



1997 ES 300

LEXUS IS THE BENCHMARK OF LUXURY AUTOMOBILES. IT BEGAN WITH A COMMITMENT TO DELIVER AN UNSURPASSED AUTOMOTIVE EXPERIENCE; TO BUILD THE HIGHEST-QUALITY, BEST-ENGINEERED AUTOMOBILES IN THE WORLD, AND TO PROVIDE UNPRECEDENTED CUSTOMER SERVICE. PUBLIC RESPONSE, CONSUMER RESEARCH, AND PRESS ACCOLADES PROVE THE SUCCESS OF THIS COMMITMENT, WHICH CONTINUES TO DRIVE THE ENTIRE LEXUS ORGANIZATION. INDEED, "THE RELENTLESS PURSUIT OF PERFECTION" IS THE WAY OF LEXUS.

ES 300

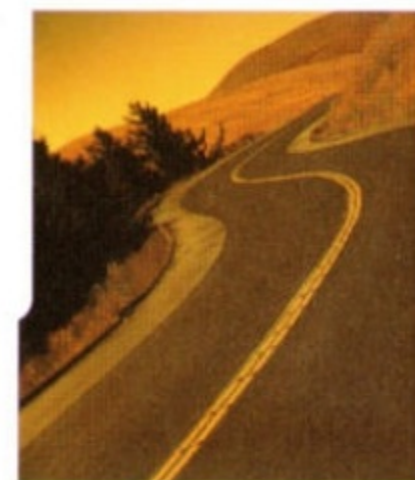
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THE ROAD IS
CALLING.



ANSWER IT.

The new ES300

lets you answer both the call of

the road and your own demand for

excellence and value. You will likely consider it one of the finest

automobiles available today. What does it take to meet that high standard?

Unquestioned quality. Uncompromised comfort. Handsome styling. Spirited performance.

Impressive value. Those are the defining qualities of Lexus automobiles, and they

come into especially sharp focus now, with the latest embodiment of

the Lexus vision: the thoroughly reengineered 1997 ES 300.



MORE STYLE.
MORE LUXURY.

MORE
EVERYTHING.



From your first look at the stunning new ES300, its aesthetic priorities are obvious. Building on a tradition of clean contours

and distinctive detailing, the redesigned 1997 ES300 moves to a more aggressive and contemporary look, with more sharply

defined surfaces. Geometric precision and crisp edges are the themes of this advanced new design. Carefully shaped roof pillars

and large window areas modernize the appearance and offer tremendous outward visibility. The ES300's dramatic

beauty suggests both sportiness and elegance, promising all the luxury of a Lexus in a package that is especially rewarding to drive.







A drag coefficient of 0.29, and the superb fit and finish Lexus is known for, come only from painstaking development of every component and every contour.



The ES 300's detail refinement presents a smooth, low-turbulence form to the wind and a fresh, yet recognizably Lexus image to the eye.

Extending the wheelbase two inches, stretching the cabin fore and aft within that envelope, and raking the windshield and rear window more aggressively have helped make the new 1997 ES 300 more attractive, improved its aerodynamics (the drag coefficient is reduced to a mere 0.29), and added some headroom and legroom inside. The characteristic ES 300 "face" has been made even more recognizable, with its low, streamlined nose, integrated grille openings, and angular headlamp units incorporating new, and brighter, multi-reflector lights. As always, the design is executed with superb Lexus quality. Note the smoothness of the sheet metal, the accuracy of panel fits, the gloss of the paint. The 1997 ES 300 is simply one of the most beautiful and best-built luxury cars you will find at any price.

Some vehicles shown with optional equipment.

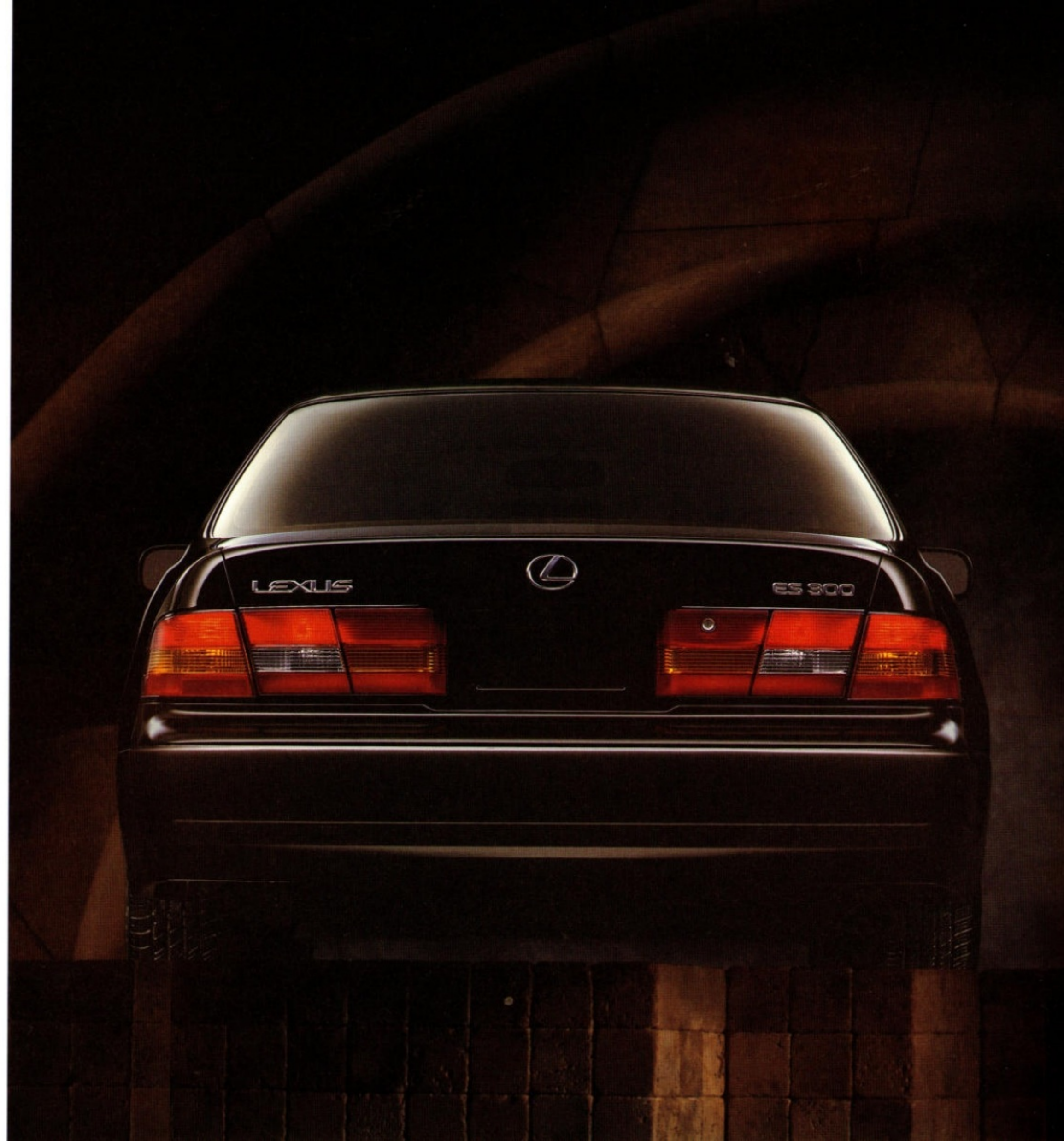
EVEN ITS
REARVIEW

MIRRORS

WERE DESIGNED
TO OPTIMIZE

GAS MILEAGE.

(HOW VERY FORWARD-
THINKING OF US.)



THIS YEAR,

THE ES300

IS QUIETER AND YET

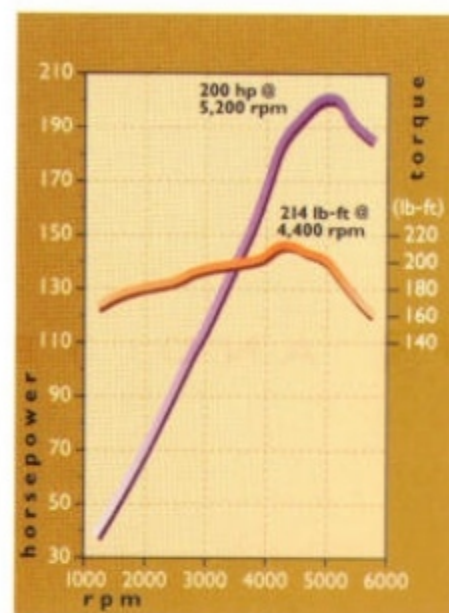
MORE POWERFUL

(WE DAMPENED JUST ABOUT EVERYTHING BUT ITS SPIRIT).

12



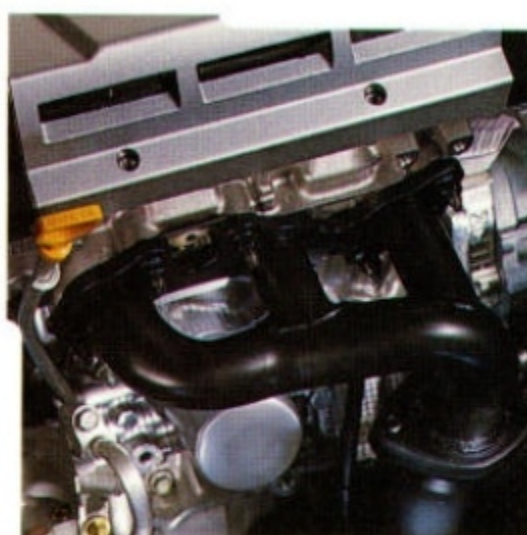
The spirit of luxury is not static. It demands action and movement. That in turn presumes generous measures of power, control, and confidence, attributes the new ES300 possesses in abundance. Its free-revving, 200-horsepower V6 engine provides ready thrust for confident passing and unruffled cruising. Fully independent suspension with gas-pressure shock absorbers adroitly accommodates road surface irregularities and dynamic effects, and an optional Adaptive Variable Suspension (AVS) is available. A high-rigidity steel body provides the foundation for stable handling and a refined ride. In short, the 1997 ES300 is as satisfying to drive as it is relaxing to ride in.



A broad torque curve gives the ES300 great flexibility and ready acceleration, while horsepower rises smoothly to a new high of 200 at 5,200 rpm.



Four valves per cylinder, operated directly by double overhead camshafts, provide efficient breathing at all engine speeds.



Exhaust manifolds formed in corrosion-resistant steel direct spent gases to a special variable muffler, which reduces back pressure for improved power and efficiency.

WITH ITS
200-HORSEPOWER ENGINE,
YOU'LL HAVE TO **SETTLE FOR**
ARRIVING
FASHIONABLY EARLY.

Multi-valve, DOHC engines are not rare in luxury cars. But powerplants as smooth, strong, responsive, and efficient as the ES300's truly are. A 60-degree Vee angle, and aluminum block and cylinder-head castings keep this engine light, compact and well balanced. It breathes through high-velocity intake ports and a new variable-muffler system, which cuts restriction at higher rpm. An advanced hot-wire mass-airflow sensor informs the fuel-injection computer, and Lexus' Acoustic Control Induction System (ACIS) varies intake-tract harmonics to broaden the torque curve. So output is unusually flexible, peaking at 200 horsepower and 214 pound-feet of torque. Fuel efficiency is a remarkable 19/26 city/highway mpg.**

**See mileage statement on page 41 for details.

SUSPENSION

Independent suspension uses struts with optimum geometry, together with coil springs and gas-pressure shock absorbers, to give a smooth ride with great stability.

BRAKES

Handsome new cast-aluminum wheels are strong yet light, to improve both ride quality and performance. The powerful disc brakes have a standard anti-lock system (ABS).

TIRES

Steel-belted radial tires are designed to deliver outstanding traction while running smoothly and quietly enough to meet Lexus standards.



Any luxury car's suspension system has conflicting requirements. It must provide both a smooth, isolated ride as well as controlled, confident handling. The ES300 accomplishes this by employing a strut-type suspension that allows each wheel to react independently to bumps, while helping to keep the tires square to the road surface for best traction. Coil springs and low-pressure gas-charged shock absorbers provide accurately controlled wheel travel, so that road shocks upset neither the occupants nor the car's stability. Light but strong cast-aluminum-alloy wheels carry steel-belted radial tires (all-season tires are a no-cost option), to help provide the best combination of ride comfort, responsiveness, and road grip.

THE ES300 independent suspension uses MacPherson struts. The design's excellent wheel-camber control helps maintain the best contact between the tire and the road. Coil springs, gas-pressure shock absorbers, and stabilizer bars help give positive handling and a comfortable ride.





A front-drive car is already more secure and capable in slippery road conditions, because the weight of the powertrain bears directly on the drive wheels. A front-drive car with traction control (TRAC) is better still.

• The ES300 has always used advanced technology to maximize the driver's control and confidence. Witness the large disc brakes, vented in front, managed by an effective anti-lock system (ABS). For 1997, two new sophisticated handling systems are available. Lexus' traction-control system, TRAC, aids stability on slippery road surfaces by helping to limit wheelspin. Front-drive cars perform well in low-traction conditions anyway, and TRAC enhances that ability. The other system is Adaptive Variable Suspension (AVS). It continually adjusts shock-absorber damping to manage body and wheel movements, for a smoother, more secure ride. A console switch lets the driver select four ride-firmness programs, from Comfort to Sport.



DAMPING-PROGRAM SWITCH
ON CENTER CONSOLE

STEERING SENSOR

STOP-LAMP SWITCH

ELECTRONIC CONTROL UNIT,
WITH INTERNAL G-SENSOR

SHOCK ABSORBERS, WITH
DAMPING-CONTROL ACTUATORS

ENGINE-SPEED SENSOR
ON CRANKSHAFT

WHEEL-SPEED SENSORS

ADAPTIVE VARIABLE SUSPENSION (AVS) is the optional electronically modulated system that monitors vehicle dynamics and constantly computes the ideal damping force for each shock absorber. It tunes damping in response to vehicle speed, road surface quality, and driver inputs through the steering, brakes, and throttle. A switch on the center console also allows the driver to select from four damping-firmness levels.



EVEN ITS SKELETON

HAS MORE MUSCLE.



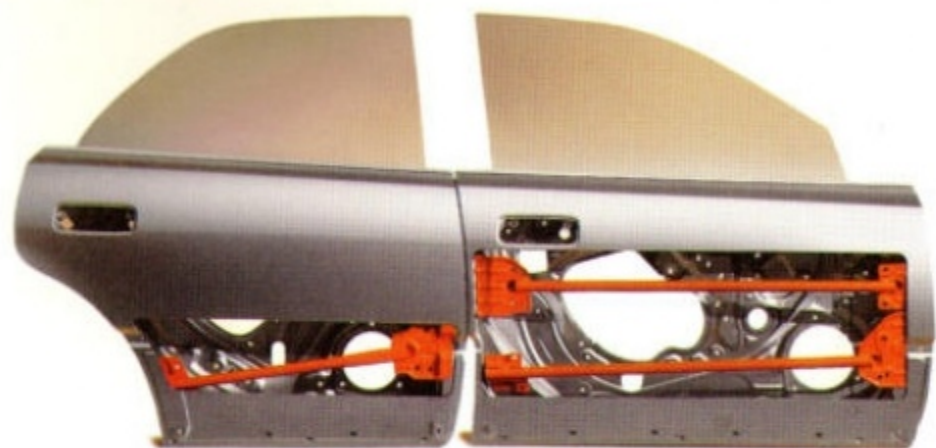
Peace of mind may be the ultimate luxury. To provide it, an automobile must reassure both driver and passengers that its responsive handling and powerful

braking will give every opportunity to avoid an incident in the first place. And that sound structural engineering, effective passenger restraints and

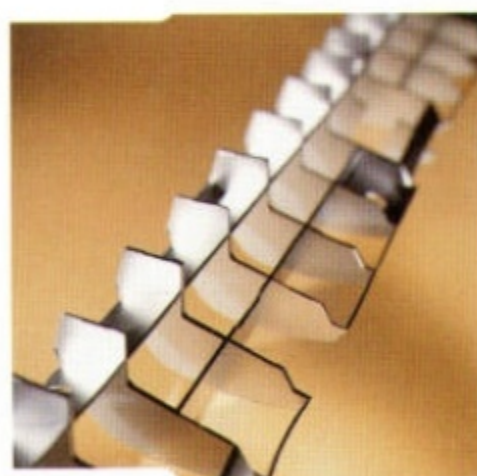
energy-dissipation measures will give all the protection possible, should the need arise. Through exhaustive testing and development, the 1997 ES 300

has been refined and optimized in virtually every way, to provide its occupants with that finest of all luxuries: reassurance.





Dual gusseted side-impact beams in the front doors are designed so their outer ends are supported by the body's door openings, for greater protection.



Inside the roof-pillar trim strips is special energy-dissipation ribbing, to help reduce occupant injuries.

ITS BODY STRUCTURE HELPS DISSIPATE IMPACT ENERGY FAR BETTER THAN YOURS DOES.

A safe car begins with a sturdy body. The ES300's is engineered to help dissipate impact energy by allowing its front and rear sections to crumple at a controlled rate, while helping to resist deformation and intrusion in the passenger cell. Steel reinforcement panels are welded into the front and center pillars, the outer edges of the roof, the lower rocker panels, and many other strategic locations to provide tremendous strength. Side-impact beams in all four doors work with reinforcing panels in the window sills and energy-dissipation pads at hip level to help reduce the likelihood of serious injury from certain types of side impacts. Special impact ribbing in the pillars and roof side rails are designed to yield at a controlled rate, and there is, of course, a dual-airbag SRS* to help protect front-seat occupants.

*The Lexus driver's and front passenger's airbags are a Supplemental Restraint System (SRS) designed to inflate in a severe frontal collision. In all other accidents, the airbags will not inflate. To minimize the risk of severe injury in all types of crashes, all occupants must always wear seatbelts. Do not sit or place objects close to an airbag. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying airbag SRS may cause serious injury. Please see the Owner's Manual for instructions on airbags and child seat usage. Some vehicles shown with optional equipment.

CRUMPLE ZONES
FRONT AND REAR

THREE-POINT SEATBELTS
FOR ALL FIVE OCCUPANTS

SIDE-IMPACT BEAMS

COLLAPSIBLE, BREAKAWAY
STEERING COLUMN

DUAL AIRBAG SRS

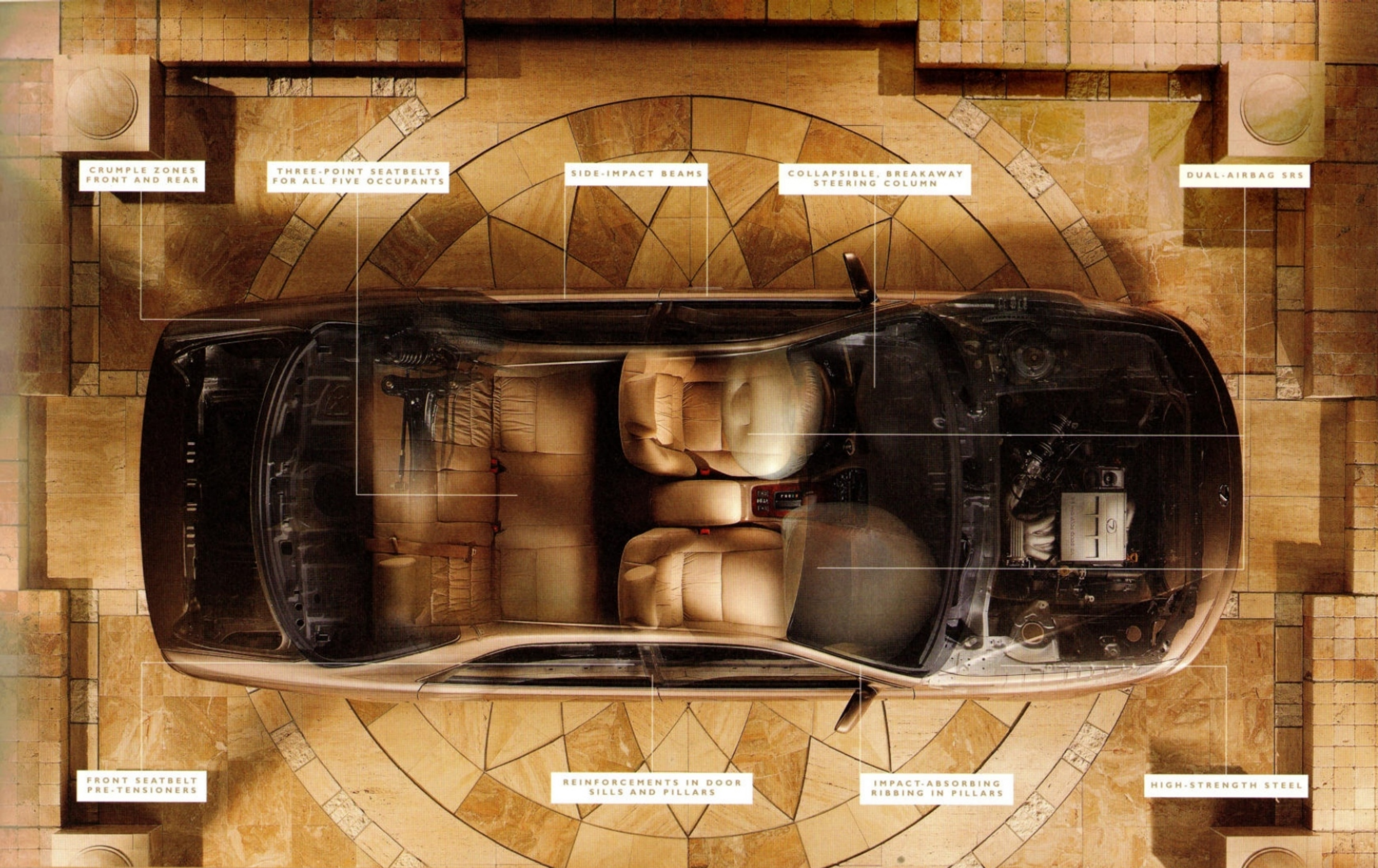
FRONT SEATBELT
PRE-TENSIONERS

REINFORCEMENTS IN DOOR
SILLS AND PILLARS

IMPACT-ABSORBING
RIBBING IN PILLARS

HIGH-STRENGTH STEEL

SAFETY is engineered into the ES300 at the most basic level, the result of complex computer modeling and extensive barrier crash testing. The body structure is heavily reinforced at strategic locations. This plays a critical role in the ES300's impact-energy management, which helps dissipate collision forces and protect occupants. At the same time, it also provides the rigidity and resistance to bending and torsional flex that are necessary for good handling and a quiet ride.



FRONT SEATBELT
PRE-TENSIONERS

REINFORCEMENTS IN DOOR
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IMPACT-ABSORBING
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WE COULD HAVE
SETTLED FOR LESS,
BUT OUR DESIGNERS
WOULDN'T HAVE BEEN COMFORTABLE
WITH THAT.



What does luxury mean? Comfort and amenities, certainly. And high-quality materials and workmanship.

But a true luxury automobile must go further than that. It must also delight you, every time you walk up and open the door. The 1997 ES300 invites you to settle into its new supportive seats.

Feel the suppleness of the optional premium-grade leather trim. Look around the richly appointed interior and intelligently laid-out

driver's environment. Note the warmth of the polished-walnut accents. If you don't divulge how affordable it was, the ES300 won't either.



The electroluminescent instrument display's brightness level has been increased for even greater ease of viewing.



Controls for the climate-control and audio systems are raised higher in the central panel for easier access.



The ES 300's available six-disc CD auto-changer is mounted in the glovebox, but still leaves ample room for storage.

The steering wheel frame is fashioned of extremely lightweight magnesium alloy to improve road feel through reduced inertia in the steering system.

Some vehicles shown with optional equipment.



SO QUIET,
YOU CAN HEAR
A JAW DROP.

Power adjustments, including the driver's lumbar support, are standard equipment for the front seats. With the available leather trim, a two-position driver's-side memory system is provided.



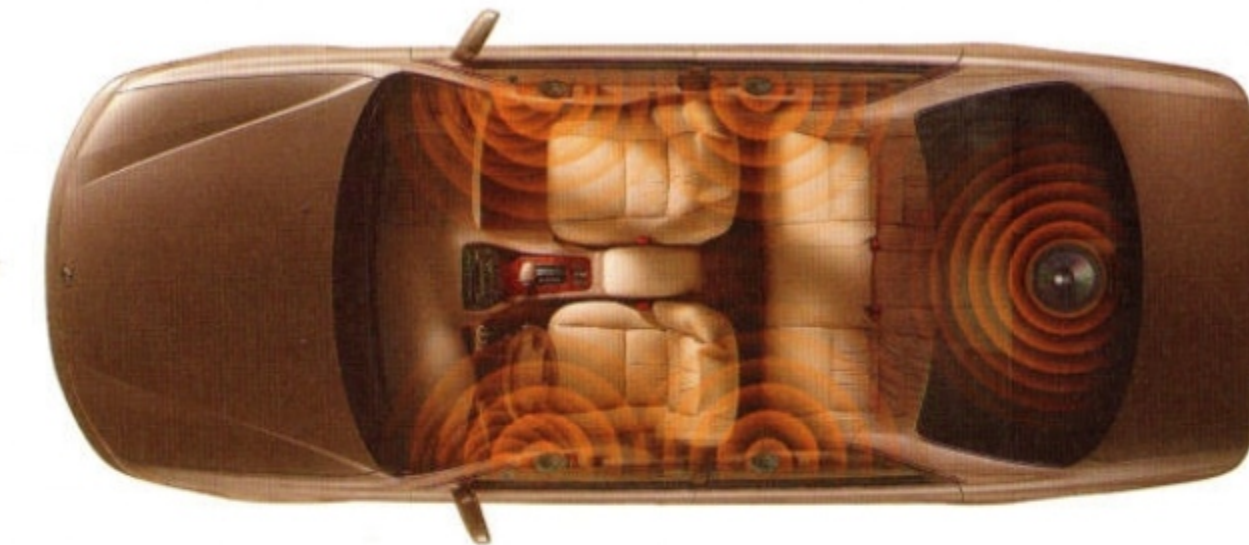
The center console provides dual compartments for easy storage, and is especially suited to installation of a Lexus cellular phone. An electrical outlet is conveniently provided inside the console.

Some vehicles shown with optional equipment.

A completely new interior design lends the ES300 an air of sportiness and driving efficiency to complement its exquisite luxury. Smooth, flowing lines inside look elegantly soft, front headroom and rear legroom are increased, and Lexus' famed ergonomic excellence is uncompromised: every control, switch, and button is easy and natural to find, and positive and satisfying to operate. Cupholders are added in back. Extensive use of sound-deadening material, including asphalt sheets, foam pads, and heavy felt mats, help cut noise and vibration. Subframes carrying the suspension and powertrain are isolation-mounted in rubber bushings, to help reduce engine and road noise. And the aerodynamic body minimizes turbulence.



A full-range speaker is located in each door, high-range tweeters are placed near



face level in the front pillars, and a low-range woofer is centered in the rear shelf.

**A FULL
195 WATTS
OF POWER, AND NOTHING BUT
POSITIVE
FEEDBACK.**

Every luxury car needs a fine audio system, but few can rival the one in the new 1997 ES300. A total of 195 watts drives seven carefully placed speakers, to provide outstanding sound reproduction and enhanced stereo separation. An optional six-disc CD auto-changer is available, and in the manner pioneered by Lexus in the LS400, the changer mounts inside the glovebox rather than in the trunk. Thus, loading or changing the disc magazine becomes almost as easy as listening. The control faceplate has been redesigned for even easier use, and it is placed higher in the instrument panel for better access and visibility. An antenna embedded in the rear-window glass gives excellent radio reception without the potential wind noise and breakage of a mast.

Some vehicles shown with optional equipment.





WE'VE BUILT THE ULTIMATE
LUXURY CAR.

NOW IT'S TIME
FOR
YOUR INPUT.

Lexus options and accessories offer the opportunity to further refine and personalize your ES300, with special equipment and extras that have been engineered to meet Lexus' stringent standards of quality. The optional traction-control system, TRAC, limits wheelspin on slick surfaces. Also available is the Adaptive Variable Suspension (AVS), which continually fine-tunes ride qualities in response to changing driving conditions. From a choice of cellular phone systems to the gold trim kit, a wide range of possibilities can help make your ES300 more exclusively yours.

Come join us at The Lexus Centre of Performance Art, on the World Wide Web, at <http://www.lexus.com>

At Lexus, we refine our customer service with the same dedication as we do our automobiles. The Relentless Pursuit of Perfection drives the entire Lexus organization to exceed the high expectations of luxury-car buyers. Lexus dealers have earned a reputation for their respectful, customer-first attitude. Among the benefits Lexus owners enjoy is Lexus 24-hour Roadside Assistance,* though of course, Lexus vehicles are engineered to make this kind of help virtually unnecessary. For the second time in two years of eligibility, J.D. Power and Associates ranked Lexus the Best Overall Carline in Vehicle Dependability at Five Years of Ownership.** Like the quality and reliability of Lexus vehicles themselves, the Lexus ownership experience is the benchmark. And it shows in the satisfaction of Lexus customers. J.D. Power and Associates have ranked Lexus the Best Overall Carline 17 times in 24 consumer-research studies since 1990, a record of excellence unapproached by any other car maker.†

*See your Lexus dealer for details. **J.D. Power and Associates 1996 Vehicle Dependability Study of 1991 Model-Year Vehicles at Five Years of Ownership.† Lexus was the Best Overall Carline in 1995 and 1996 studies. 1996 study based on a total of 24,085 consumer responses. †References all major J.D. Power and Associates automotive awards, including Initial Quality Survey, Sales Satisfaction Index, Customer Satisfaction Index, Vehicle Dependability Index, and Vehicle Performance Index, for years of Lexus eligibility from 1990 to 1996.



You can add an optional CD auto-changer for the finest-quality sound reproduction. The unit is mounted conveniently in the glovebox.

The one-touch-open, power tilt-and-slide moonroof has a wind deflector and sunshade.



The available traction-control system, TRAC, works to enhance stability and control by limiting wheelspin when road grip is reduced by rain or snow.



The optional cellular phone systems include the Lexus Portable Plus Phone, with its programmable "hot buttons" and ergonomic handset. Also available is the Lexus Mobile Phone.



The Adaptive Variable Suspension (AVS) optimizes ride and handling through continual, computer-fast adjustment of shock-damping rates.



Lexus Chrome Wheels have a brilliant and durable finish, and add an extra measure of flair to the handsome look of the ES300.

SPECIFICATIONS	
BODY, DIMENSIONS	
TYPE	Five-passenger luxury sedan
CONSTRUCTION	Welded-steel unitized body
OVERALL LENGTH	190.2 in
WIDTH	70.5 in
HEIGHT	54.9 in
WHEELBASE	105.1 in
GROUND CLEARANCE	5.4 in
CURB WEIGHT	3,296 lb
FUEL-TANK CAPACITY	18.5 gal
TRUNK CAPACITY	13.0 cu ft
HEADROOM (FRONT/REAR)	38.0/36.2 in (36.8/36.0 in with moonroof)
LEGROOM (FRONT/REAR)	43.5/34.4 in
SHOULDER ROOM (FRONT/REAR)	55.6/54.1 in
ENGINE	
TYPE	60° V6, aluminum block and heads
DISPLACEMENT	3.0 liters (183 cu in)
VALVETRAIN	Four cam, four valves per cylinder
COMPRESSION RATIO	10.5:1
HORSEPOWER AT RPM	200 hp @ 5,200
TORQUE AT RPM	214 lb-ft @ 4,400
DRIVETRAIN	
TRANSMISSION	Four-speed automatic Electronically Controlled Transmission with intelligence (ECT-i). Overdrive fourth gear, engine/transmission networking, lockup torque converter.
DRIVE WHEELS	Front. Optional Traction Control System (TRAC).
FINAL DRIVE RATIO	3.72:1
CHASSIS	
SUSPENSION	Four-wheel independent MacPherson struts, with coil springs, gas-pressure shock absorbers, front lower L-arms, rear dual links, front and rear stabilizer bars. Optional Adaptive Variable Suspension (AVS), with electronically modulated damping.
STEERING	Engine-revolution-sensing, power-assisted rack and pinion, 3.0 turns, lock to lock.
BRAKES	Four-wheel, power-assisted discs, with four-sensor Anti-lock Braking System (ABS). 10.8-in vented (front), 10.6-in solid (rear) discs.
WHEELS AND TIRES	15 x 6.0-in alloy wheels. P205/65R15 V-rated steel-belted radials. Optional all-season tires. Full-size spare.

PERFORMANCE	
0-60 MPH ACCELERATION	8.6 seconds*
1/4-MILE ACCELERATION	16.5 seconds*
TOP TRACK SPEED	137 mph*
FUEL CONSUMPTION	19/26 mpg City/Highway**
AERODYNAMIC DRAG COEFFICIENT	0.29
TURNING CIRCLE	36.7 ft

SAFETY EQUIPMENT

Driver's and front passenger's airbag Supplemental Restraint System (SRS) • Three-point seatbelts front and rear, fronts with height-adjustable anchors and pre-tensioners • Rigid cabin structure with front and rear crumple zones • Gusseted side-impact door beams • Reinforcements in pillars and door sills • Impact-dissipating ribbing in pillars • Collapsible steering column • Four-wheel anti-lock disc brakes (ABS) • Power-adjustable outside rearview mirrors with defoggers • Vehicle theft-deterrent system • Variable intermittent windshield wipers • Automatic on-off halogen multi-reflector headlamps • Integrated foglamps • Rear-window defogger with auto-off timer • First aid kit

LUXURY

Walnut interior trim • AM/FM/cassette seven-speaker 195-watt (max power) audio system • Power windows with driver's "auto-down" feature • Cruise control • Automatic climate control • Outside temperature gauge • Remote entry system with rolling-code technology • Tilt-adjustable steering column • Multi-adjustable power front seats with driver's side power lumbar support • Power door locks with driver's two-turn unlock feature • Remote electric trunk-lid and fuel-filler door releases • Dual illuminated visor vanity mirrors • Extension panels for sun visors • Illuminated entry system • Retained accessory power • Rear-seat pass through • Overhead storage console • Center console with dual compartments, accessory power outlet, and Lexus cellular phone storage capability • Cupholders front and rear • Exterior glass with UV reduction

OPTIONS, ACCESSORIES

Leather seating surfaces and interior trim, includes Lexus Memory System for power driver's seat • In-dash six-disc CD auto-changer (factory or dealer installed) • One-touch-open, power tilt-and-slide moonroof with sliding sunshade • Adaptive Variable Suspension (AVS) (requires leather trim) • Traction Control System (TRAC) (requires leather trim and all-season tires) • Heated front seats (requires leather trim) • All-season tires (no-cost option) • Lexus Chrome Wheels • Lexus Portable Plus or Mobile Cellular Telephones with Command Module and audio muting • Gold trim kit • Car cover • Cargo net • Floor mats • Trunk mat • Wheel locks

WARRANTY

Four-year/50,000-mile limited warranty. Six-year/70,000-mile powertrain warranty. Six-year/unlimited-mileage corrosion perforation warranty. All warranties with zero deductible. See the ES 300 Owner's Manual Supplement at a Lexus dealer for details.



EXTERIOR COLORS

DIAMOND WHITE PEARL
BLACK, IVORY, OR SAGE LEATHER
BLACK OR SAGE FABRIC

OYSTER PEARL
IVORY OR SAGE LEATHER
SAGE FABRIC

BLACK, ONYX
BLACK, IVORY, OR SAGE LEATHER
BLACK OR SAGE FABRIC

RUBY PEARL
BLACK OR IVORY LEATHER
BLACK FABRIC

CLASSIC GREEN PEARL
IVORY OR SAGE LEATHER
SAGE FABRIC

ANTIQUE SAGE PEARL
IVORY OR SAGE LEATHER
SAGE FABRIC

CASHMERE BEIGE METALLIC
IVORY LEATHER

BLUE VELVET PEARL
BLACK OR IVORY LEATHER
BLACK FABRIC

INTERIOR COLORS

BLACK LEATHER

IVORY LEATHER

SAGE LEATHER

Footnotes: *These performance capacity figures are for comparison only, and were obtained with production 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 mileage figures determined by Lexus. 1997 EPA mileage 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-USA-LEXUS (872-5398). For Telecommunications Devices for the Deaf (TDD), call 800-443-4999. Lexus reminds you to wear seatbelts and obey all speed laws.

