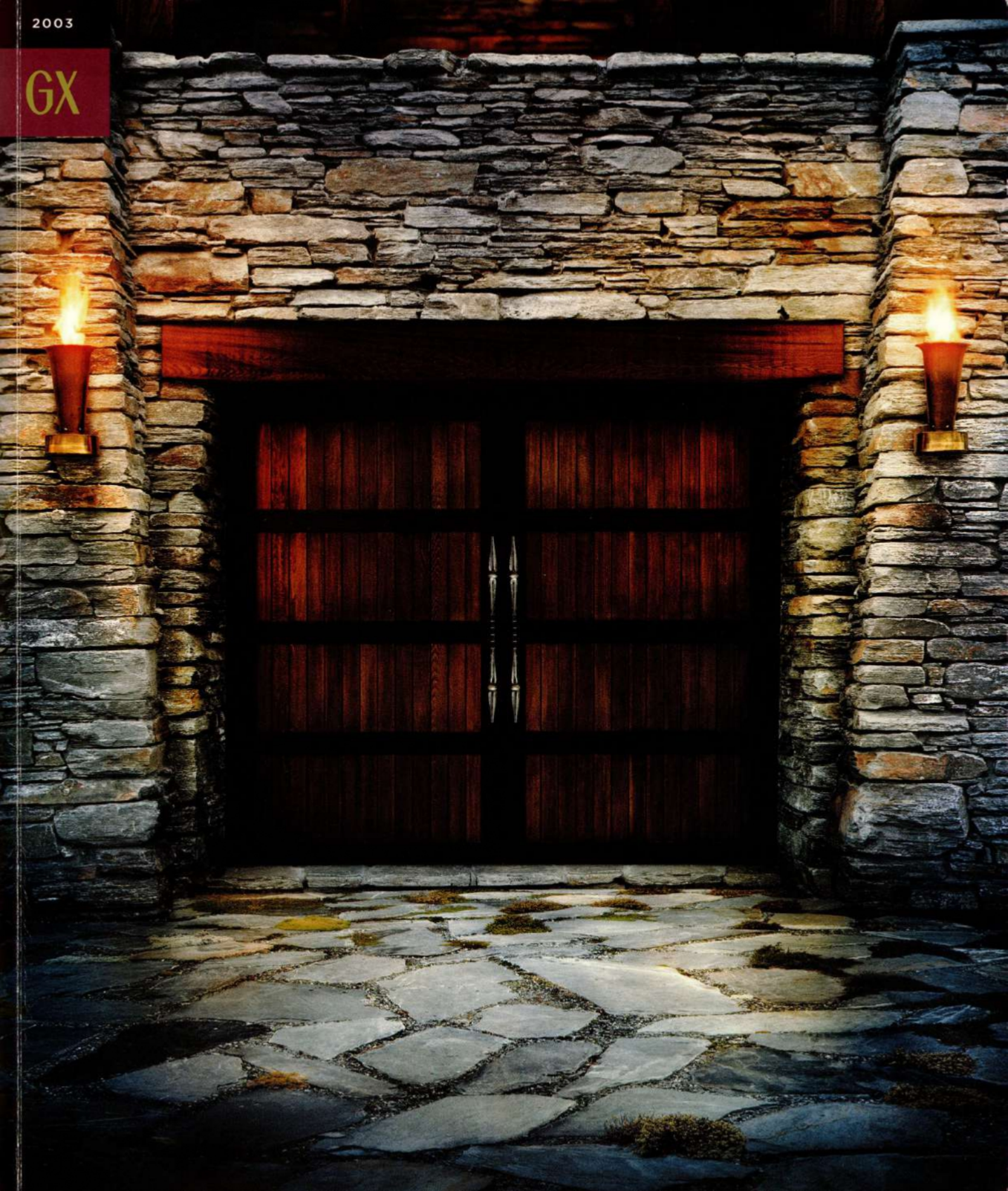


2003

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.





3

Some vehicles shown with optional equipment.

Introducing the 2003 Lexus GX.



FORGET EVERYTHING YOU KNOW ABOUT THE __UV.



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."



Some vehicles shown with optional equipment.



Since no adventure is complete without plenty of friends along for the ride, the GX offers an available third row of seating — allowing as many as eight to be steeped in the finest of Lexus luxuries.

Some vehicles shown with optional equipment.



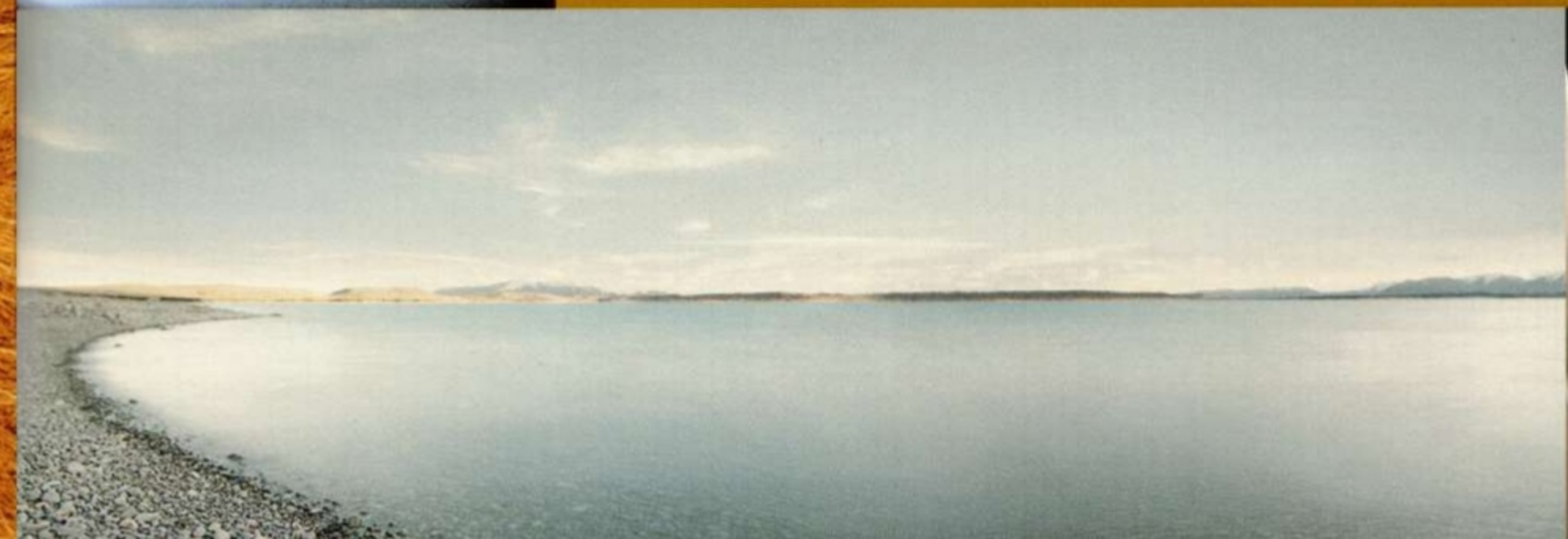
While off playing the adult version of King of the Mountain, you'll be surrounded by many of the basic luxuries Lexus is known to offer: ergonomically correct seating with leather surfaces and driver's-seat memory, steering-wheel audio controls and automatic climate control, just to name a few.



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.





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 place³

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).⁴ 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.





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*.



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.⁵ 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.



Prototype remote shown.





The available Lexus voice-activated DVD Navigation System[®] 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.



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 PASSIONATE PURSUIT OF PERFECTION.

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.

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-watt⁹ 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 CrossBars¹⁰



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

Engine		Drivetrain	
Type	90° V8, iron block and aluminum heads, certified Low-Emission Vehicle (LEV)	Type	Full-time four-wheel drive with TORSEN® Limited-Slip Center Differential (LSCD)† Manual-locking center differential.
Displacement	4.7 liters (285 cubic inches)	Transmission	Five-speed automatic Electronically Controlled Transmission (ECT) with gated shifter (includes driver's-selectable second-gear start mode).
Valvetrain	Four cam, four valves per cylinder		
Compression Ratio	9.6:1	Transfer Case	4 High; 4 Low
Horsepower at RPM	235 hp @ 4,800	Final Drive Ratio	3.727:1
Torque at RPM	320 lb-ft @ 3,400		



Body, Dimensions

Type	Five-passenger luxury utility vehicle ³	Weight Distribution	53%/47% (front/rear)
Construction	Body-on-frame	Curb Weight	4,675 lb
Overall Length	188.2 in	Towing Capacity	5,000/6,500 lb (with optional tow-hitch receiver) ²
Width	74.0 in	Fuel-Tank Capacity	23.0 gallons
Height	74.6 in	Cargo Capacity	77.5 cubic feet (max)*
Wheelbase	109.8 in	Headroom	40.2/40.0/36.5 in (front/middle/third row)
Ground Clearance	8.3 in	Legroom	41.8/36.8/24.9 in (front/middle/third row)
Approach Angle	30° (RAHC High) 31° (RAHC Normal)	Shoulder room	57.5/57.4/56.7 in (front/middle/third row)
Departure Angle (under-floor spare tire)	29° (RAHC High) 25° (RAHC Normal)		

*Middle seats folded, third-row seat removed.

Chassis

Vehicle Skid Control (VSC) ⁷	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® and Active Traction Control (A-TRAC).	Steering
		Brakes
Suspension	Adaptive Variable Suspension (AVS) including Rear Air Suspension with Rear Adjustable Height Control (RAHC) and automatic load leveling. Front: Independent, double-wishbone with coil springs and stabilizer bar. Rear: Four-link with air-spring type shock absorbers, stabilizer bar and rigid axle with control arms.	Wheels and Tires

Performance

0-60 MPH Acceleration	8.5 seconds ⁸
1/4-Mile Acceleration	16.5 seconds ⁸
Top Track Speed (electronically limited)	112 mph ¹¹
Fuel Consumption (estimated)	15/18 mpg (city/highway) ¹²
Aerodynamic Drag Coefficient	0.38
Turning Circle	37.4 ft

Standard Safety, Security & Off-Road Performance Features

- Four-sensor, four-channel Anti-lock Braking System (ABS)
- Full-time four-wheel drive with TORSEN® Limited-Slip Center Differential (LSCD)⁴
- Manual-locking center differential
- Vehicle Skid Control (VSC)⁷ Anti-lock Braking System (ABS), Active Traction Control (A-TRAC), Brake Assist⁶ and Electronic Brakeforce Distribution (EBD)
- Reinforced frame and side-impact door beams
- Downhill Assist Control (DAC) (see page 15)

- Hill-start Assist Control (HAC) (see page 15)
- Multistage driver's and front passenger's airbags (SRS)⁸
- Front seat-mounted side airbags (SRS)⁸
- Side curtain airbags (SRS)⁸
- Front-row seatbelts with pre-tensioners and force limiters
- Three-point seatbelts for all seating positions with seatbelt-anchor-height adjusters for first- and second-row outboard positions
- Automatic Locking Retractor/Emergency Locking Retractor (ALR/ELR) seatbelts for all passenger seating positions. Driver's-seat Emergency Locking Retractor (ELR) only
- Child Restraint Seat (CRS) tether anchor brackets for middle row
- Daytime running lights
- Multifunction, in-key remote entry system with rolling-code technology
- Vehicle theft-deterrent and engine immobilizer, with in-key transponder
- Defogger with auto-off timer for rear window and rear-quarter windows
- Rain-sensing windshield wipers
- Tool kit
- First aid kit

Option Packages

Navigation System/Mark Levinson Audio Package

Lexus voice-activated DVD Navigation System⁵ (six-disc CD auto-changer located in glovebox) and Mark Levinson 14-speaker 240-watt¹³ Premium Sound System

Rear-Seat Entertainment System/Third-Row Seating Package

Lexus DVD Rear-Seat Entertainment System (RSES) and folding/removable leather-trimmed third-row seat (50/50 split) with rear air conditioning¹⁴

Individual Options & Accessories

- Third-row seat with rear air conditioning¹⁴
- Tow-hitch receiver²
- Ski carrier for roof rack
- Lexus Link
- Rear spoiler
- Cargo net
- Front-end mask
- All-weather floor mats
- Gold trim emblem kit

Prototype headphones and remote shown.

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 speed laws and drive responsibly. The **treadlightly!**™ program promotes responsible enjoyment of the outdoors. For details, call 800-966-9900.

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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Disclaimers

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

2. The factory-installed hitch receiver in the bumper should only be used with weight-carrying hitch hardware, not weight-distributing hitch hardware, and has a maximum tow rating of 5,000 lbs. The dealer-installed hitch receiver mounted below the bumper (available early 2003) has a maximum tow rating of 6,500 lbs. Maximum tow ratings calculated using base vehicle, except for options required to achieve the rating, plus five occupants. Additional optional equipment/passengers/cargo will reduce the amount you can tow. Do not exceed any weight ratings. Before towing, confirm your vehicle and trailer are compatible, hooked up properly and you have all necessary additional equipment. Review all instructions/cautions from your trailer-hitch manufacturer and Lexus *Owner's Manual*. Factory tow hitch not available once the dealer-installed optional tow-hitch receiver becomes available.

3. Eight-passenger seating requires available third-row seat.

4. TORSEN® is a registered trademark of Zexel Torsen, Inc.

5. 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* for instructions regarding safe usage. See your Lexus dealer for details.

6. 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.

7. 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 a loss of control. Please see your *Owner's Manual* for further details.

8. The Lexus driver's, front passenger's, front seat-mounted side airbags and side curtain airbags are a Supplemental Restraint System (SRS). The driver's and front passenger's airbags 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 airbags 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 seatbelts, 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.

9. 124 watts at 0.1% THD.

10. CrossBars are not recommended for luggage.

11. 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.

12. Preliminary mileage estimates determined by Lexus. Actual results may vary. 2003 EPA estimates not available at time of printing. See your Lexus dealer for details.

13. Continuous average power, all channels driven, at 0.01% THD; 20-20,000 Hz.

14. Rear air conditioning comes only with available third-row seat.

15. Coverage only available in the continental U.S. and Canada. Please see your local Lexus dealer for details on our Roadside Assistance program.

Warranty

For all models: Four-year/50,000-mile Lexus Limited Warranty. Six-year/70,000-mile Powertrain Warranty. Six-year/unlimited-mileage Corrosion Perforation Warranty. All warranties are zero deductible. See the *GX Owner's Manual Supplement* at your Lexus dealer for details.



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 automobiles.



Customer Satisfaction.

Given our years of award-winning customer satisfaction, your experience at a Lexus dealership will be unlike any other. You will 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.¹⁹ 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 2003 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.

