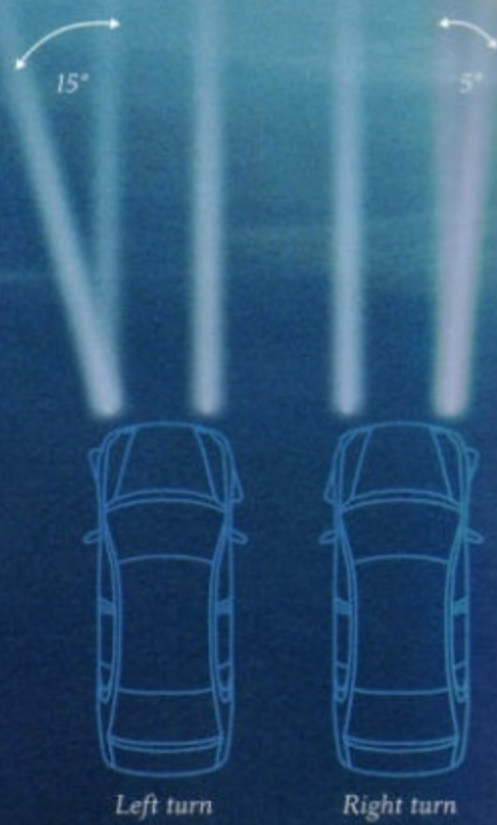
~

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



UNTIL NOW, ONLY GRAVITY COULD BEND LIGHT.

Introducing the available Adaptive Front Lighting System (AFS) with High-Intensity Discharge (HID) headlamps.* This revolutionary, highly advanced device can help improve driver visibility at night. Depending on vehicle speed and steering angle, the headlamps gracefully pivot to meet upcoming road curves and direction changes to help provide more thorough road-surface illumination. Lexus is proud to employ such a progressive system: a feature that obviously not only turns heads, but also turns light.



*Optional. Vehicle shown in Breakwater Blue with optional equipment.

EXTERIOR COLORS



BLACK ONYX

Ivory, Light Gray or Black Leather
Ivory Fabric



BLACK FOREST PEARL

Ivory or Light Gray Leather
Ivory Fabric



FLINT MICA

Light Gray or Black Leather



NEPTUNE BLUE MICA

Ivory, Light Gray or Black Leather
Ivory Fabric



BREAKWATER BLUE METALLIC

Ivory, Light Gray or Black Leather
Ivory Fabric



CRYSTAL WHITE

Ivory or Light Gray Leather
Ivory Fabric



MILLENNIUM SILVER METALLIC

Light Gray or Black Leather



SAVANNAH METALLIC

Ivory Leather
Ivory Fabric



BAMBOO PEARL

Ivory or Light Gray Leather
Ivory Fabric

INTERIOR COLORS



LIGHT GRAY LEATHER

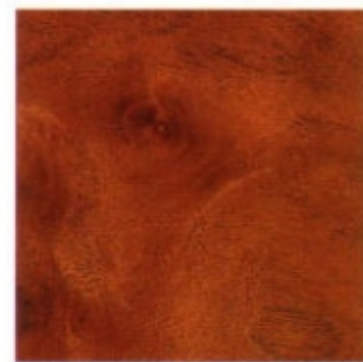


IVORY LEATHER



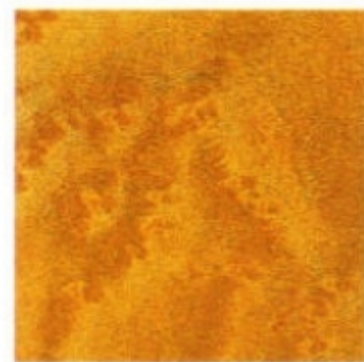
BLACK LEATHER

WOOD TRIM



WALNUT

Light Gray or Black Leather



GOLDEN BIRD'S-EYE MAPLE

Ivory Leather

TAKE ALONG A FEW SOUVENIRS FROM LEXUS
(COMMONLY KNOWN AS OPTIONS AND ACCESSORIES).

How about a few extras to further enhance your excursion?

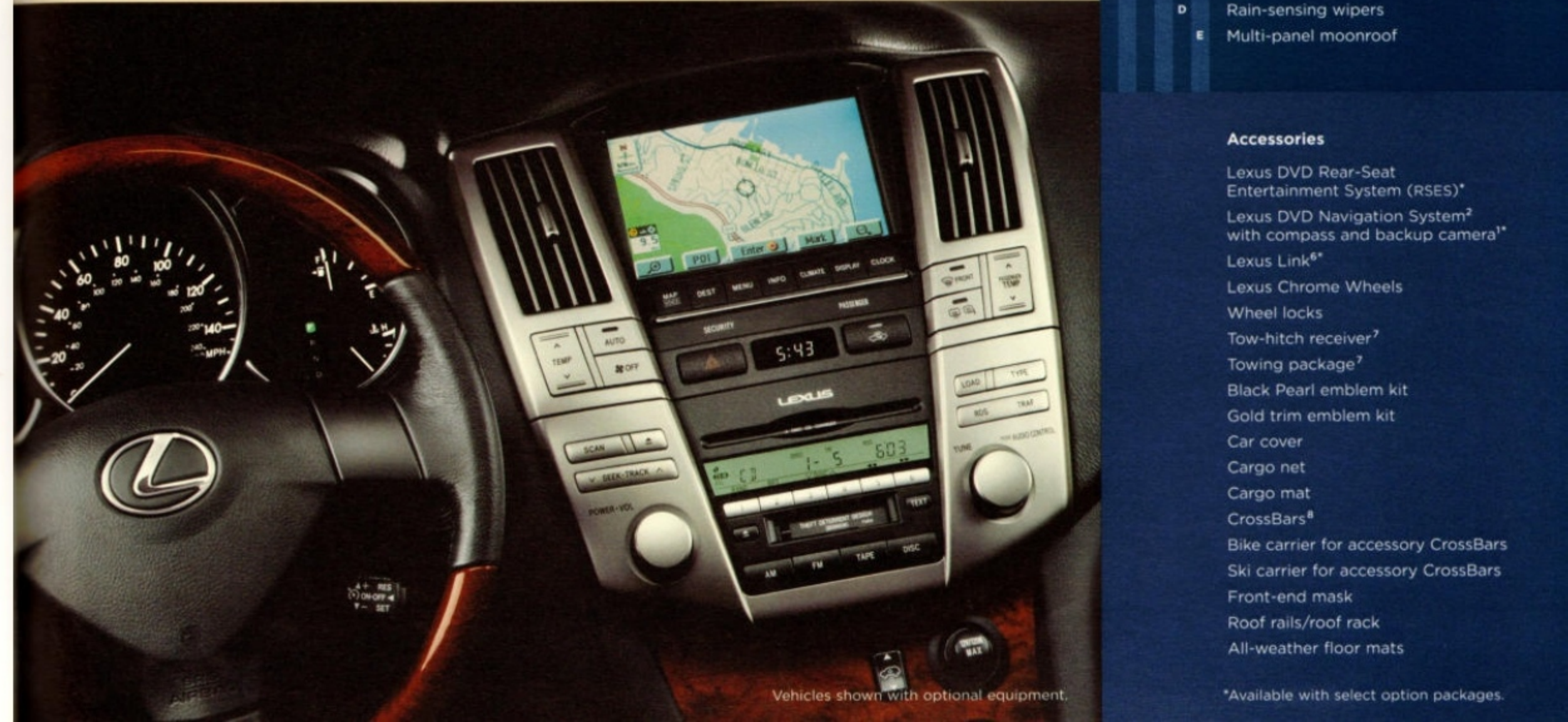
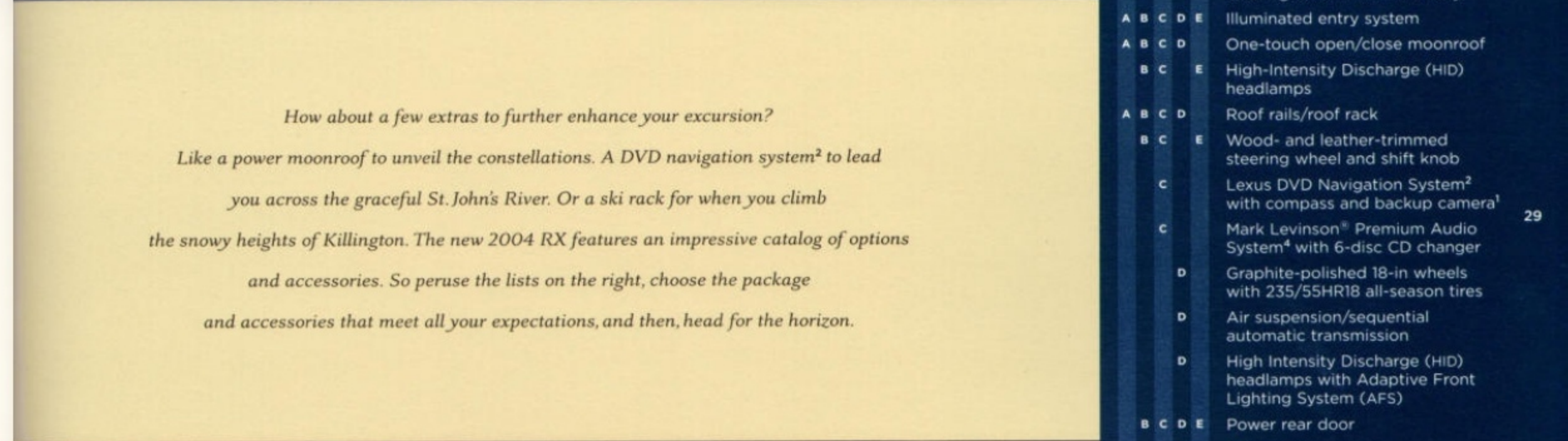
Like a power moonroof to unveil the constellations. A DVD navigation system² to lead you across the graceful St. John's River. Or a ski rack for when you climb the snowy heights of Killington. The new 2004 RX features an impressive catalog of options and accessories. So peruse the lists on the right, choose the package and accessories that meet all your expectations, and then, head for the horizon.

- A **Premium Package**
- B **Premium Plus Package**
- C **Navigation System/Mark Levinson Package**
- D **Performance Package**
- E **Multi-panel Moonroof Package**
- A B C D E Leather-trimmed interior
- A B C D E Power tilt-and-telescopic steering column with memory
- A B C D E Illuminated entry system
- A B C D One-touch open/close moonroof
- B C E High-Intensity Discharge (HID) headlamps
- A B C D Roof rails/roof rack
- B C E Wood- and leather-trimmed steering wheel and shift knob
- C Lexus DVD Navigation System² with compass and backup camera¹
- C Mark Levinson[®] Premium Audio System⁴ with 6-disc CD changer
- D Graphite-polished 18-in wheels with 235/55HR18 all-season tires
- D Air suspension/sequential automatic transmission
- D High Intensity Discharge (HID) headlamps with Adaptive Front Lighting System (AFS)
- B C D E Power rear door
- D Rain-sensing wipers
- E Multi-panel moonroof

Accessories

- Lexus DVD Rear-Seat Entertainment System (RSES)^{*}
- Lexus DVD Navigation System² with compass and backup camera¹
- Lexus Link^{6*}
- Lexus Chrome Wheels
- Wheel locks
- Tow-hitch receiver⁷
- Towing package⁷
- Black Pearl emblem kit
- Gold trim emblem kit
- Car cover
- Cargo net
- Cargo mat
- CrossBars⁸
- Bike carrier for accessory CrossBars
- Ski carrier for accessory CrossBars
- Front-end mask
- Roof rails/roof rack
- All-weather floor mats

^{*}Available with select option packages.



Engine		Drivetrain	
Type	60° V6, aluminum block and heads, certified Ultra-Low Emission Vehicle (U-LEV)	Type	Front-wheel drive (FWD) or full-time all-wheel drive (AWD).
Displacement	3.3 liters (202 cubic inches)	Transmission	Five-speed automatic Electronically Controlled Transmission (ECT). Dual shift programs, engine/transmission networking, flex-lockup torque converter. Sequential shift automatic transmission (with available Four-Wheel Air Suspension).
Valvetrain	Four cam, four valves per cylinder, with continuously Variable Valve Timing with intelligence (VVT-i)	Final Drive Ratio	3.478:1
Compression Ratio	10.8:1		
Horsepower at RPM	230 hp @ 5,600		
Torque at RPM	242 lb-ft @ 3,600		



Body, Dimensions		
Type	Five-passenger luxury utility vehicle	Cargo Capacity (max)
Construction	Welded-steel unibody	38.3 cubic feet ⁹ (rear seats forward)
Overall Length	186.2 in	84.7 cubic feet ⁹ (rear seats folded)
Width	72.6 in	Curb Weight
Height	66.1 in (unloaded)	3,860 lb (FWD) 4,065 lb (AWD)
Wheelbase	106.9 in	Tow Capacity (max)
Ground Clearance		3,500 lb (with optional towing package) ⁷
Coil Suspension	7.09 in/7.48 in (FWD/AWD)	Fuel-Tank Capacity
Air Suspension	6.89 in/7.09 in (FWD/AWD)	19.2 gallons
Approach Angle	28.9°/29° (FWD/AWD)	Headroom
Departure Angle	22.8°/23.5° (FWD/AWD)	39.4/38.6 in (w/o moonroof) (front/rear)
		Legroom
		42.5/36.4 in (front/rear)
		Shoulder Room
		57.9/57.1 in (front/rear)

Chassis		
Vehicle Stability Control (VSC) ¹²	Electronic system that monitors and helps control loss of traction in a turn 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 ¹³ and Traction Control (TRAC).	Steering
Suspension	Front: Independent, MacPherson struts with coil springs, L-shaped lower arms, gas-pressurized shock absorbers, stabilizer bar. Rear: Independent struts with coil springs, dual links, strut rods, gas-pressurized shock absorbers, stabilizer bar.	Brakes
		Wheels and Tires
		17 x 6.5-in alloy wheels with 225/65SR17 all-season steel-belted radial tires. (Full-size spare with alloy wheel.)
		Optional wheels and tires: 18 x 7.0-in alloy wheels with 235/55HR18 all-season tires. 18 x 7.0-in graphite-polished alloy wheels with 235/55HR18 all-season tires. (Full-size spare with alloy wheel.)

Performance	
0-60 MPH Acceleration	7.7 seconds (FWD) ¹⁰ 7.8 seconds (AWD) ¹⁰
1/4-Mile Acceleration	15.8 seconds (FWD) ¹⁰ 16.0 seconds (AWD) ¹⁰
Top Track Speed (electronically limited)	112 mph ¹⁰
Fuel Consumption (estimated city/highway)	20/26 mpg (FWD) ¹¹ 18/24 mpg (AWD) ¹¹
Aerodynamic Drag Coefficient	0.35
Turning Circle	37.4 ft

Luxury

- Golden bird's-eye maple or walnut interior trim
- Leather-trimmed interior
- Wood- and leather-trimmed steering wheel and shift knob
- Automatic on/off halogen multireflector headlamps
- Adaptive Front Lighting System (AFS)
- Dynamic Laser Cruise Control³
- Four-Wheel Air Suspension
- Liquid-crystal multi-information console display
- Lexus DVD Navigation System² with backup camera³
- Lexus DVD Rear-Seat Entertainment System (RSES)
- Electroluminescent instrumentation
- Automatic dual-zone climate control
- Outside temperature gauge
- Lexus eight-speaker 132-watt¹⁴ Premium Audio System with in-dash, six-disc, single-feed CD changer
- Mark Levinson[®] 11-speaker 210-watt¹⁵ Premium Audio System⁴
- Power tilt-and-telescopic steering column with memory
- Steering-wheel audio and trip computer controls
- Sliding center console with cupholders and storage bin
- Multi-adjustable power front seats with driver's-side power lumbar support
- Multistage heated seats
- Lexus Memory System for power driver's seat (except lumbar)
- Power tilt-and-slide moonroof with one-touch open/close and sliding sunshade
- Multi-panel moonroof
- HomeLink[®] universal transceiver to operate compatible garage, gate, home lighting and home security systems
- Sun visor extensions
- Dual illuminated visor vanity mirrors
- Power windows with one-touch auto open/close feature
- Electrochromic (auto-dimming) outside and inside mirror with compass¹⁶
- Reclining, sliding rear seat (40/20/40 split)
- Power door locks with driver's two-turn unlock feature
- Power rear door
- Multifunction, in-key remote entry system with rolling-code technology
- Remote-linked moonroof and window opening
- Illuminated entry system
- Electric remote fuel-filler door release
- Retained accessory power for moonroof and windows
- Accessory power outlet in cargo area
- Customized Body Electronics System (C-BEST) to personalize electronic functions
- Carpeted floor mats

Safety and Security

- Driver's multistage and front passenger's dual-stage airbags (SRS)⁵
- Front seat-mounted side airbags (SRS)⁵
- Front and rear side curtain airbags (SRS)⁵
- Driver's-knee airbag (SRS)⁵
- Four-channel Anti-lock Braking System (ABS) with Brake Assist¹³
- Tire-pressure monitor¹⁷
- Vehicle Stability Control (VSC)¹²
- Traction Control (TRAC)
- Water-repellent front-door glass
- Reinforced body structure with front and rear crumple zones
- Side-impact door beams
- Collapsible steering column
- Emergency Locking Retractor (ELR) seatbelt for driver's seat, three-point seatbelts front and rear, front with height-adjustable anchors, pre-tensioners and force limiters
- Automatic Locking Retractor/Emergency Locking Retractor (ALR/ELR) seatbelts for all seating positions (except driver's seat)
- Rear outboard child-seat tether and lower anchors
- Lexus Link⁶
- Integrated projector foglamps
- Daytime running lights
- High-Intensity Discharge (HID) headlamps with dynamic auto leveling
- Variable intermittent front windshield wipers
- Rain-sensing wipers
- Headlamp washers
- Power-adjustable outside mirrors with defoggers
- Vehicle theft-deterrent and engine immobilizer system, with in-key transponder
- Rear-window defogger with auto-off timer
- Rear intermittent wiper
- Auto-retracting tonneau cover
- First aid kit
- Tool kit
- Standard
- Optional (available with select option packages)

Disclaimers

1. The backup camera, available only with NAV, is designed to capture a photographic image within the limited frame capabilities of the camera's lens and is not intended to provide a comprehensive view of the entire rear area of the vehicle. This system should not be exclusively relied upon to confirm rearward clearance.

2. 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* and your Lexus dealer for further details.

3. Dynamic Laser Cruise Control was designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your *Owner's Manual* for important cautions and instructions.

4. Mark Levinson is a registered trademark of Madrigal Audio Labs, Inc., a division of Harman International.

5. The Lexus driver's and front passenger's airbags, front seat-mounted side airbags, driver's-knee airbag and side curtain airbags are Supplemental Restraint Systems (SRS). The driver's and front passenger's airbags and driver's-knee airbag 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 your seatbelt, 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. Vehicle complies with "advanced airbag" requirements of FMVSS 208.

6. Contact with the Lexus Link Call Center is limited to analog cellular connection availability and reception of GPS satellite signals, so sometimes you may be unable to contact the Call Center or receive emergency service support. Also, in 8/02, the FCC ruled that U.S. cellular companies are no longer required to provide analog service after 12/07. Lexus Link will not operate in areas where analog coverage is not provided.

7. Before towing, confirm your vehicle and trailer are compatible, hooked up properly and you have all necessary additional equipment. Do not exceed any weight ratings and review all instructions and cautions from your trailer-hitch manufacturer and in your Lexus vehicle *Owner's Manual*.

8. Accessory CrossBars are not recommended for luggage.

9. Cargo and load capacity limited by weight and distribution.

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

11. 2004 EPA-estimated mpg. Actual mileage may vary.

12. 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.

13. 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.

14. 132 watts at 0.1% THD.

16. On vehicles equipped with the available Lexus DVD Navigation System, the compass is displayed on the navigation screen.

17. Lexus Tire Pressure Monitor System alerts driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the Monitor System. See your *Owner's Manual* for details.

18. Coverage only available in the continental U.S. and Canada. Please see your Lexus dealer for details.

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 RX 330 *Owner's Manual Supplement* at your Lexus dealer for details.

Specifications, features, equipment, technical data, performance figures, options, and color and trim are based upon information available at time of printing, 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) or visit lexus.com. To learn more about your financing options, contact your Lexus dealer or call Lexus Financial Services at 800-874-7050.

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THE LEXUS OWNERSHIP EXPERIENCE.



At Lexus, everything we create is designed to help you make the most of every moment. Our thoughtful amenities, countless 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 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.¹⁸ So if you ever need help, no matter what time of night or day, it's just a phone call away.

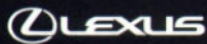
Responsible Thinking.

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). In short, we try to make Lexus a company that everyone can feel good about, whether you happen to be driving one or not.

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.





THE PASSIONATE PURSUIT OF PERFECTION.