

2004 LEXUS **GS**



2004 LEXUS **GS** Performance



With a simple urging of the gas pedal, the GS 430's engine lets loose 300 mighty horses – enough power to take you from 0 to 60 in a mere 5.8 seconds.¹ To help dole out this considerable force, it features Variable Valve Timing with intelligence (VVT-i), an ingenious system that continuously monitors the engine's speed and load and responds by delivering the optimal power in each situation. At low speeds, it delivers better torque and efficiency, while at higher speeds, VVT-i actually boosts overall power. The GS 300 follows suit with an impressive 220-horsepower, in-line 6 engine, not to mention the tactile thrill of E-shift, a Formula One race-inspired automatic transmission system. The push-button controls are integrated into your leather-wrapped steering wheel, allowing you to manually control the GS 300's five-speed Electronically Controlled Transmission with intelligence (ECT-i). So power and control are, quite literally, at your fingertips.

¹See page 15 for more information.

2004 LEXUS **GS** Suspension & Handling

In the agile GS, a challenging road is an open invitation. That's largely due to its aggressive four-wheel independent double-wishbone suspension that's designed to turn the road into a virtual extension of yourself. There are also stabilizer bars located in the front and rear to help keep you snugly anchored to the road during cornering. And a power-assisted rack-and-pinion steering system gives you precision and control by sensing the speed of the GS and delivering optimum steering boost. Even the tires on both models of the GS are performance grade, and the GS 430 offers the exhilarating option of 17-inch wheels and high-performance tires.²



² See page 15 for more information.

2004 LEXUS **GS** Control

In driving the GS, you have some very sophisticated allies. Vehicle Stability Control (VSC)³ uses sensors to identify the loss of traction in a turn and responds by applying the brakes and reducing the throttle where appropriate to help keep you on track. There's also an all-speed Traction Control (TRAC) system that, in conditions like rain, ice or snow, detects if a wheel is starting to spin, and automatically distributes torque to the wheel that has better traction.



³See page 15 for more information.

2004 LEXUS **GS** Interior



Vehicle shown with optional equipment.

As comfortable as the GS is at delivering power on the open road, it's equally adept at delivering you to a five-star restaurant. Because for all its dynamic bluster, on the inside, it's pure luxury. The seats are ergonomically designed for superior comfort, then trimmed in rich, premium leather.* Elegant wood accents surround the entire cabin. A Lexus Premium Audio System with six-disc CD auto-changer soothes you with its pristine sound. And the kind of sound that's less welcome is significantly reduced by noise-dampening materials built into the body of the GS. The result of all this attention to detail is an interior that's refined, elegant and sophisticated. In other words, it suits you.

* Leather-trimmed interior standard on GS 430; optional on GS 300.

2004 LEXUS **GS** Interior

The driver's seat of the GS is no doubt a thrilling place to be, but it's also exceedingly comfortable. It can be adjusted 10 different ways and has a memory function* so you can set your favorite driving configuration, down to the outside mirrors and steering column. And for improved ergonomics, the GS offers power lumbar support in both front seats.



Vehicle shown with optional equipment.

* Driver's-seat memory function standard on GS 430; optional on GS 300 and requires leather-trimmed interior.

2004 LEXUS **GS** DVD Navigation System



Luxury isn't all plush leather and beautiful wood. It's also about having some of the most sophisticated technology available at your disposal. The GS offers an available Lexus DVD Navigation System⁴ that uses GPS technology to pinpoint your location and help guide you to your preprogrammed destination. It not only provides you with your choice of up to three possible routes (the quickest, the shortest and an alternative), it can also specify points of interest like restaurants, ATMs and fuel stations.

⁴ See page 15 for more information.

2004 LEXUS **GS** Mark Levinson® Audio System

Also available is the magnificent Mark Levinson⁵ Premium Audio System, an exclusive to Lexus. Mark Levinson's signature technology, coupled with 10 strategically placed speakers, creates a musical experience that promises to gratify even the most discriminating audiophile. Advanced digital processing allows you to experience rich, three-dimensional sound while also enhancing each instrument in turn, creating an intense musical sensation that rivals even that of a live performance.



⁵ See page 15 for more information.

2004 LEXUS GS Safety



To help combat the ubiquitous unknown, the GS offers a multitude of advanced safety features. Its remarkable front side curtain airbag system⁶ helps protect the heads of both the driver and front passenger in the event of a severe side impact. There's also a front airbag Supplemental Restraint System (SRS),⁶ as well as front seat-mounted side airbags⁶ that are integrated into the seats themselves. This placement helps the airbag provide more consistent coverage regardless of the seat's position. Within milliseconds of a severe frontal impact, seatbelt pre-tensioners cinch the front seatbelts, while force limiters help manage the belt load.



⁶ See page 15 for more information.

2004 LEXUS GS Safety



In the front and rear of the GS, crumple zones have been designed to compress at a controlled rate to help manage the force of a collision. The body of the GS has been systematically reinforced in crucial areas like the roof pillars and door frames. And sturdy front- and rear-door side-impact beams help safeguard the cabin. Because there's no such thing as luxury without peace of mind.

Your confidence level while driving is in direct correlation with how much control you feel you have. To aid with this, the GS is equipped with a sophisticated Anti-lock Braking System (ABS) to help you maintain steering control during heavy braking and on slippery surfaces. And during an emergency stop, you're not working alone. Brake Assist⁷ is a feature that can judge a driver's reaction to a panic-stop situation and automatically apply maximum power until the driver releases the pedal.

⁷ See page 15 for more information.

2004 LEXUS **GS** Ownership Experience



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

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.

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 (U-LEV 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.

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



2004 LEXUS **GS** Options & Accessories



Every Lexus comes outfitted like, well, a Lexus. The GS is no exception. Take, for example, its standard power tilt-and-slide moonroof and sliding sunshade, a feature that gives you the constant option of a gentle breeze. When you need more personal temperature attunement, a dual-zone climate control keeps you and your front passenger blissfully content while simultaneously acting as an air filter. Also included is a sophisticated rearview mirror which uses an electrochromic coating to determine the mirror's level of reflectivity, and when necessary, automatically dims to reduce glare. And a HomeLink® universal transceiver offers safety and convenience in the form of three discreet buttons integrated into the overhead console that can be programmed to open compatible garage doors, electric gates, or even turn on exterior lights. Of course there are plenty of options to choose from to customize your GS. We're just giving you a nice head start.

OPTIONS AND ACCESSORIES

Wireless phone* with Command Module and audio muting ■ Rear spoiler ■ 17 x 8.0-in wheels with 235/45ZR17 tires² (GS 430 only) ■ All-season tires (no-cost option) ■ Lexus Chrome Wheels ■ Wheel locks ■ Black Pearl emblem kit ■ Gold trim emblem kit ■ Car cover ■ Cargo net ■ Trunk mat ■ Front-end mask ■ Leather care kit ■ Touch-up paint

* Phone service limited to certain carriers. Please see your Lexus dealer for details.

² See page 15 for more information.

2004 LEXUS **GS** Specifications

BODY, DIMENSIONS

Type	Five-passenger luxury sedan
Construction	Welded-steel unibody
Overall Length	189.2 in
Width	70.9 in
Height	55.9 in
Wheelbase	110.2 in
Ground Clearance	5.3 in
Curb Weight	3,715 lb (GS 430) 3,649 lb (GS 300)
Fuel-tank Capacity	19.8 gallons
Trunk Capacity	14.8 cubic feet
Headroom (front/rear)	37.6/36.4 in
Legroom (front/rear)	44.5/34.3 in
Shoulder Room (front/rear)	57.7/56.6 in

GS 430 ENGINE

Type	90° V8, aluminum block and heads, certified Ultra-Low Emission Vehicle (U-LEV)
Displacement	4.3 liters (262 cubic inches)
Valvetrain	Four cam, four valves per cylinder, with continuously Variable Valve Timing with intelligence (VVT-i)
Compression Ratio	10.5:1
Horsepower at RPM	300 hp @ 5,600
Torque at RPM	325 lb-ft @ 3,400

GS 430 PERFORMANCE

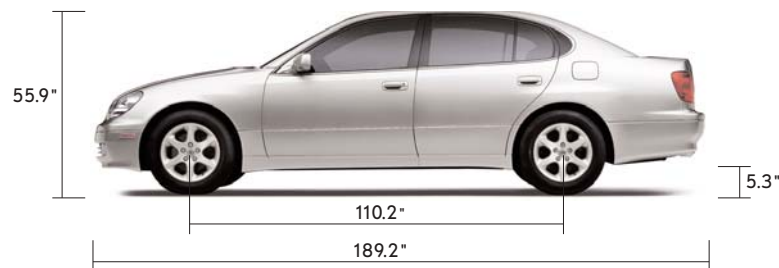
0-60 MPH Acceleration	5.8 seconds ¹
1/4-Mile Acceleration	14.3 seconds ¹
Top Track Speed	149 mph (electronically limited) ¹
Estimated Fuel Consumption	18/23 mpg city/highway*
Aerodynamic Drag Coefficient	0.29
Turning Circle	37.1 ft

GS 300 ENGINE

Type	In-line 6, iron block, aluminum head, certified Low-Emission Vehicle (LEV)
Displacement	3.0 liters (183 cubic inches)
Valvetrain	Twin cam, four valves per cylinder, with continuously Variable Valve Timing with intelligence (VVT-i)
Compression Ratio	10.5:1
Horsepower at RPM	220 hp @ 5,800
Torque at RPM	220 lb-ft @ 3,800

GS 300 PERFORMANCE

0-60 MPH Acceleration	7.8 seconds ¹
1/4-Mile Acceleration	15.8 seconds ¹
Top Track Speed	144 mph ¹
Estimated Fuel Consumption	18/25 mpg city/highway*
Aerodynamic Drag Coefficient	0.29
Turning Circle	37.1 ft



* 2004 preliminary mileage estimates determined by Lexus. EPA mileage estimates not available at time of posting. Actual mileage may vary.
¹ See page 15 for more information.



2004 LEXUS GS Specifications (Continued)

CHASSIS

Vehicle Stability Control (VSC) ³	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 ⁷ and Traction Control (TRAC).
Suspension	Front: Independent, double-wishbone with high-mount upper arm, coil springs, gas-pressurized shock absorbers with internal rebound springs, stabilizer bar. Rear: Independent, double-wishbone with aluminum upper arm and toe-control arm, coil springs, gas-pressurized shock absorbers, stabilizer bar.
Steering	Vehicle-speed-sensing, progressive power-assisted rack-and-pinion. 3.38 turns, lock to lock.
Brakes	Four-wheel power-assisted discs, with four-sensor, four-channel Anti-lock Braking System (ABS) and Brake Assist ⁷ . 11.6-in vented front discs, 12.0-in solid rear discs.
Wheels and Tires	16 x 7.5-in alloy wheels with 225/55VR16 tires. Optional all-season tires. Optional wheels and tires (GS 430): 17 x 8.0-in alloy wheels with 235/45ZR17 tires. ² Full-size spare with alloy wheel.

SAFETY AND SECURITY

- Ventilated front/solid rear disc brakes ■ Four-channel Anti-lock Braking System (ABS) ■ Brake Assist⁷ ■ Vehicle Stability Control (VSC)³ ■ Traction Control (TRAC) ■ Strong body structure with front and rear crumple zones ■ Side-impact door beams ■ Reinforcements in pillars and doorsills ■ Impact-dissipating upper interior trim ■ Collapsible steering column ■ Driver's and front passenger's airbags (SRS)⁶ ■ Front seat-mounted side airbags (SRS)⁶ ■ Side curtain airbags (SRS)⁶ (front seats only) ■ Three-point seatbelts for all seating positions, pre-tensioners with force limiters for front seats ■ Child Restraint Seat (CRS) tether anchor brackets for all rear seating positions ■ Automatic Locking Retractor/Emergency Locking Retractor (ALR/ELR) seatbelts for all seating positions. (driver's - ELR only) ■ Optitron instrumentation ■ High-Intensity Discharge (HID) headlamps with dynamic auto leveling* (standard on GS 430) ■ Daytime running lights ■ Integrated foglamps ■ Variable intermittent windshield wipers with mist cycle ■ Water-repellent front-door glass ■ Power-adjustable outside mirrors with defoggers ■ Vehicle theft-deterrent and engine immobilizer, with in-key transponder ■ Rear-window defogger with auto-off timer ■ First aid kit ■ Tool kit

LUXURY

- Automatic on/off headlamps ■ Walnut interior trim ■ Leather interior trim* (standard perforated leather on GS 430) ■ Power tilt-and-telescopic steering column with automatic tilt-away ■ Walnut- and leather-trimmed steering wheel* (GS 430 only) ■ Cruise control ■ Dual-zone automatic climate control with interior air filter and automatic recirculation mode ■ Outside temperature gauge ■ Lexus DVD Navigation System*⁴ ■ Lexus seven-speaker 96-watt[†] Premium Audio System with Automatic Sound Levelizer (ASL) ■ Mark Levinson^{®5} 10-speaker 240-watt[†] Premium Audio System with Automatic Sound Levelizer (ASL)* ■ In-dash, six-disc CD auto-changer ■ In-glass antenna with FM-diversity system ■ Steering-wheel-mounted audio controls (GS 430 only) ■ Dual-compartment center console with accessory power outlet ■ Multi-adjustable headrests and power front seats ■ Power lumbar support for front seats ■ Height-adjustable headrests for all seats, including rear-center ■ Lexus Memory System for power driver's seat (except lumbar), outside mirrors and steering wheel* (standard on GS 430) ■ Power tilt-and-slide moonroof with one-touch open/close and sliding sunshade ■ HomeLink[®] universal transceiver to operate compatible garage, gate, home lighting and home security systems ■ Power windows with one-touch auto open/close feature ■ Electrochromic (auto-dimming) inside mirror with compass** and outside mirrors ■ Power door locks with driver's two-turn unlock feature ■ Multifunction, in-key remote entry system with rolling-code technology ■ Remote-linked window and moonroof opening ■ Illuminated entry system ■ Interior electronic trunk-lid and fuel-filler door releases ■ Retained accessory power for windows and moonroof ■ Carpeted floor mats ■ Customized Body Electronics System (C-BEST) to personalize electronic functions ■ Heated front seats* (standard on GS 430)

DRIVETRAIN

Transmission	Five-speed automatic Electronically Controlled Transmission with intelligence (ECT-i). E-shift (GS 300 only) with controls on steering wheel. Overdrive fifth gear, auto-select shift program, engine/transmission networking, flex-lockup torque converter.
Drive Wheels	Rear, with standard Traction Control (TRAC).
Final Drive Ratio	3.27:1 (GS 430) 3.92:1 (GS 300)

* Optional. [†]96 watts at 0.1% THD. [‡]Continuous average power, all channels driven, at 0.01% THD; 20-20,000 Hz. **On vehicles equipped with the Lexus DVD Navigation System, compass display is on navigation screen.
2, 3, 4, 5, 6, 7 See page 15 for more information.



70.9"



2004 LEXUS **GS** Colors & Warranty

EXTERIOR COLORS



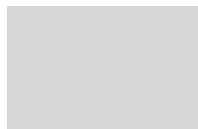
BLACK CHERRY PEARL
Black or Ivory Leather



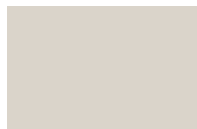
MYSTIC GOLD METALLIC
Ivory Leather



BLACK ONYX
Black or Ivory Leather



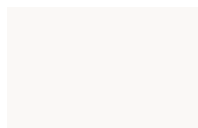
MILLENNIUM SILVER METALLIC
Black or Light Charcoal Leather
Light Charcoal Fabric



PARCHMENT CRYSTAL
Black, Ivory or Light Charcoal Leather
Light Charcoal Fabric



BLUE MARLIN PEARL
Ivory or Light
Charcoal Leather



CRYSTAL WHITE
Ivory Leather

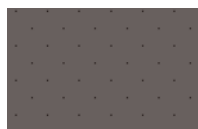


MYSTIC SEA OPALESCENT
Ivory or Light
Charcoal Leather



BLUE ONYX PEARL
Black or Ivory Leather

INTERIOR COLORS



Black Perforated Leather



Ivory Perforated Leather



Light Charcoal Perforated Leather



Black Leather



Ivory Leather



Light Charcoal Leather

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 are zero deductible. See the *GS Owner's Manual Supplement* at your Lexus dealer for details.

FOOTNOTES & DISCLAIMERS

1. These performance capacity figures are for comparison only, and were obtained with prototype vehicles by professional drivers using special safety equipment and procedures. Do not attempt.

2. Optional 17 x 8.0-in wheels with 235/45ZR17 tires are expected to experience greater tire wear than the standard equipment tires, 225/55VR16. Tire life may be substantially less than 15,000 miles, depending on driving conditions. Your riding comfort may decrease and road noise may increase during driving. Please consider all this when selecting a GS 430 equipped with this option.

3. 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.

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 details.

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

6. 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.

7. 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.

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 speed 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.

All photographs appearing in this brochure are the copyrighted property of the photographers contracted by or on behalf of Lexus and may not be reproduced in any way whatsoever without prior written permission from both Lexus and the applicable photographer(s) or their authorized agent(s).

Note: Fabric is standard on GS 300 unless otherwise noted.
Perforated leather trim is standard on GS 430 (not available on GS 300). Leather trim is optional on GS 300.
See your Lexus dealer for exact vehicle colors.

