

2004 LEXUS **GX**



 LEXUS

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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.

2004 LEXUS **GX** Luxury Utility Vehicle



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 Audio 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."

¹ See page 13 for more information.

2004 LEXUS **GX** Performance



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.

² See page 13 for more information.

2004 LEXUS **GX** Exterior



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

2004 LEXUS **GX** Conquering Hills

Out here, the altitude isn't the first thing that's likely to take your breath away. Topping the list is the full-time four-wheel-drive powertrain of the GX. Equally pleasing is the Adaptive Variable Suspension (AVS). With four settings – from Comfort to Sport – you can instruct the GX to automatically sense the character of the terrain, constantly monitor your steering and braking, and make adjustments to the suspension damping accordingly. And when it comes time for the inevitable loading and unloading scenarios, you'll thoroughly enjoy the luxury of Rear Adjustable Height Control (RAHC), a rather hospitable amenity that permits the GX to be raised 1.6 inches, or lowered 1.2 inches for easier loading and unloading. It's features like these that allow the GX to go nearly anywhere four wheels and up to eight humans were ever meant to be in the first place.³



³ See page 13 for more information.

2004 LEXUS GX Interior

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 System⁴ with backup camera.⁵ Soon thereafter, the ears will follow, thanks to the miraculous sound created by the available Mark Levinson® Premium Audio System.¹ (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.



^{1,4,5} See page 13 for more information.

2004 LEXUS **GX** Safety



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 Assist⁶ 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 Stability Control (VSC)⁷ 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. 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. There are also Roll-Sensing Curtain Airbags (RSCA),⁸ which will deploy at a severe tilt degree, roll or lateral G-force. And for off-road situations you can temporarily disable the RSCA.⁸ Furthermore, a Tire Pressure Monitor System⁹ will use audio and visual cues to alert you if your tire pressure is critically below the optimal range. Additional safety features include: side-impact steel door beams, multistage front airbags, seat-mounted side airbags and side curtain airbags (SRS)⁸ and front seatbelt pre-tensioners.

^{6,7,8,9} See page 13 for more information.

2004 LEXUS **GX** Ownership Experience

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 cars. 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.

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.* So if you ever need help, no matter what time of night or day, it's just a phone call away.



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

VALUE / DEPENDABILITY

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, 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.

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

2004 LEXUS GX Options & Accessories



OPTION PACKAGES

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 conditioning*

Navigation System / Mark Levinson® Audio Package

Lexus voice-activated DVD Navigation System⁴ (six-disc CD auto-changer located in glovebox), Mark Levinson 14-speaker 240-watt[†] Premium Audio System¹ and rear backup camera⁵



INDIVIDUAL OPTIONS & ACCESSORIES

Third-row seat with rear air conditioning* ■ Kinetic Dynamic Suspension System (KDSS) ■ Tow-hitch receiver² ■ Ski carrier for roof rack ■ Black Pearl emblem kit ■ Gold trim emblem kit ■ Rear spoiler ■ Cargo net ■ Front-end mask ■ All-weather floor mats ■ Car cover ■ Cargo mat ■ Wheel locks ■ Alloy wheels ■ Wireless headphones^{**} ■ Sport bumper trim

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

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

**Headphones are for passenger use only. Do not use while operating vehicle.

^{1,2,4,5} See page 13 for more information.

2004 LEXUS GX Specifications

ENGINE

Type	90° V8, iron block and aluminum heads, certified Low-Emission Vehicle (LEV)
Displacement	4.7 liters (285 cubic inches)
Valvetrain	Four cam, four valves per cylinder
Compression Ratio	9.6:1
Horsepower at RPM	235 hp @ 4,800
Torque at RPM	320 lb-ft @ 3,400

DRIVETRAIN

Type	Full-time four-wheel drive with TORSEN® Limited-Slip Center Differential (LSCD). ¹⁰ Manual-locking center differential.
Transmission	Five-speed automatic Electronically Controlled Transmission (ECT) with gated shifter (includes driver's-selectable second-gear start mode).
Transfer Case	4 High; 4 Low
Final Drive Ratio	3.727:1

BODY, DIMENSIONS

Type	Five-passenger luxury utility vehicle ³
Construction	Body-on-frame
Overall Length	188.2 in
Width	74.0 in
Height	74.6 in
Wheelbase	109.8 in
Ground Clearance	8.3 in
Approach Angle	30° (RAHC High) 31° (RAHC Normal)
Departure Angle (under-floor spare tire)	29° (RAHC High) 25° (RAHC Normal)
Weight Distribution	53%/47% (front/rear)
Curb Weight	4,740 lb
Towing Capacity	6,500 lb (with optional tow-hitch receiver) ²
Fuel-Tank Capacity	23.0 gallons
Cargo Capacity	77.5 cubic feet (max)*
Headroom	40.2/40.0/36.5 in (front/middle/third row)
Legroom	41.8/36.8/24.9 in (front/middle/third row)
Shoulder room	57.5/57.4/56.7 in (front/middle/third row)



* Middle seats folded, third-row seat removed.
2,3,10 See page 13 for more information.

2004 LEXUS GX Specifications (Continued)

CHASSIS

Vehicle Stability Control (VSC)⁷	Electronic system that monitors and helps control the loss of traction in a turn by 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 ⁶ and Active Traction Control (A-TRAC).
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.
Steering	Engine-speed-sensing, power-assisted rack-and-pinion. 3.04 turns, lock to lock.
Brakes	Four-wheel ventilated, power-assisted discs, with four-sensor, four-channel Anti-lock Braking System (ABS) with Brake Assist ⁶ and Electronic Brakeforce Distribution (EBD). Four-piston front calipers. 13.3-in (front), 12.3-in (rear) ventilated discs.
Wheels and Tires	17x7.5-in alloy wheels. 265/65SR17 mud- and snow-rated radial tires. Full-size spare with alloy wheel.

PERFORMANCE

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

LUXURY

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

*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. Do not attempt.

[†]2004 preliminary mileage estimates determined by Lexus. EPA mileage estimates not available at time of posting.

Actual mileage may vary.

[‡]124 watts at 0.1% THD.

^{**}Roof rack capacity is 130 lbs. Please see your *Owner's Manual* for details.

6, 7, 8, 9, 10, 11, 12 See page 13 for more information.

SAFETY AND SECURITY

- Four-sensor, four-channel Anti-lock Braking System (ABS)
- Full-time four-wheel drive with TORSEN[®] Limited-Slip Center Differential (LSCD)¹⁰
- Manual-locking center differential
- Vehicle Stability 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
- Hill-start Assist Control (HAC)¹¹
- Downhill Assist Control (DAC)¹²
- Multistage driver's and front passenger's airbags (SRS)⁸
- Front seat-mounted side airbags (SRS)⁸
- Roll-Sensing Curtain Airbags (RSCA) (SRS)⁹
- 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. Emergency Locking Retractor (ELR) seatbelt for driver's seat
- 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
- Four-sensor Tire Pressure Monitor System⁹

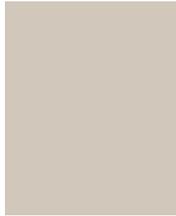


2004 LEXUS GX Colors & Warranty

EXTERIOR COLORS



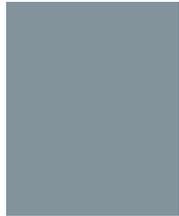
BLACK ONYX



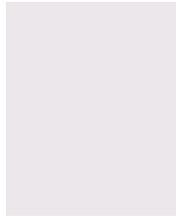
DORADO GOLD PEARL*



BLUE MERIDIAN PEARL



ASH BLUE MICA



BLIZZARD PEARL



SILVER PINE METALLIC

INTERIOR COLORS



Dark Gray Leather Trim



Ivory Leather Trim

* Dorado Gold Pearl is not available with Dark Gray Leather Trim.
See your Lexus dealer for exact vehicle colors.

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.

FOOTNOTES & DISCLAIMERS

1. Mark Levinson is a registered trademark of Harman International Industries. 2. 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 Lexus vehicle *Owner's Manual*. Note that the maximum amount you can tow depends on the total weight of any cargo, occupants and optional equipment in the vehicle. 3. Eight-passenger seating requires available third-row seat. 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* for instructions regarding safe usage. See your Lexus dealer for details. 5. The backup camera, available only with the navigation system, 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. 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 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. 8. The Lexus driver's, front passenger's, front seat-mounted side airbags and side curtain airbags are Supplemental Restraint Systems (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 certain types of severe side-impact collisions. The side curtain airbags are Roll-Sensing Curtain Airbags (RSCA) and are designed to deploy at a severe tilt degree, roll or lateral G-force. 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 a rearward-facing child seat 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. The Lexus Tire Pressure Monitor System alerts the 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. Please see your *Owner's Manual* for details. 10. TORSEN® is a registered trademark of Zexel Torsen, Inc. 11. Hill-start Assist Control is a complex electronic and mechanical system designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. 12. Downhill Assist Control (DAC) is a complex electronic and mechanical system designed to help the driver maintain vehicle control and speed on steep, downhill descents. It is not a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details.

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. The treadlightly!® program promotes responsible enjoyment of the outdoors. For details, call 800-966-9900.

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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