

2004 LEXUS **RX**



 LEXUS

2004 LEXUS **RX** Performance



Enhanced performance, ride and convenience are all a part of what makes the new Lexus RX such an enjoyable vehicle to drive. 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.

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.

2004 LEXUS **RX** Interior

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. Among other things, the RX boasts such standard features as automatic dual-zone climate control and an abundance of genuine walnut or golden bird's-eye maple trim throughout the cabin. There's also a sliding center console – for the convenience of added room, an air filtration system and nearly 141 cubic feet¹ of interior space. Meanwhile, its soothing interior is easily a benchmark of luxury.



¹ See page 14 for more information.

2004 LEXUS **RX** Audio & Rear-Seat Entertainment System



The spacious cabin of the 2004 RX offers amenities that could rival a concert or film premiere. Movie lovers of all ages will enjoy the available Lexus DVD Rear-Seat Entertainment System (RSES). As for music aficionados and high-end audiophiles, they'll love the bold sound of the Mark Levinson® Premium Audio System*² – and the 11 speakers that accompany it. All highly persuasive reasons to spend as much time in the RX as possible.

*Optional.

² See page 14 for more information.

2004 LEXUS **RX** Rear Backup Camera & DVD Navigation System



Another ingenious new feature on the 2004 RX is the available backup camera.³ The tiny camera lens sits virtually unnoticed just above the rear license plate and allows the driver to actually “see backwards.” When the RX is put into reverse, the video camera conveniently displays its full-color image on the in-dash, LCD NAV*⁴ screen. The driver is then better prepared to maneuver: a terrific resource while parallel parking or backing up near objects such as valet stands, luggage, or those obligatory hotel courtyard fountains. 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.*⁴ 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.

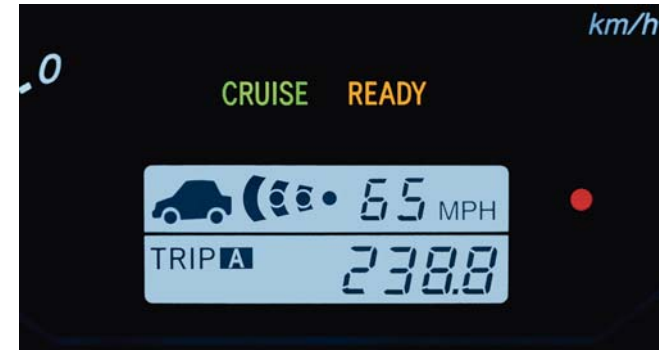
*Optional.

^{3,4} See page 14 for more information.

2004 LEXUS **RX** Technology

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.

The RX also has another remarkable feature: Dynamic Laser Cruise Control.*⁵ 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 pre-set cruising speed is resumed. In other words, the new RX helps look after you by looking ahead of you.



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.

*Optional.
⁵ See page 14 for more information.

2004 LEXUS **RX** Safety



The Lexus advanced airbag system⁶ is a sophisticated network of sensors and airbags designed to help enhance passenger protection should a collision occur. Depending on factors such as crash severity and seat track position, the driver's multistage airbag deploys at one of three speeds to help provide an appropriate level of occupant restraint. Similarly, the front passenger dual-stage airbag uses weight and crash severity sensors to determine its deployment.

The 2004 RX also features a new front seat-mounted side airbag that is larger than the conventional side airbag and designed to help protect the torso, abdomen and pelvis. And rounding out this comprehensive system are front and rear side curtain airbags and a new driver's-knee airbag. Of course, as impressive as it is, the advanced airbag system is one feature we hope is never needed.

⁶ See page 14 for more information.

2004 LEXUS **RX** 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

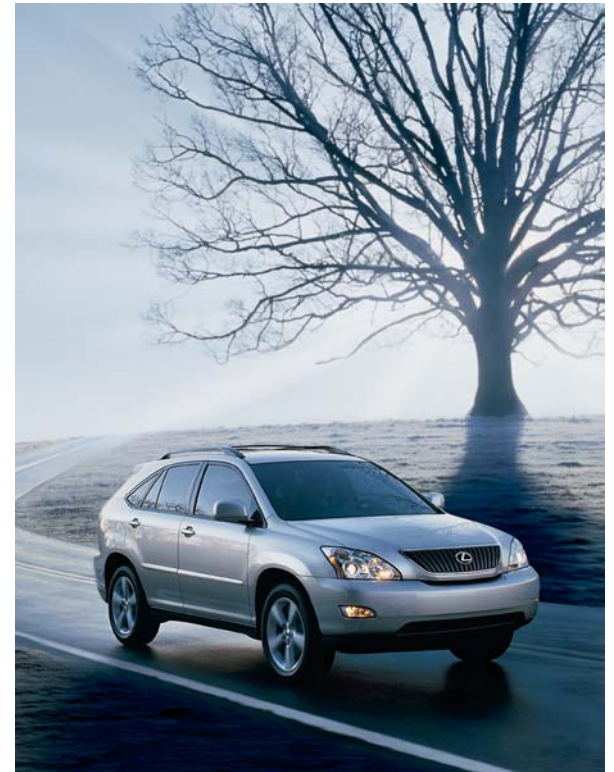
Given our years of award-winning customer satisfaction, your experience at a Lexus dealership will be unlike any other. You may find such amenities as customer lounges, offices you can use for business, free pickup and delivery, service loaner vehicles, complimentary car washes and even concierge services. And every Lexus owner has access to our 24-hour emergency Roadside Assistance program for their first four years of ownership.⁷

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).

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.



⁷ See page 14 for more information.

2004 LEXUS **RX** Options & Accessories



How about a few extras to further enhance your excursion? Like a power moonroof to unveil the constellations. A DVD navigation system⁴ 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 following pages, choose the package and accessories that meet all your expectations, and then, head for the horizon.

Premium Package

Leather-trimmed interior • Power tilt-and-telescopic steering column with memory
• Illuminated entry system • One-touch open/close moonroof • Roof rails/roof rack

Premium Plus Package

Includes all features in the Premium Package • Also includes High-Intensity Discharge (HID) headlamps • Wood- and leather-trimmed steering wheel and shift knob • Power rear door

Navigation System/Mark Levinson® Package

Includes all features in the Premium Plus Package • Also includes Lexus DVD Navigation System⁴ with compass and backup camera³ • Mark Levinson® Premium Audio System² with 6-disc CD changer

^{2,3,4} See page 14 for more information.

2004 LEXUS **RX** Options & Accessories (Continued)



Performance Package

Leather-trimmed interior • Power tilt-and-telescopic steering column with memory • Illuminated entry system • One-touch open/close moonroof • Roof rails/roof rack • Graphite-polished 18-in wheels with 235/55HR18 all-season tires • Air suspension/sequential automatic transmission • High-Intensity Discharge (HID) headlamps with Adaptive Front Lighting System (AFS) • Power rear door • Rain-sensing wipers

Multipanel Moonroof Package

Leather-trimmed interior • Power tilt-and-telescopic steering column with memory • Illuminated entry system • High-Intensity Discharge (HID) headlamps • Wood- and leather-trimmed steering wheel and shift knob • Power rear door • Multipanel moonroof

Accessories

Lexus DVD Rear-Seat Entertainment System (RSES)* • Lexus DVD Navigation System⁴ with compass and backup camera*³ • Lexus Link*⁸ • Lexus aluminum alloy wheels • Towing package⁹ • Black Pearl emblem kit • Gold trim emblem kit • Car cover • Cargo net • Cargo mat • Roof rails/roof rack • All-weather floor mats • Ashtray kit

* Available with select option packages.
3, 4, 8, 9 See page 14 for more information.

2004 LEXUS **RX** Specifications

ENGINE

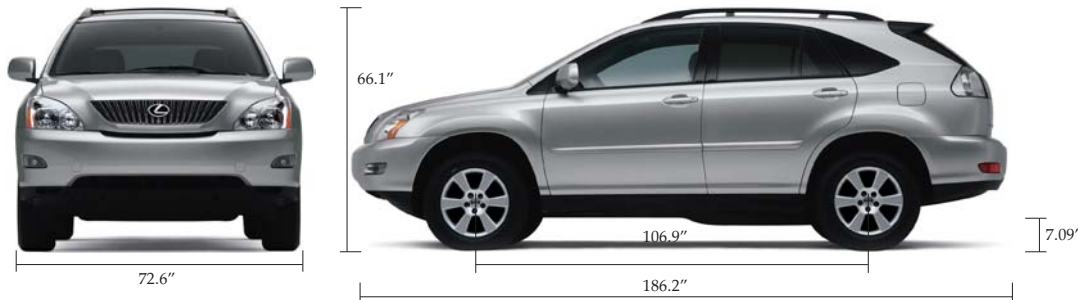
Type	60° V6, aluminum block and heads, certified Ultra-Low Emission Vehicle (U-LEV)
Displacement	3.3 liters (202 cubic inches)
Valvetrain	Four cam, four valves per cylinder, with continuously Variable Valve Timing with intelligence (VVT-i)
Compression Ratio	10.8:1
Horsepower at RPM	230 hp @ 5,600
Torque at RPM	242 lb-ft @ 3,600

DRIVETRAIN

Type	Front-wheel drive (FWD) or full-time all-wheel drive (AWD).
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).
Final Drive Ratio	3.478:1

BODY, DIMENSIONS

Type	Five-passenger luxury utility vehicle
Construction	Welded-steel unibody
Overall Length	186.2 in
Width	72.6 in
Height	66.1 in (unloaded)
Wheelbase	106.9 in
Ground Clearance	Coil Suspension 7.09 in/7.48 in (FWD/AWD) Air Suspension 6.89 in/7.09 in (FWD/AWD)
Approach Angle	28.9°/29° (FWD/AWD)
Departure Angle	22.8°/23.5° (FWD/AWD)
Cargo Capacity (max)	38.3 cubic feet ¹ (rear seats up) 84.7 cubic feet ¹ (rear seats folded)
Curb Weight	3,860 lb (FWD) 4,065 lb (AWD)
Tow Capacity (max)	3,500 lb (with optional towing package) ⁹ 2,000 lb (without optional towing package)
Fuel-Tank Capacity	19.2 gallons
Headroom	39.3/38.6 in (with moonroof) (front/rear)
Legroom	42.5/36.4 in (front/rear)
Shoulder Room	58/58.5 in (front/rear)



^{1,9} See page 14 for more information.

2004 LEXUS **RX** Specifications (Continued)

CHASSIS

Vehicle Stability Control (VSC)¹⁰	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) with Electronic Brakeforce Distribution (EBD), Brake Assist ¹¹ and Traction Control (TRAC).
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.
Steering	Engine-speed-sensing, progressive power-assisted rack-and-pinion. 3.0 turns, lock to lock.
Brakes	Four-wheel power-assisted discs, with four-sensor, four-channel Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist. ¹¹ 12.6-in (front), 11.3-in (rear) discs.
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) ¹³ 7.8 seconds (AWD) ¹³
1/4-Mile Acceleration	15.8 seconds (FWD) ¹³ 16.0 seconds (AWD) ¹³
Top Track Speed (electronically limited)	112 mph ¹³
Fuel Consumption (estimated city/highway)	20/26 mpg (FWD) ¹⁴ 18/24 mpg (AWD) ¹⁴
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 Control*⁵ • Four-Wheel Air Suspension* • Liquid-crystal multi-information console display • Lexus DVD Navigation System⁴ with backup camera*³ • Lexus DVD Rear-Seat Entertainment System (RSES)* • Electroluminescent instrumentation • Automatic dual-zone climate control • Outside temperature gauge • Lexus eight-speaker 132-watt¹⁵ Premium Audio System with in-dash, six-disc, single-feed CD changer • Mark Levinson® 11-speaker 210-watt¹⁶ Premium Audio System*² • 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* • Multipanel 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 compass¹⁷ • 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)⁶ • Front seat-mounted side airbags (SRS)⁶ • Front and rear side curtain airbags (SRS)⁶ • Driver's-knee airbag (SRS)⁶ • Four-channel Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist¹¹ • Tire-pressure monitor¹² • Vehicle Stability Control (VSC)¹⁰ • 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 Link*⁸ • 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

* Optional

2, 3, 4, 5, 6, 8, 10, 11, 12, 13, 14, 15, 16, 17 See page 14 for more information.



2004 LEXUS **RX** Colors

EXTERIOR COLORS



BLACK ONYX
Ivory, Light Gray or
Black Leather
Ivory Fabric



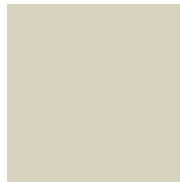
BLACK FOREST PEARL
Ivory or Light Gray Leather
Ivory Fabric



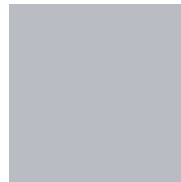
FLINT MICA
Light Gray or
Black Leather



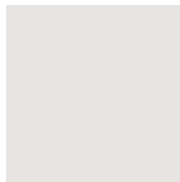
NEPTUNE BLUE MICA
Ivory, Light Gray or
Black Leather
Ivory Fabric



BAMBOO PEARL
Ivory or Light
Gray Leather
Ivory Fabric



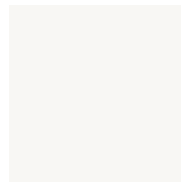
**BREAKWATER BLUE
METALLIC**
Ivory, Light Gray or
Black Leather
Ivory Fabric



**MILLENNIUM
SILVER METALLIC**
Light Gray or
Black Leather

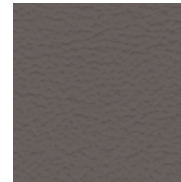


SAVANNAH METALLIC
Ivory Leather
Ivory Fabric

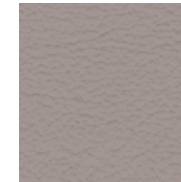


CRYSTAL WHITE
Ivory or
Gray Leather
Ivory Fabric

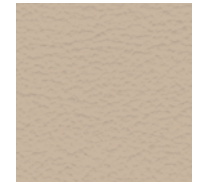
INTERIOR COLORS



Black Leather

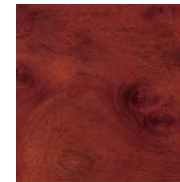


Light Gray Leather

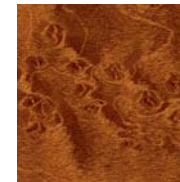


Ivory Leather

WOOD TRIM



WALNUT
Light Gray or
Black Leather



**GOLDEN BIRD'S-EYE
MAPLE**
Ivory Leather

See your Lexus dealer for exact vehicle colors.

2004 LEXUS **RX** Warranty

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.

FOOTNOTES & DISCLAIMERS

1. Cargo and load capacity limited by weight and distribution. 2. Mark Levinson is a registered trademark of Madrigal Audio Labs, Inc., a division of Harman International. 3. 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. 4. 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. 5. 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. 6. 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. 7. Coverage only available in the continental U.S. and Canada. Please see your Lexus dealer for details. 8. 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. 9. 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*. 10. 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. 11. 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. 12. 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. 13. 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. 14. 2004 EPA-estimated mpg. Actual mileage may vary. 15. 132 watts at 0.1% THD. 16. Continuous average power, all channels driven, at 0.01% THD; 20-20,000 Hz. 17. On vehicles equipped with the available Lexus DVD Navigation System, the compass is displayed on the navigation screen.

Specifications, features, equipment, technical data, performance figures, options, and color and trim are based upon information available at time of posting, are subject to change without notice, are for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions.

Some vehicles shown with optional equipment. Optional equipment listed may not be available separately or in all regions. See your Lexus dealer for details. Lexus reminds you to wear seatbelts, secure children in rear seat, obey all traffic laws and drive responsibly.

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

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