

2010 LEXUS

RX

امداد خودرو فارما

تلفن شبانه روزی: ۰۲۱-۸۸۸۶۳۰۸۵

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the pursuit of perfection.

It's a phrase we use a lot. But what exactly constitutes the perfect vehicle?

It's never a question we take lightly. Particularly when we set out to create the next generation of the RX—reinventing the vehicle that invented it all.

We began with a philosophy that the driver should come before all else. That technology should learn people rather than the other way around. That only an innovative approach to performance can lead to revolutionary results. And that power, itself, can also be empowering. It was this philosophy that led us here—to the next benchmark of the category.

This is the completely reinvented 2010 RX.

And these are the pursuits that built it.

1. **DESIGN**
*the pursuit of
all for you*

2. **INNOVATION**
*the pursuit of
the driver, connected*

3. **PERFORMANCE**
*the pursuit of
fast-forward*

4. **HYBRID**
*the pursuit of
the power of h*



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1.

DRIVERS OF THE 2010 LEXUS RX were more than just the ultimate destination of our design. They were the inspiration behind it. Every innovation—created to make driving more effortless and enjoyable. Every feature—designed to benefit the driver in some important way. From the versatility of a large cargo area¹ to the responsive performance of a completely redesigned suspension system, to state-of-the-art technology that puts the driver in total control of their surroundings. Each a different part of the driving experience. All essential. And just a few of the many ways the RX has raised the bar once again in the category it created more than a decade ago. It's a vehicle filled with the only kind of advancements that matter—those that advance you.

*the pursuit of
all for you*

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TECHNOLOGY THAT HELPS YOU FOCUS ON THE ROAD.
NOT THE TECHNOLOGY.



The RX was designed from the point of view that technology is only as impressive as it is useful. After all, what good is having it if you can't use it or get to it easily? That's one of the reasons you'll find innovations within the cabin that are not only incredibly intuitive, but readily accessible. The central display, for example, is purposely located as close to eye level as possible to help you keep your focus on the road ahead. An available voice command system offers even more

capability than the already advanced standard voice-recognition system, allowing you to control many of the RX's features using normal, everyday speech. And an available Remote Touch device placed where your right hand naturally rests operates similarly to a computer mouse, ensuring that most features within the RX are at fingertips' reach. It's the type of technology that the longer you use it, the more you'll wonder how you ever did without it before.

The available Remote Touch device was ergonomically designed with a fingertip toggle pad and snap-to technology that allows you to easily move through logical menus of the RX's features. Located centrally for your comfort and convenience, buttons on either side allow both the driver and front passenger to make selections.



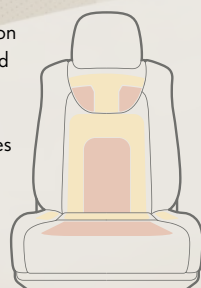
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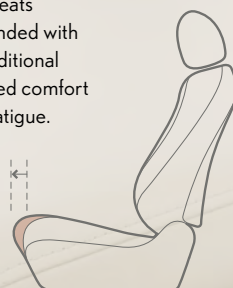
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IT OFFERS A UNIQUE APPROACH TO SEATING: YOURS.

The front seats offer available customized heating and ventilation through zones that are distributed throughout the seatbacks and lower seat cushions. For optimal comfort, the amount of heat varies by the location of the zone.



When equipped, the front seats' lower cushions can be extended with the touch of a button for additional leg support—providing added comfort and helping to reduce leg fatigue.



Considering the time our designers spend finessing every contour, angle and surface of the RX interior to meet the driver's needs, it's a shame they never get to see the finished product. They would, of course, if not for this fact: Every driver is different. Which means the finishing touches to every interior come

courtesy of the person who will be sitting inside of it. Adjustments like front-seating temperature—easily addressed by available internal heating and ventilation—and available front-seat cushions that can be extended for additional leg support. Both simple ways to make the available semi-aniline leather-

trimmed seating that is among the most comfortable in the world even more comfortable. And to ensure your (and two other drivers') adjustments are not in vain, three available memory buttons will return the seat, steering wheel and side mirrors to their programmed specifications.

PERFECTLY SUITED FOR EVERY NEED.



AND CINEMATIC PREFERENCE.



The 2010 RX is a vehicle virtually without compromise. Should your rear passengers have decidedly different tastes in entertainment, an available dual-screen Rear-Seat Entertainment System enables two separate video sources to be watched at the same time.² With seven-inch LCD screens conveniently located behind the front headrests, both systems are controlled with a single remote, feature wireless headphones³ and can be used as a DVD player, an audio player or game console.



Nothing can handle a stretch of asphalt and your day-to-day needs quite like a double-wishbone suspension. It sounds a bit bizarre, we grant you, but it's actually the main reason the cargo area¹ in the RX is as wide and expansive as it is. A new take on the conventional double-wishbone design means you'll

have even more usable cargo room in the cargo area.¹ Need additional space? The rear seats fold effortlessly with remote levers on either side of the rear-door opening. And, with a split-cargo-cover design, covered items are easily within reach when the available power rear door is raised.

Vehicles shown with available equipment.



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With its newly designed rear suspension, the 2010 RX offers greater floor space than the previous generation!



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the pursuit of
the driver, connected

2

IN AUTOMOTIVE CIRCLES, MUCH IS made of feeling connected to the road. But what about feeling connected to the vehicle, itself? Certainly, even the most fervent gearhead would agree that merits just as much consideration. Take technology like an available Heads-up Display that projects information in front of you to help you keep your eyes focused on the road ahead. And steering wheel controls that enable you to operate many features without ever removing your hands from the steering wheel. Including a multifunction toggle button you can use to personalize up to 20 different functions—from interior illumination settings to door-locking preferences. And with available Lexus Enform^{®4,5} with Safety Connect^{™4,6} a 24-hour response-center agent can provide everything from en-route assistance finding top restaurants to getting help should something go wrong on the road.

VOICE COMMAND, available on the RX, enables you to place Bluetooth^{®7} phone calls and control climate, audio and select navigation functions using normal, everyday speech.

REMOTE TOUCH, available on the RX, enables the driver and front passenger to control climate, audio, navigation and personalization functions with a single mouse-like device.

HEADS-UP DISPLAY, available on the RX, can project simple navigation directions, audio information and vehicle speed on the windshield in front of you.

LEXUS ENFORM^{4,5} WITH SAFETY CONNECT^{4,6} available on the RX, enables you to upload destinations from your computer, connect to a live agent who can provide en-route navigation assistance, and request emergency services to be sent directly to your vehicle. For more information, please visit lexus.com/RX/enform.

BLUETOOTH AUDIO⁸ connects wirelessly to your compatible audio player, allowing you to control it through the vehicle's interface.

DEVELOPED FROM AN UNDERSTANDING
THAT 100% OF OUR DRIVERS ARE HUMAN.

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AND 0% SOUND LIKE ROBOTS.

Funny things, voice-recognition systems. While they're clearly designed for the benefit of people, the speech they recognize is often anything but human.

The voice command that is included with the available Navigation System⁹ in the RX, however, was designed around the way people naturally speak. More than 750,000 utterances reflecting a diverse sampling of ages and accents were captured in a variety of acoustic conditions and used in its development. One of the most thoroughly tested automotive voice-recognition system available, it can be used to control nearly every function within the interior from climate, to audio, to placing *Bluetooth*⁷ phone calls. All in the way you'd expect it to. If you say, "It's too hot in here," the climate control will automatically lower the temperature by four degrees. "Call Steve at work" will be met with just that. And, within the destination menu, if you say, "Show me Chinese restaurants," the navigation screen will immediately display locations in your surrounding area.



Offering even more capability than the already advanced standard voice-recognition system, the available voice command can be used to operate audio, available XM[®] Radio,^{9,10,11} select climate functions, *Bluetooth*⁷ calls, select navigation functions and available XM NAVWeatherTM^{9,11} and XM NAVTraffic[®]^{9,11} features. For a demonstration, please visit lexus.com/RX/voicecommand.

SO INNOVATIVE, IT ALLOWS YOU
TO DO WHAT MOST NAVIGATION SYSTEMS DO NOT: DRIVE.



Navigation systems were developed with one purpose in mind: to help you better navigate your vehicle. Why is it, then, that so many require you to divert your attention in order to use them? The available Navigation System⁹ on the RX, on the other hand, was designed to help you focus on the road ahead. The display was purposely positioned to be within your line of sight. And, with an available Heads-up Display, simple turn-by-

turn directions, speed and audio information can be projected onto the windshield in front of you. Of course, the capabilities of the system are not limited to navigation alone. For the first time on a utility vehicle, you can be informed of continually updated weather conditions along your route. And, with real-time traffic updates, you can have the system reroute you around road closures, accidents and congestion.

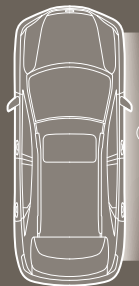
- Available XM NAVTraffic^{®11} provides real-time traffic, road construction and accident information. For a demonstration, please visit lexus.com/RX/navigation.
- Available XM NAVWeather^{®11} provides continually updated weather information along your route.

- The available Heads-up Display projects navigation, speed and audio information onto the windshield. And because the windshield was specifically designed without a designated viewing box, the information can be positioned at different heights for your convenience.



NOT ALL TECHNOLOGY COMES FROM RESEARCH LABS.
SOMETIMES IT'S FOUND ON CITY STREETS.

The available intelligent high-beam headlamps¹⁴ on the RX operate in high-beam mode, providing greater visibility, until its sensors detect an oncoming vehicle or other vehicles traveling closely ahead. The headlamps will then automatically enter into low-beam mode until vehicles are no longer detected. For a demonstration, please visit lexus.com/RX/highbeams.



To assist you with parking and when negotiating narrow passes, an available Wide-view Side Monitor system¹² uses a camera built into the passenger-side mirror that can provide a view of the ground to the right of the RX at slow speeds or when in reverse.



An available backup camera¹³ displays a wide-angled color view on the rearview mirror or on the available Navigation System⁹ screen whenever the RX is placed in reverse.

With all due respect to R&D labs and think tanks, the best ideas aren't only found inside conference rooms and corporate complexes. They're often found out here in the real world. Where real drivers drive. It was here we found inspiration for features like an available Wide-view Side Monitor system¹² that uses a camera positioned underneath the passenger-side mirror to help take the guesswork out of parking. And an available backup camera¹³

that can provide a view of objects behind you on the rearview mirror or on the available Navigation System⁹ display. With the available intelligent high-beam headlamps¹⁴, we even figured out a way to improve the vision of other drivers on the road. If the headlamps detect oncoming traffic or vehicles traveling closely ahead of you, they automatically switch from high beams to low beams. Once traffic clears, they return to high-beam mode for greater visibility.

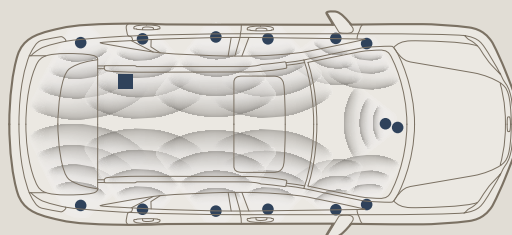
LISTEN TO YOUR FAVORITE BAND LIVE ON TOUR. OR IN YOUR POCKET.

It used to be that the only way a truly dedicated fan could prove their loyalty was by following their favorite band from city to city, crowded venue to crowded venue. How times have changed. With available XM Radio,^{9,10,11} exclusive concerts and over 170 channels of music, sports, news and entertainment can be heard from the comfort of the RX interior. So much for sacrifice. A compatible *Bluetooth* portable audio player⁸ can even be accessed through the RX interface while remaining in your pocket or purse. And,

should you opt for the available USB port located conveniently within the center console, access and control of your entire music library is at your fingertips. To ensure the system's sound is as flawless as it is advanced, a premium audio system was designed specifically for the RX by a company that built its reputation creating six-figure home-audio systems. The result: an available 15-speaker Mark Levinson[®] Premium Surround Sound Audio System¹⁵ that offers sound quality as close to a live performance as you're likely to find.



The available 15-speaker Mark Levinson Premium Surround Sound Audio System¹⁵ uses 7.1-channel architecture to create a virtual sweet spot of sound that encompasses the entire interior.





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*the pursuit of
forward thinking*

تلفن شبانه و روز ۰۲۱-۸۸۸۶۲۰۸۸

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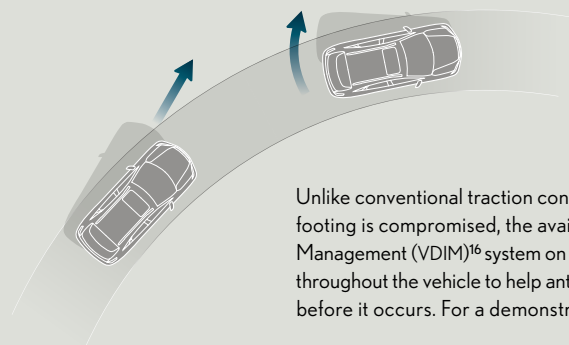
3.

YOU DON'T DESIGN A VEHICLE around a driver and then ignore their right foot. To the contrary, performance is one of the first places you begin. Which is why you'll find the RX was completely redesigned with some of the most innovative performance technology we've ever developed. A uniquely designed double-wishbone rear suspension was created to help provide greater agility (a process that took no less than 30 separate tuning sessions to get it just right, we might add). The undercarriage was crafted with wind channels for optimal aerodynamics. And the engine, with 90% of its torque available at lower RPM, was outfitted with an intelligent six-speed sequential-shift automatic transmission for greater acceleration and response. All the while providing fewer emissions and greater fuel economy. Because when it comes to performance technology, there's really only one way to handle curves: by staying ahead of them.

THE MOST TELLING PERFORMANCE TIMES AREN'T MEASURED IN SECONDS.
THEY'RE MEASURED IN MILLISECONDS.



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Unlike conventional traction control systems that react once the vehicle's footing is compromised, the available Vehicle Dynamics Integrated Management (VDIM)¹⁶ system on the RX uses a series of sensors positioned throughout the vehicle to help anticipate and correct for a loss of traction before it occurs. For a demonstration, please visit lexus.com/RX/VDIM.

By no means do we intend to discount the importance of 0-to-60 times. But, until every road is straight, flat and dry, they hardly tell the whole story. Take the available Vehicle Dynamics Integrated Management¹⁶ system on the RX, for example. Utilizing a network of sensors that monitor everything from speed, to steering, to braking, the system can anticipate a loss of traction and help correct it before it occurs. All within a fraction of a second. The RX can even sense if the wheels are braking on different surfaces—a wet road on the left and an icy shoulder on the right, for instance—and add steering torque to either side to help the driver account for the difference.



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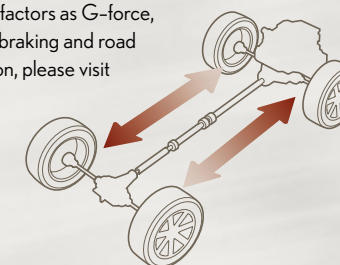
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WEATHER CAN CHANGE IN AN INSTANT.
SO WE DESIGNED AN ALL-WHEEL DRIVE SYSTEM
TO RESPOND EVEN FASTER.

All-wheel drive or no all-wheel drive? Since Mother Nature can never seem to make up her mind, how's a driver to decide? With available Active Torque Control all-wheel drive, you don't. By monitoring a series of sensors, it's designed to power the rear wheels only when needed and by the amount required. During normal on-road driving, for instance, the vehicle sends 100% of the power to the front wheels for optimal efficiency. Should you encounter a rogue patch of ice, the system will automatically allocate the necessary amount of power to the front and rear wheels to help maintain traction. It's so advanced, in fact, that it can predict your intended path around a turn and proactively provide torque to the rear wheels to help reduce oversteering or understeering.

The Active Torque Control all-wheel drive (AWD) system can distribute up to 50% of the power from the front wheels to the rear based on input from a network of sensors that monitor and account for such factors as G-force, steering angle, vehicle speed, braking and road conditions. For a demonstration, please visit lexus.com/RX/AWD.

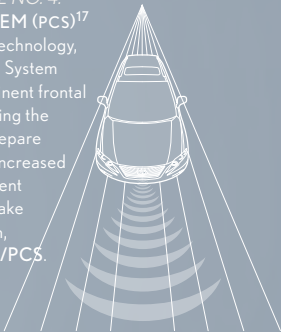


On loose or slick surfaces, Lock mode can be used to distribute power evenly between the front and rear wheels to help improve traction. Once the vehicle reaches 25 mph, the mode is automatically disengaged.

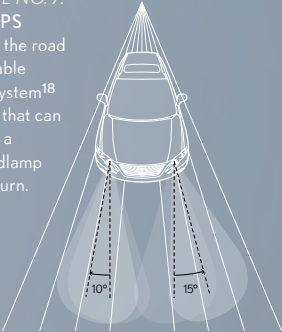
IT OFFERS 20 ACTIVELY SAFE FEATURES
THAT INCLUDE IMPRESSIVE ADVANCEMENTS IN INTUITION.



ACTIVELY SAFE FEATURE NO. 4:
PRE-COLLISION SYSTEM (PCS)¹⁷
Utilizing advanced radar technology, the available Pre-Collision System (PCS)¹⁷ can detect an imminent frontal collision and, while retracting the seatbelts, automatically prepare Brake Assist¹⁹ to provide increased braking pressure the moment you forcibly step on the brake pedal. For a demonstration, please visit lexus.com/RX/PCS.



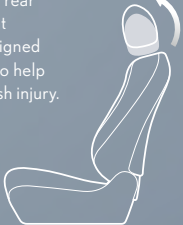
ACTIVELY SAFE FEATURE NO. 7:
ADAPTIVE HEADLAMPS
To help illuminate more of the road ahead in a curve, an available Adaptive Front Lighting System¹⁸ features a right headlamp that can rotate up to 10 degrees in a right turn and the left headlamp up to 15 degrees in a left turn.



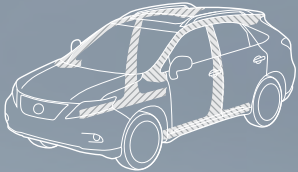
PASSIVE SAFETY FEATURE:
SEATBELT PRE-TENSIONERS
If the available Pre-Collision System (PCS)¹⁷ detects an unavoidable frontal collision, the front seatbelts are automatically retracted prior to impact, helping to protect the occupants.



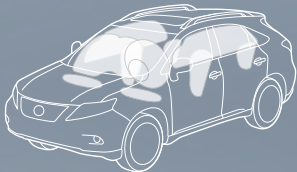
PASSIVE SAFETY FEATURE:
FRONT-SEAT ACTIVE HEADREST²¹
In the event of certain types of rear collisions, the driver's and front passenger's headrests are designed to move upward and forward to help reduce the severity of a whiplash injury.



PASSIVE SAFETY FEATURE:
REINFORCED PILLAR STRUCTURE
One of the outcomes of the 233 crash tests performed on the RX during development is a reinforced and overlapping pillar design that helps provide increased buckling strength and reduces the likelihood of deformation of the area around the pillars.



PASSIVE SAFETY FEATURE:
CLASS-LEADING 10-AIRBAG SYSTEM²²
The new RX is equipped with front- and second-row side curtain airbags,²² dual-stage front, knee and side airbags²² for the driver and front passenger; and seat-mounted side airbags²² for the rear outboard passengers.



Call it a state-of-the-art inkling, if you will. Utilizing advanced radar technology, the available Pre-Collision System¹⁷ can sense an imminent impact and automatically retract the front seatbelts while preparing Brake Assist¹⁹ to help you stop faster. It's just one of the 20 Actively Safe features offered on the RX that was inspired by our belief that the safest accident is the one that never happens. Of course, if impact does occur, you can also take comfort in knowing that the RX features a host of passive safety measures as well. Like a class-leading 10-airbag system²² and active front headrests²¹ that can move upward and forward in the event of a certain types of rear collisions to help reduce the severity of a whiplash injury. After all, while there are countless differences between this RX and the previous generation, the one thing that will never change is the priority that we place on safety.

the pursuit of
the power of h

4.

IT WASN'T SO LONG AGO THAT THE WORDS luxury and hybrid were considered mutually exclusive. The original RX Hybrid changed that. It introduced a new category and proved that conventional truisms were anything but. It proved that when technology and optimism combine, almost anything is possible. It couldn't be more fitting then that the model that brought us the world's first luxury hybrid is the one to change the category again with the completely reengineered RX 450h. It features a highly efficient gasoline engine that is unlike most in the world. Nearly every hybrid component was made more lightweight, and the entire system was made more intelligent for greater fuel efficiency and lower emissions. At the same time, its performance was enhanced with an intelligent shift-control system, a first for a hybrid. Unbelievable? That's the power of optimism. That's the power of h.



lexus.com/hybrid

PROGRESS JUST MADE PROGRESS.

● MORE FUEL-EFFICIENT ENGINE

The gasoline engine on the 2010 RX Hybrid is able to convert more of the energy generated during combustion into mechanical energy than conventional engines. The result when part of the hybrid system—fewer emissions and greater fuel efficiency.

● EXHAUST HEAT-RECOVERY SYSTEM

During startup, exhaust gasses are captured and used to help warm the gasoline engine. On cold days, this can significantly reduce the time it takes for the vehicle to reach a point where it can shut off the gasoline engine and function on battery power alone.

● ECO MODE

When in the newly offered ECO mode, fuel efficiency is increased by automatically optimizing multiple systems to consume less energy and regulating the throttle response for more even acceleration.



lexus.com/hybrid

DRIVEN BY MULTIPLE SYSTEMS.
POWERED BY ONE UNWAVERING PHILOSOPHY.

THE NEXT-GENERATION HYBRID SYSTEM

The RX 450h began with a simple challenge: Develop the most efficient Lexus Hybrid system to date without sacrificing an ounce of performance. A simple challenge that was really anything but. We started by developing a new gasoline engine from scratch—one that works differently from conventional engines to convert more of the energy generated during combustion into mechanical energy. Hardly a baby step. Next, we designed a new hybrid battery that is lighter

and more compact. One source of the battery's power, however, remains the same—the momentum captured during braking so there's no need to plug your RX 450h in.

EFFICIENCY THROUGH TECHNOLOGY

Exhaust gasses are an inevitable byproduct of combustion engines. The RX 450h, however, captures, cools and reuses these gasses in the combustion process with an Exhaust Gas Recirculation system, reducing emissions and providing best-in-class fuel

economy ratings. An Exhaust Heat-Recovery system even uses a portion of these gasses to warm the engine, significantly shortening the amount of time it takes your vehicle to reach a temperature at which it can function on battery power alone. By up to 15 minutes in extremely cold weather. And, unlike a conventional air conditioning system that is powered by the engine, the system on the RX 450h is powered by an electric motor so you can remain perfectly comfortable without being wasteful.

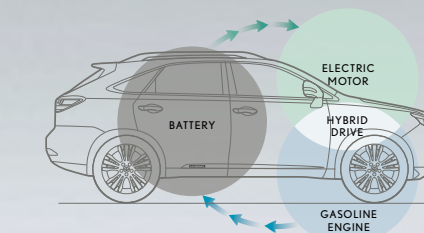
ENHANCED PERFORMANCE

The RX 450h features an automatic Electronically controlled Continuously Variable Transmission with Manual Shift mode and AI Shift Control that is the first of its kind on a hybrid vehicle. Enabling the driver to upshift or downshift on the fly, it provides greater responsiveness and maneuverability in different driving conditions. It also features an intelligent performance system that can estimate whether you are traveling uphill or downhill and automatically select the appro-

prate gear-ratio for better engine response.

IT IS, OF COURSE, STILL A LEXUS

While much of the technology has changed, the pursuit of perfection behind it has not. Case in



For a demonstration of the next-generation hybrid system, please visit lexus.com/RX/hybrid.

point, Lexus engineers developed an entirely new component for the gasoline engine. Not for the purpose of efficiency. Or for performance. It was so the gasoline engine's already subtle vibrations would be that much more imperceptible when it turns on and off while driving. Combine that with all the hallmarks of Lexus luxury, craftsmanship and innovation you've come to expect in every vehicle, and it becomes clear that while the notion of progress may be associated with the "h" on the rear, it really began years ago with the "L" on the front.



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DESIGNED TO SIMPLIFY YOUR LIFE.
AND, IF NECESSARY, SAFEGUARD IT.

Plans can change in an instant. Fortunately, available Lexus Enform^{4,5} with Safety Connect^{4,6} enables you to respond with the push of a button. For your convenience, it features live, en-route navigation assistance and the ability to upload up to 200 destinations from your computer. And, for your peace of mind, an agent can do everything from sending help if you run out of fuel to requesting emergency services in the event of airbag²² deployment or a severe rear-end collision. Learn more at lexus.com/rx/enform.

OPTION PACKAGES*

PREMIUM PACKAGE

- Leather-trimmed interior
- Lexus Memory System to control power driver's seat (except lumbar), outside mirrors and steering wheel
- Power tilt-and-slide moonroof with one-touch open/close and sliding sunshade
- USB audio input for iPod®²³/compatible music player integration with audio system
- Rear armrest storage compartment with cover
- Power rear door
- Electrochromic (auto-dimming) outside mirrors

COMFORT PACKAGE

- Heated and ventilated front seats
- Bi-Xenon™ High-Intensity Discharge (HID) headlamps (RX 350)
- Adaptive Front Lighting System (AFS)¹⁸ (RX 350)
- Intelligent high-beam headlamps¹⁴ (RX 350)
- Rain-sensing intermittent windshield wipers with mist cycle
- 12-speaker audio system

LUXURY PACKAGE

- Includes all Premium Package contents plus:
- Semi-aniline leather-trimmed interior
- Wood- and leather-trimmed steering wheel and shift knob
- Front-seat power cushion extenders
- LED-illuminated front door sills
- Headlamp washers
- Wide-view Side Monitor system¹²
- Power-folding electrochromic (auto dimming) outside mirrors
- 19-inch seven-spoke alloy wheels (RX 350)²⁴ or 19-inch split-five-spoke alloy wheels (RX 450h)²⁴ with 235/55VR19 all-season tires²⁴
- Smog-sensing automatic recirculation mode for climate-control system

NAVIGATION SYSTEM

- HDD Navigation System⁹ including Remote Touch device, voice command, high-resolution color LCD display with integrated wide-view backup camera¹³ and enhanced Bluetooth technology⁷
- XM NavTraffic^{9,11} XM NavWeather^{9,11} and XM® Sports and Stocks^{9,11} Subscription required. 90-day trial subscriptions included
- Lexus Enform^{4,5} with Safety Connect^{4,6} offers Destination Assist, eDestination, Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS) and Enhanced Roadside Assistance²⁵ Services. Subscription required. One-year trial subscription included

SPORT PACKAGE

- 19-inch seven-spoke alloy wheels (RX 350)²⁴ or 19-inch split-five-spoke alloy wheels (RX 450h)²⁴ with Superchrome finish and 235/55VR19 all-season tires²⁴
- Sport-tuned suspension
- Vehicle Dynamics Integrated Management (VDIM)¹⁶ with cutoff switch (RX 350; standard on RX 450h)

*Please see back cover for more information regarding options/packages.

OPTIONS AND ACCESSORIES*

- Mark Levinson 15-speaker, 330 watts @ less than 0.1% THD, 20-20,000 Hz²⁶ Premium Surround Sound Audio System¹⁵ with Automatic Sound Levelizer (ASL), 7.1 architecture and in-dash, single-feed, six-disc DVD/CD auto-changer featuring DVD-audio and DVD-video playback
- Lexus 12-speaker Premium Sound System with Automatic Sound Levelizer (ASL) and in-dash, single-feed, six-disc CD auto-changer
- High-resolution LED dual-screen DVD Rear-Seat Entertainment System (RSES)² with wireless headphones³ audio/video inputs and two-prong 120V AC power outlet
- Heads-up Display
- Wood- and leather-trimmed steering wheel and shift knob
- Heated and ventilated front seats
- Bi-Xenon High-Intensity Discharge (HID) headlamps with Adaptive Front Lighting System (AFS)¹⁸
- LED headlamps with Adaptive Front Lighting System (AFS)¹⁸ intelligent high-beam headlamps¹⁴ and headlamp washers (RX 450h)
- 19-inch seven-spoke alloy wheels²⁴ with 235/55VR19 all-season tires (RX 350)²⁴
- 19-inch split-five-spoke alloy wheels²⁴ with 235/55VR19 all-season tires (RX 450h)²⁴
- Backup camera¹³ integrated into inside rearview mirror
- Intuitive Parking Assist
- Pre-Collision System (PCS)¹⁷ and Dynamic Radar Cruise Control¹⁷
- Two-prong 120V AC power outlet
- Towing Prep Package (AWD and RX 350 FWD only)²⁸
- Towing equipment (tow-hitch receiver, ball mount, trailer ball)²⁸
- All-weather cargo mat
- Ashtray
- Cargo net - envelope
- Carpet cargo mat
- Glass-breakage sensor
- Remote engine starter²⁹
- Roof rack attachment-bike rack
- Roof rack attachment-ski/snowboard rack
- Roof rack cross bars³⁰
- Wheel locks
- Wireless headphones³
- First aid kit
- Paint protection film³¹
- Car cover

GENERAL

TYPE	Five-passenger luxury utility vehicle
CONSTRUCTION	Welded-steel unibody
CURB WEIGHT	4,178 lb (1,895 kg) (RX 350 FWD) 4,343 lb (1,970 kg) (RX 350 AWD) 4,520 lb (2,050 kg) (RX 450h FWD) 4,652 lb (2,110 kg) (RX 450h AWD)
APPROACH ANGLE	28.6° (RX 350, RX 450h AWD) 28.5° (RX 450h FWD)
DEPARTURE ANGLE	24.9° (RX 350 AWD) 25.1° (RX 350 FWD) 24.6° (RX 450h)
TOWING CAPACITY (MAX)	3,500 lb (1,588 kg) ²⁸ (AWD, RX 350 FWD w/optional Towing Prep Package)

WHEELS



18-inch five-spoke alloy wheel²⁴
STANDARD RX 350 AND RX 450h




19-inch seven-spoke alloy wheel²⁴
AVAILABLE RX 350
19-in seven-spoke Superchrome alloy wheel²⁴
AVAILABLE RX 350


RX 450h



19-inch split-five-spoke alloy wheel²⁴
AVAILABLE RX 450h
19-inch split-five-spoke Superchrome alloy wheel²⁴
AVAILABLE RX 450h

BODY AND DIMENSIONS

HEADROOM front/rear w/moonroof 39.1/37.7 in (992/958 mm)	SHOULDER ROOM front/rear 58.0/57.6 in (1,473/1,462 mm)
	HIP ROOM front/rear 55.6/54.5 in (1,412/1,385 mm)
HEIGHT 66.3 in (1,685 mm) 67.7 in (1,720 mm) (w/roof rails)	
	WIDTH 74.2 in (1,885 mm)

CARGO CAPACITY 40.0 cu ft (1,132 L) ¹ (behind rear seats) 80.3 cu ft (2,272 L) ¹ (max)	FUEL-TANK CAPACITY 19.2 gal (72.5 L)
LEGROOM front/rear 43.1/36.8 in (1,096/934 mm) (RX 350) 43.1/37.1 in (1,096/942 mm) (RX 450h)	
GROUND CLEARANCE 7.3 in (185 mm) (RX 350) 6.9 in (175 mm) (RX 450h)	WHEELBASE 107.9 in (2,740 mm)
	OVERALL LENGTH 187.8 in (4,770 mm)

RX 450h

HEADROOM front/rear w/moonroof 39.1/37.7 in (992/958 mm)	SHOULDER ROOM front/rear 58.0/57.7 in (1,473/1,465 mm)	HIP ROOM front/rear 55.6/54.5 in (1,412/1,385 mm)
HEIGHT 66.3 in (1,685 mm) 67.7 in (1,720 mm) (w/roof rails)		
	WIDTH 74.2 in (1,885 mm)	

PERFORMANCE

	RX 350
0-60 MPH ACCELERATION	7.4 seconds (FWD) ^{32,33} 7.5 seconds (AWD) ^{32,33}
1/4-MILE ACCELERATION	15.7 seconds ^{32,33}
TOP TRACK SPEED (electronically limited)	112 mph ^{32,33}
FUEL ECONOMY ESTIMATES (city/highway/combined)	18/25/21 mpg (FWD) ³⁴ 18/24/20 mpg (AWD) ³⁴
AERODYNAMIC DRAG COEFFICIENT	0.33
TURNING CIRCLE	38.8 ft (11.8 m)

	RX 450h
0-60 MPH ACCELERATION	7.8 seconds (FWD) ^{32,33} 7.4 seconds (AWD) ^{32,33}
1/4-MILE ACCELERATION	16.0 seconds (FWD) ^{32,33} 15.6 seconds (AWD) ^{32,33}
TOP TRACK SPEED (electronically limited)	112 mph ^{32,33}
FUEL ECONOMY ESTIMATES (city/highway/combined)	32/28/30 mpg (FWD) ³⁴ 30/28/29 mpg (AWD) ³⁴
AERODYNAMIC DRAG COEFFICIENT	0.33
TURNING CIRCLE	38.8 ft (11.8 m)

DRIVETRAIN

	RX 350
DRIVE WHEELS	Front-wheel drive (FWD) Active Torque Control all-wheel drive with variable torque split and manual-locking center differential
TRANSMISSION	Six-speed automatic Electronically Controlled Transmission (ECT) with Manual Shift and Snow modes
FINAL DRIVE RATIO	4.398:1 (FWD) 4.398:1/2.278:1 (front/rear) (AWD)

	RX 450h
DRIVE WHEELS	Front-wheel drive (FWD) Part-time all-wheel drive (AWD) ³⁵
TRANSMISSION	Electronically controlled Continuously Variable Transmission (ECVT) with Manual Shift and Snow modes
FINAL DRIVE RATIO	3.542:1

ENGINE

	RX 350
TYPE	60° V6, aluminum block and heads
DISPLACEMENT	3.5 liters (211 cubic inches)
VALVETRAIN	Four cam, four valves per cylinder, with dual Variable Valve Timing with intelligence (VVT-i)
HORSEPOWER AT RPM	275 hp @ 6,200 ³²
TORQUE AT RPM	257 lb-ft @ 4,700 ³²
EMISSION RATING	Certified Ultra-Low Emission Vehicle (ULEV II)

	RX 450h
TYPE	Atkinson Cycle 60° V6, aluminum block and heads
DISPLACEMENT	3.5 liters (211 cubic inches)
VALVETRAIN	Four cam, four valves per cylinder, with Variable Valve Timing with intelligence (VVT-i)
ELECTRIC-DRIVE MOTORS	Front (FWD) or front and rear (AWD) high-output, permanent-magnet, electric-drive motors with EV mode
TOTAL SYSTEM HORSEPOWER	295 hp ³²
EMISSION RATING	Certified Super Ultra-Low Emission Vehicle (SULEV II)

CHASSIS

SUSPENSION	Front: Independent, MacPherson struts with inversely wound coil springs, gas-pressurized shock absorbers, stabilizer bar Rear: Independent, double-wishbone with coil springs, gas-pressurized shock absorbers, stabilizer bar
STEERING	Electronic Power Steering (EPS) system 2.79 turns lock-to-lock
BRAKES	Four-wheel power-assisted disc brakes with four-sensor, four-channel Anti-lock Braking System (ABS), Electronic Brakeforce Distribution (EBD) and Brake Assist ¹⁹ 12.9-in ventilated front, 12.2-in solid rear discs (RX 350) 12.8-in ventilated front, 12.2-in solid rear discs (RX 450h) Electronic Controlled Braking (ECB) with regenerative braking function (RX 450h)
WHEELS AND TIRES	18-in five-spoke alloy wheels ²⁴ with 235/60R18 all-season tires ²⁴ Optional: 19-in seven-spoke alloy wheels ²⁴ with 235/55R19 all-season tires (RX 350) ²⁴ Optional: 19-in seven-spoke alloy wheels ²⁴ with available Superchrome finish and 235/55R19 all-season tires (RX 350) ²⁴ Optional: 19-in split-five-spoke alloy wheels ²⁴ with available Superchrome finish and 235/55R19 all-season tires (RX 450h) ²⁴

STANDARD LUXURY FEATURES

LUXURY AND CONVENIENCE

- SmartAccess^{29,36} with push-button Start/Stop and touch sensors on exterior front-door handles
- Dual-zone automatic climate control with interior air filter
- Power windows with one-touch auto open/close feature
- Remote-linked opening for windows and available moonroof
- Power tilt-and-telescopic steering column
- Power door locks
- Cruise control
- Sliding front center console with storage bin, dual power outlets and pass-through storage
- Accessory power outlet in front center stack, rear console box and rear cargo area
- Electrochromic (auto-dimming) inside rearview mirror
- HomeLink[®] universal transceiver to operate compatible garage, gate, home lighting and home security systems
- Front and rear cupholders
- Automatic on/off projector-beam headlamps with auto-off delay
- Power-adjustable outside mirrors with integrated turn indicators and defoggers
- Roof rails³⁷
- Rear bumper protector

SEATING AND TRIM

- Espresso bird’s-eye maple or brown walnut interior wood trim
- Leather-trimmed steering wheel and shift knob
- 10-way driver’s and front passenger’s (including lumbar) power seats
- Height-adjustable headrests for all seats
- Reclining, sliding rear seat (40/20/40 split)

AUDIO

- Bluetooth technology⁷
- XM Radio.^{9,10,11} Subscription required. 90-day trial subscription included
- Lexus nine-speaker Premium Sound System with Automatic Sound Levelizer (ASL) and in-dash, single-feed, six-disc CD auto-changer
- Bluetooth audio⁸ profile for wireless integration of compatible music players
- Auxiliary iPod²³/MP3/Windows Media[®] Audio (WMA) port
- FM-diversity antenna system

INSTRUMENTATION AND CONTROLS

- Electroluminescent instrumentation
- Steering-wheel-mounted audio and display controls
- Organic Light-Emitting Diode (OLED) multi-information display in gauge cluster
- Liquid Crystal Display (LCD) multi-information display on upper console
- Interior electronic fuel-filler door release
- Lexus Personalized Settings (LPS) to customize select electronic functions and vehicle settings

STANDARD SAFETY AND SECURITY FEATURES

ACTIVE SAFETY

- Vehicle Dynamics Integrated Management (VDIM)¹⁶ with cutoff switch (RX 450h, available RX 350)
- Vehicle Stability Control (VSC)¹⁶ with cutoff switch (RX 350)
- Traction Control (TRAC)
- Electronic Controlled Braking (ECB) (RX 450h)
- Four-sensor, four-channel Anti-lock Braking System (ABS)
- Brake Assist¹⁹
- Electronic Brakeforce Distribution (EBD)
- Four-wheel power-assisted disc brakes
- Direct Tire Pressure Monitor System²⁰
- Daytime running lights
- Integrated foglamps
- LED taillamps
- Water-repellent front-door glass
- Variable intermittent front windshield wipers
- Rear intermittent wiper
- Rear-window defogger with auto-off timer

PASSIVE SAFETY

- Driver’s and front passenger’s advanced airbag system (SRS)²² with front passenger’s twin-chamber airbag (SRS)²²
- Front and rear seat-mounted side airbags (SRS)²²
- Driver’s and front passenger’s knee airbags (SRS)²²
- Front and rear Roll-Sensing Curtain Airbags (RSCA) (SRS)²²
- Active front headrests²¹
- Three-point seatbelts for all seating positions, pre-tensioners with force limiters for front and outboard rear seats
- Automatic Locking Retractor/Emergency Locking Retractor (ALR/ELR) seatbelts for rear outboard seating positions. Emergency Locking Retractor (ELR) only for driver’s seat
- Height-adjustable front shoulder belt anchors
- Child Restraint Seat (CRS) tether anchor brackets for rear outboard seating positions
- Highly rigid body structure with front and rear crumple zones
- Side-impact door beams
- Reinforcements in pillars and door sills
- Impact-dissipating upper interior trim
- Collapsible steering column
- Collapsible brake pedal

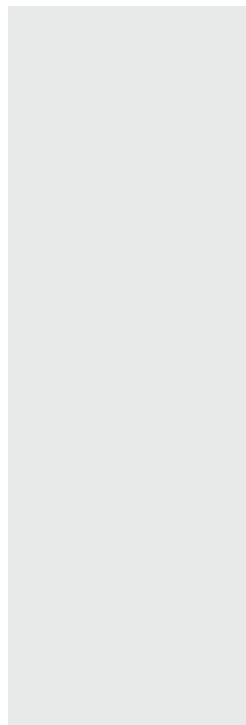
SECURITY

- Safety Connect⁴⁶ features Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS) and Enhanced Roadside Assistance.²⁵ Subscription required. One-year trial subscription included
- Vehicle theft-deterrent and engine-immobilizer system²⁹
- First aid kit
- Tool kit

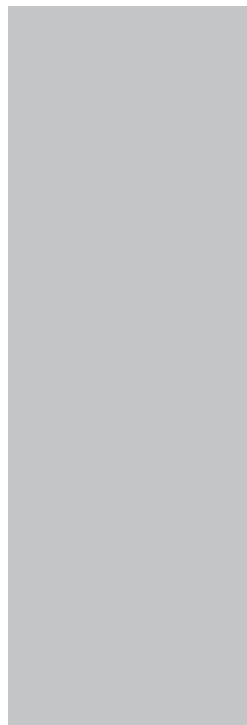


ENGINEERED BY LEXUS.
PERFECTED BY YOU.
LOOK INSIDE TO FIND YOUR
IDEAL COLOR COMBINATION.


EXTERIOR COLORS




Tungsten Pearl



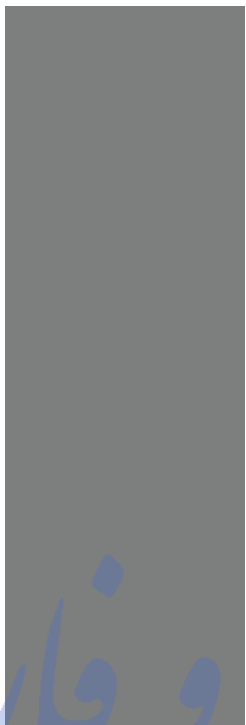
Starfire Pearl




Truffle Mica



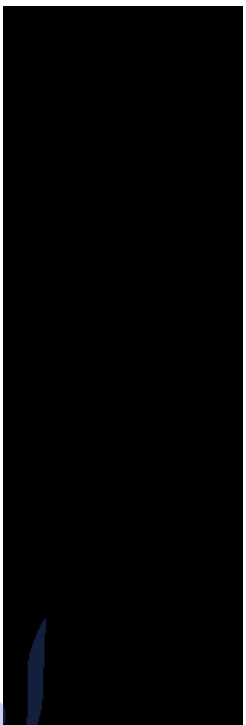
Cerulean Blue Metallic



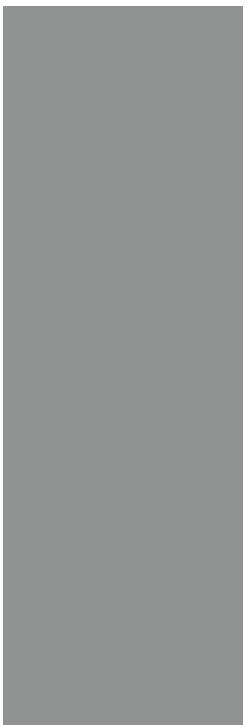
Golden Almond Metallic



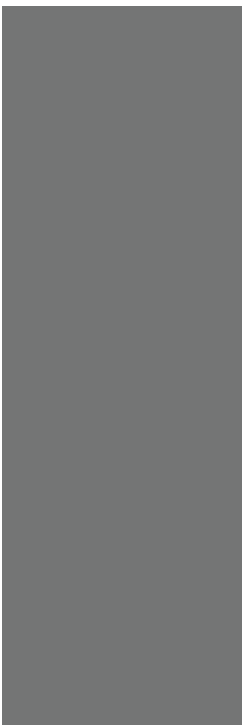
Matador Red Mica




Black Sapphire Pearl



Obsidian



Smoky Granite Mica



Aurora White Pearl*

INTERIOR COLORS



Parchment Leather



Light Gray Leather



Black Leather

WOOD TRIM



Espresso Bird's-Eye Maple



Brown Walnut

COLOR AVAILABILITY

	Parchment Leather	Light Gray Leather	Black Leather	Light Gray Fabric
Tungsten Pearl		■	■	■
Starfire Pearl	■	■		■
Truffle Mica	■		■	
Cerulean Blue Metallic	■	■	■	■
Golden Almond Metallic	■		■	
Matador Red Mica	■		■	
Black Sapphire Pearl	■	■	■	
Obsidian	■	■	■	
Smoky Granite Mica		■	■	
Aurora White Pearl*		■		
Espresso Bird's-Eye Maple		■		■
Brown Walnut	■		■	

For information on pricing, financing and to configure your own, please visit lexus.com/RX.

Fabric interior is standard. Leather and perforated leather-trimmed interior is available. *Available on RX 450h only.

WARRANTY

Four-year/50,000-mile Lexus Limited Warranty. Six-year/70,000-mile Powertrain Warranty. Six-year/unlimited-mileage Corrosion Perforation Warranty. All warranties with zero deductible. See the RX and RX Hybrid *Warranty and Services Guides* at your Lexus dealer for details.

1. Cargo and load capacity limited by weight and distribution. **2.** A single-disc DVD player is standard on vehicles equipped with the dual-screen Rear-Seat Entertainment System. A separate DVD player or game system utilizing the center console's video/audio inputs is required in order to use the split-screen function. **3.** Headphones are for passenger use only. Do not use while operating vehicle. **4.** Lexus Enform and Safety Connect are available on select models. Contact with the Lexus Enform and/or Safety Connect response center is dependent upon the telematics device being in operative condition, cellular connection availability, navigation map data and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency support. Enrollment and Telematics Subscription Service Agreement required. One-year trial subscription available only with new vehicle purchase of Lexus Enform- and Safety Connect-equipped vehicles. Additional subscription terms available; charges vary by subscription term selected. **5.** Lexus Enform premium services Destination Assist and eDestination will function in the contiguous United States. These services may also function in Hawaii and limited areas of Alaska for vehicles that contain map data for those states. They will not function in Canada or in other countries outside the United States. **6.** The Safety Connect services Automatic Collision Notification, Emergency Assistance and Stolen Vehicle Location will function in the United States, including Hawaii and Alaska, and in Canada; Enhanced Roadside Assistance will function in the United States (except for Hawaii) and in Canada. No Safety Connect services will function outside of the United States in countries other than Canada. **7.** The Bluetooth technology phones listed on lexus.com have been tested for compatibility with Lexus vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Lexus. **8.** Bluetooth audio device must be enabled with A2DP and AVRCP. **9.** The Navigation System is designed to assist in locating an address or point of interest. XM Radio, XM NavTraffic and XM NavWeather require a monthly service fee and hardware. XM NavTraffic is designed to provide real-time traffic or alternative routes of travel; XM NavWeather is designed to provide real-time weather and forecasting information in your general vicinity. Discrepancies may be encountered between the system and your actual location. Road system and weather changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic Navigation updates available at an additional cost. Please see your *Navigation System Owner's Manual* for further details. **10.** Functioning XM Radio requires a monthly service fee. Please see your Lexus dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions governed by the XM Customer Agreement available at xmradio.com/serviceterms. Available only in the 48 contiguous United States and D.C. **11.** XM NavTraffic and XM NavWeather each require a separate XM subscription. XM Sports and Stocks is included with an XM Radio subscription. After a 90-day complimentary trial, you must set up the appropriate XM subscription(s) to continue receiving these services. The XM NavTraffic, XM NavWeather and XM Sports and Stocks services are available in the 48 contiguous United States and Canada. For details about the XM service coverage areas, visit www.xmradio.com or call the XM Listener Care Center at 1-877-515-3987. To receive XM NavTraffic, XM NavWeather and XM Sports and Stocks services, XM service must be activated. To activate the service, call the XM Listener Care Center. Subscriptions are governed by the XM Customer Agreement available at xmradio.com/serviceterms. XM is responsible for all XM fees, services and programming which are subject to change. **12.** The Wide-view Side Monitor system does not provide a comprehensive view of the front-passenger side area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm clearance. Cold weather will limit effectiveness and view may become cloudy. **13.** The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. **14.** The intelligent high-beam headlamps can help improve vision at night. However, conditions such as a dirty windshield, rapidly changing light conditions or hilly terrain will limit effectiveness so the driver may need to manually change the high beams from on to off. Please see your *Owner's Manual* for details. **15.** Mark Levinson is a registered trademark of Harman International Industries, Inc. **16.** Vehicle Stability Control (VSC) and Vehicle Dynamics Integrated Management (VDIM) are electronic systems designed to help the driver maintain vehicle control under adverse conditions. They are not substitutes for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC or VDIM will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. **17.** The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. Please see your *Owner's Manual* for further information. **18.** The Adaptive Front Lighting System can help improve vision at night. However, conditions such as dirty windshield, rapidly changing light conditions or hilly terrain will limit effectiveness so the driver may need to manually change the high beams from on to off. Please see your *Owner's Manual* for details. **19.** 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. **20.** The Tire Pressure Monitor 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. **21.** Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions. **22.** All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. Please see your *Owner's Manual* for further information/warnings. **23.** iPod is a registered trademark of Apple Inc. All rights reserved. **24.** 18-in and 19-in performance tires are expected to experience greater tire wear than conventional tires. Tire life may be substantially less than 15,000 miles, depending on driving conditions. **25.** Coverage only available in the continental U.S. and Canada. Please see your Lexus dealer for details. **26.** Continuous average power, all channels driven, at less than 0.1% THD; 20-20,000 Hz. **27.** Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your *Owner's Manual* for important instructions and cautions. **28.** Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your *Owner's Manual*. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment. **29.** The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a SmartAccess fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or SmartAccess fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or SmartAccess fob, it can be costly to replace. If you lose a key or SmartAccess fob, your Lexus dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local *Yellow Pages* or by contacting www.aloa.org. **30.** Roof rack with cross bars is not recommended for luggage. **31.** Currently available PPO. Ask your Dealer Sales Consultant for vehicle application. **32.** Ratings achieved using the required premium unleaded gasoline with an octane rating of 91 or higher. If premium fuel is not used, performance will decrease. **33.** Performance figures are for comparison only and were obtained with prototype vehicles by professional drivers using special safety equipment and procedures. Do not attempt. **34.** EPA-estimated mileage. Actual mileage will vary. **35.** The RX 450h is not designed to be driven off-road. **36.** The SmartAccess system may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. **37.** Roof rack capacity is 165 lb. Please see your *Owner's Manual* for details. **38.** Cover stock is composed of 10% post-consumer waste.

*Lexus strives to build vehicles to match customer interest, and thus they typically are built with popular options and option packages. Not all options/packages are available separately, and some may not be available in all regions of the country. See lexus.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. 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 only. Some vehicles shown with available equipment. See your Lexus dealer for details. Lexus reminds you to wear seatbelts, secure children in rear seat, obey all traffic laws and drive responsibly. For more information, call 800-USA-LEXUS (872-5398) or visit lexus.com. To learn more about your financing options, contact your Lexus dealer or call Lexus Financial Services at 800-874-7050.

Bertoia wire chair used courtesy of Bertoia Studio.

THE PAGES OF THIS BROCHURE TELL A STORY. Not just of the 2010 RX, but also of one of the many ways we are working to reduce our environmental impact. The paper used, referred to in the printing industry as "Lexus Pursuit 30," is composed of 30% post-consumer waste³⁸—the most we've ever used and 20% more than traditional brochures. It's also manufactured with 100% renewable electricity and has garnered just about every environmentally responsible acronym you can imagine. Including FSC and PEFC certifications.

