Vehicle shown with available equipment.
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 all-new 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
Vehicle shown with available equipment.
DRIVERS OF THE ALL-NEW 2010 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 larger cargo area, 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 new 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 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.
Vehicle shown with available equipment.

When properly 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.

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.
IT OFFERS A UNIQUE APPROACH TO SEATING: YOURS.

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.

Vehicle shown with available equipment.
AND CINEMATIC PREFERENCE.

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 area in the RX is as wide and expansive as it is. By offering a new take on the conventional double-wishbone design, the suspension towers take up no space in the cargo area, enabling four large suitcases to lay flat. Need additional room? 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.

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

Vehicle shown with available equipment. See disclaimers on page 49 (please download/print).
With its newly designed rear suspension, the 2010 RX offers greater floor space than the previous generation.
Vehicle shown with available equipment.
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 Bluetooth® technology, you can control your compatible cell phone and portable audio player wirelessly through the RX. After all, while the RX has more than its share of road-sticking technology, what could make you feel more connected than actually being, well, connected?
HEADS-UP DISPLAY, available on the RX, can project simple navigation directions, audio information and vehicle speed on the windshield in front of you.

VOICE COMMAND, available on the RX, enables you to place Bluetooth® 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.

BLUETOOTH® AUDIO connects wirelessly to your compatible audio player, allowing you to control it through the vehicle’s interface.

See disclaimers on page 49 (please download/print).
DEVELOPED FROM AN UNDERSTANDING THAT 100% OF OUR DRIVERS ARE HUMAN.
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 System 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. The most thoroughly tested voice-recognition system available, it can be used to control nearly every function within the interior from climate, to audio, to placing Bluetooth 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, XM Radio, select climate functions, Bluetooth calls, select navigation functions and XM NAVWeather and XM NAVTraffic features. For a demonstration, please visit lexus.com/RX/voicecommand.

See disclaimers on page 49 (please download/print).
SO INNOVATIVE, IT ALLOWS YOU TO DO WHAT MOST NAVIGATION SYSTEMS DO NOT: DRIVE.

Available XM NAVTraffic® provides real-time traffic, road construction and accident information. For a demonstration, please visit lexus.com/RX/navigation.

Available XM NAVWeather® 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.

Vehicle shown with available equipment.
See disclaimers on page 49 (please download/print).
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 System on the new 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.
An available backup camera displays a wide-angled color view on the rearview mirror or on the available Navigation System screen whenever the RX is placed in reverse.

To assist you with parking and when negotiating narrow passes, an available Wide-view Side Monitor system 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.

Vehicles shown with available equipment. See disclaimers on page 49 (please download/print).
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 system that uses a camera positioned underneath the passenger-side mirror to help take the guesswork out of parking. And an available backup camera that can provide a view of objects behind you on the rearview mirror or on the available Navigation System display. With the available intelligent highbeam headlamps, 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.
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 XM Radio® 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. And, with a compatible Bluetooth® portable audio player, your entire music library can be accessed and controlled through the RX interface without ever removing the player from your pocket or purse. Should your player not feature Bluetooth® capability, the same level of control is offered via an available USB port located conveniently within the armrest. 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 System® that offers sound quality as close to a live performance as you’re likely to find.
Vehicle shown with available equipment.
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 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.

Unlike conventional traction control systems that react once the vehicle’s footing is compromised, the available Vehicle Dynamics Integrated Management (VDIM)™ 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.

Vehicle shown with available equipment.
See disclaimers on page 49 (please download/print).
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 Management™ 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.
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.
On loose or slick surfaces, Lock mode can be used to distribute power evenly between the front and rear wheels to help improve traction. The Lock mode disengages and transfers to the Auto mode when vehicle speed exceeds 25 mph (40 km/h).

The Active Torque Control all-wheel drive (AWD) system powers the rear wheels, only as needed, to help increase fuel efficiency. Based on road conditions and input from various sensors, it can automatically vary power distribution from 50/50 (front/rear) to 100/0 (front/rear). An AWD Lock mode transfers the maximum amount of power to the rear wheels for improved traction in slick, low-speed conditions; AWD Lock mode disengages automatically when the vehicle reaches 25 mph. For a demonstration, please visit lexus.com/RX/AWD.
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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.

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.
IT OFFERS 20 ACTIVELY SAFE FEATURES. INCLUDING ONE HIGHLY SOPHISTICATED HUNCH.

- Retractable Headlamp Washers
- Multispeed Rain-sensing Windshield Wipers
- Water-repellent High-visibility Front-door Glass
- Adaptive Front Lighting System (AFS)
- HID or LED Headlamps
- Intelligent Highbeam Headlamps
- Pre-collision System (PCS)
- Emergency-sensing Brake Assist
- Split-friction Brake Control
- Four-wheel Anti-lock Braking System (ABS)
- Four-wheel Disc Brakes with Twin-piston Front Calipers

Vehicle shown with available equipment. See disclaimers on page 49 (please download/print).
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.

Call it a state-of-the-art inkling, if you will. Utilizing advanced radar technology, the available PRE-COLLISION SYSTEM\(^\text{12}\) can sense an imminent impact and automatically retract the front seatbelts while preparing Brake Assist\(^\text{13}\) 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 system\(^\text{16}\) and active front headrests\(^\text{15}\) that can move upward and forward in the event of a certain types of rear collisions to help prevent whiplash. After all, while there are countless differences between the all-new RX and the previous generation, the one thing that will never change is the priority that we place on safety.
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.
PROGRESS JUST MADE PROGRESS.
MORE FUEL-EFFICIENT ENGINE
The gasoline engine on the all-new 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.
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 even more powerful. One source of its power, however, remains the same—the momentum captured during braking so there's no need to plug it 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 a new Exhaust Gas Recirculation system, reducing emissions and providing best-in-class fuel economy. A new Exhaust Heat-Recovery system even uses a portion of these gasses to warm the engine, significantly shortening the amount of time it takes the RX to reach a temperature at which it can function on battery power alone. By up to 15 minutes in extremely cold weather. And, unlike conventional engine-powered air conditioning systems, the system on the RX 450h is powered by an electric motor so you can remain comfortable without being wasteful.
ENHANCED PERFORMANCE
The RX 450h features a manual-shift mode that is the first of its kind on a hybrid utility vehicle. Enabling the driver to upshift or downshift on the fly, it provides greater responsiveness and maneuverability coming out of corners. It also features an intelligent performance system that can estimate whether you are traveling uphill or downhill and automatically select the appropriate gear-ratio for optimal 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 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.

For a demonstration of the next-generation hybrid system, please visit lexus.com/RX/hybrid.
Customer service beyond expectations. It’s the one pursuit that has nothing to do with the design of our vehicles and everything to do with our philosophy as a company. “Treat each customer as we would a guest in our home” is not just a promise we make. It’s a promise we keep.
PREMIUM PACKAGE
- Leather-trimmed interior
- Power tilt-and-slide moonroof with one-touch open/close and sliding sunshade
- Lexus Memory System to control power driver’s seat (except lumbar), outside mirrors and steering wheel
- Electrochromic (auto-dimming) outside mirrors
- Power rear door
- USB audio input for iPod®17/compatible music player integration with audio system
- Rear armrest storage compartment with cover

COMFORT PACKAGE
- Heated and ventilated front seats
- Bi-Xenon™ High-Intensity Discharge (HID) headlamps (RX 350, RX 450h) or LED headlamps (RX 450h includes headlamp washers)
- Adaptive Front Lighting System (AFS)
- Intelligent highbeam headlamps
- Rain-sensing intermittent windshield wipers with mist cycle

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 extender
  - LED-illuminated front door sills
  - 19-inch seven-spoke alloy wheels (RX 350) or 19-inch split-five-spoke alloy wheels (RX 450h) with 235/55VR19 all-season tires
  - Headlamp washers
  - Power-folding outside mirrors
  - Wide-view Side Monitor system

NAVIGATION PACKAGE
- HDD Navigation System including Remote Touch device, voice command, color LCD display with integrated backup camera, 12-speaker audio system and enhanced Bluetooth technology
- XM NavTraffic and XM NavWeather
- Lexus 12-speaker Premium Sound System with Automatic Sound Levelizer (ASL) and in-dash, single-feed, six-disc CD auto-changer
- Smog-sensing automatic recirculation mode for climate-control system

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

*Please see inside back cover for more information regarding options/packages.
The service you receive as a Cardmember* promises everything you expect from Lexus. With the Lexus Pursuits Visa® Signature Card, you will enjoy no pre-set spending limit† and no annual fee. Also enjoy exclusive Visa Signature concierge benefits, including complimentary assistance with travel, hard-to-get tickets and even the perfect gift. Plus, you will receive preferred access to popular entertainment, dining and special events.

With Lexus Pursuits Points, you will earn Lexus rewards, which are part of one of the richest rewards programs available. Earn 5 points for every $1 spent at your participating Lexus dealership and 1.5 points for every $1 spent everywhere Visa is accepted. Points are redeemable toward Lexus service, parts, accessories—and even up to 10% off your next new Lexus vehicle purchase or lease at participating Lexus dealerships. With the optional Travel Rewards Program (yearly fee required) you may choose to redeem your points toward virtually all your travel needs.

To apply, call 888-777-5555 ext. 82259 or visit LexusPursuits.com/apply/vehicle10.

*On approved credit. Terms, conditions and restrictions apply and are fully described in the Lexus Pursuits Visa Cardmember Agreement and the Lexus Pursuits Rewards Program Terms and Conditions. Redemption only available at participating Lexus dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. You must have a valid permanent home address within the 50 United States or the District of Columbia. The creditor and issuer of the Lexus Pursuits Visa is Lexus Financial Savings Bank.

†No pre-set spending limit does not mean unlimited spending.

LEXUS MAGAZINE
Every three months, owners are mailed a complimentary issue of Lexus magazine, an award-winning journal of experiences, trends and human-interest pieces. While some stories are directly related to Lexus vehicles and innovations, the magazine primarily focuses on the more unique and lifestyle-oriented aspects of luxury. Readers will find interesting information and thought-provoking articles on cuisine, culture and travel destinations and will enjoy beautifully photographed articles by well-regarded editors and writers. In fact, current Lexus owners find the magazine so entertaining that the majority pass their personal copy along to family and friends for their enjoyment.

The Dealership Experience
If you visit one of our dealerships, make yourself at home. Help yourself to a beverage or some light fare. Been awhile since you’ve checked your stocks or e-mail? Most dealerships provide Internet access. Picking up your new Lexus? Rest assured that our associates will make the transition as seamless as possible. From setting your favorite radio stations to connecting and transferring your compatible cell phone’s contacts to the available Bluetooth* system on your vehicle. We’ll even position and adjust the driver’s seat to your exact specifications.

Hotel Partnerships
We’ve also formed partnerships with more than 15 of the country’s premiere vacation destinations, including The Fairmont Turnberry Isle Resort & Club, Miami; The Fairmont Orchid, Hawaii; and The Fairmont San Francisco. As a benefit of this partnership, every Lexus owner, upon booking their second night’s stay, is automatically given Premier membership status in Fairmont President’s Club and offered a complimentary room upgrade along with a host of other available benefits.

For a complete list of our hotel partners and more information on the ownership benefits listed here, please visit owners.lexus.com.

VIP Treatment
We’ve made arrangements with select partners across the country to provide first-class treatment to Lexus owners. At specific venues, for example, benefits include waived parking fees, complimentary valet service and convenient, designated spaces. At certain theaters and sporting arenas, Lexus owners can receive VIP access to Lexus clubs and lounges through their dealer. And, should you ever visit California’s world-renowned Napa Valley, we’ve arranged for VIP treatment at some of the finest wineries. Specific benefits vary from exclusive reserve tastings and complimentary shipping to personal cellar tours and private picnics overlooking the valley.

The Dealership Experience
If you visit one of our dealerships, make yourself at home. Help yourself to a beverage or some light fare. Been awhile since you’ve checked your stocks or e-mail? Most dealerships provide Internet access. Picking up your new Lexus? Rest assured that our associates will make the transition as seamless as possible. From setting your favorite radio stations to connecting and transferring your compatible cell phone’s contacts to the available Bluetooth* system on your vehicle. We’ll even position and adjust the driver’s seat to your exact specifications.

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*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.

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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 AND WOOD TRIM

Espresso  Bird’s-Eye Maple  Brown Walnut  Parchment Leather  Light Gray Leather  Black Leather

COLOR AVAILABILITY

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<td>Espresso Bird’s-Eye Maple</td>
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<td>•</td>
</tr>
<tr>
<td>Brown Walnut</td>
<td>•</td>
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</tbody>
</table>

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. 2010 RX 450h available April 2009. *Available on RX 450h only.
STANDARD LUXURY FEATURES

LUXURY AND CONVENIENCE
SmartAccess\textsuperscript{22,29} 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\textsuperscript{®} 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 rails

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 technology\textsuperscript{3}
XM Radio\textsuperscript{6}
Lexus nine-speaker Premium Sound System with Automatic Sound Levelizer (ASL) and in-dash, single-feed, six-disc CD auto-changer
Bluetooth\textsuperscript{4} audio profile for wireless integration of compatible music players\textsuperscript{4} with in-vehicle audio system controls
Auxiliary iPod\textsuperscript{17}/MP3/Windows Media\textsuperscript{®} 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)\textsuperscript{11} with cutoff switch (RX 450h, available RX 350)
Vehicle Stability Control (VSC)\textsuperscript{11} with cutoff switch (RX 350)
Traction Control (TRAC)
Electronic Controlled Braking (ECB) (RX 450h)
Four-sensor, four-channel Anti-lock Braking System (ABS)
Brake Assist\textsuperscript{13}
Electronic Brakeforce Distribution (EBD)
Four-wheel power-assisted disc brakes
Direct Tire Pressure Monitor System\textsuperscript{14}
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)\textsuperscript{16} with front passenger’s twin-chamber airbag (SRS)\textsuperscript{16}
Front and rear seat-mounted side airbags (SRS)\textsuperscript{16}
Driver’s and front passenger’s knee airbags (SRS)\textsuperscript{16}
Front and rear Roll-Sensing Curtain Airbags (RSCA) (SRS)\textsuperscript{16}
Active front headrests\textsuperscript{15}
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
Vehicle theft-deterrent and engine-immobilizer system\textsuperscript{22}
First aid kit
Tool kit

See disclaimers on page 49 (please download/print).
PREMIUM PACKAGE
Leather-trimmed interior
Power tilt-and-slide moonroof with one-touch open/close and sliding sunshade
Lexus Memory System to control power driver’s seat (except lumbar), outside mirrors and steering wheel
Electrochromic (auto-dimming) outside mirrors
Power rear door
USB audio input for iPod®/compatible music player integration with audio system
Rear armrest storage compartment with cover

COMFORT PACKAGE
Heated and ventilated front seats
Bi-Xenon™ High-Intensity Discharge (HID) headlamps (RX 350, RX 450h) or LED headlamps (RX 450h includes headlamp washers)
Adaptive Front Lighting System (AFS)
Intelligent highbeam headlamps
Rain-sensing intermittent windshield wipers with mist cycle

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 extender
LED-illuminated front door sills
19-inch seven-spoke alloy wheels (RX 350) or 19-inch split-five-spoke alloy wheels (RX 450h) with 235/55VR19 all-season tires
LED headlamps with Adaptive Front Lighting System (AFS) and intelligent highbeam headlamps
Headlamp washers
Power-folding outside mirrors
Wide-view Side Monitor system

NAVIGATION PACKAGE
HDD Navigation System including Remote Touch device, voice command, color LCD display with integrated backup camera, 12-speaker audio system and enhanced Bluetooth technology
XM NavTraffic® and XM NavWeather®
Lexus 12-speaker Premium Sound System with Automatic Sound Levelizer (ASL) and in-dash, single-feed, six-disc CD auto-changer
Smog-sensing automatic recirculation mode for climate-control system

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

*Please see inside back cover for more information regarding options/packages.
<table>
<thead>
<tr>
<th>PERFORMANCE</th>
<th>ENGINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RX 350</strong></td>
<td><strong>RX 350</strong></td>
</tr>
<tr>
<td>0-60 MPH ACCELERATION</td>
<td>TYPE</td>
</tr>
<tr>
<td>7.4 seconds (FWD)²⁵,²⁶</td>
<td>DISPLACEMENT</td>
</tr>
<tr>
<td>7.5 seconds (AWD)²⁵,²⁶</td>
<td>VALVETRAIN</td>
</tr>
<tr>
<td>1/4-MILE ACCELERATION</td>
<td>HORSEPOWER AT RPM</td>
</tr>
<tr>
<td>16.1 seconds (FWD)²⁵,²⁶</td>
<td>TORQUE AT RPM</td>
</tr>
<tr>
<td>15.7 seconds (AWD)²⁵,²⁶</td>
<td>EMISSION RATING</td>
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<tr>
<td>TOP TRACK SPEED</td>
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</tr>
<tr>
<td>(electronically limited)</td>
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</tr>
<tr>
<td>112 mph²⁵,²⁶</td>
<td><strong>RX 450h</strong></td>
</tr>
<tr>
<td>FUEL ECONOMY ESTIMATES</td>
<td>TYPE</td>
</tr>
<tr>
<td>(city/highway/combined)</td>
<td>DISPLACEMENT</td>
</tr>
<tr>
<td>18/25/21 mpg (FWD)²⁷</td>
<td>VALVETRAIN</td>
</tr>
<tr>
<td>18/24/20 mpg (AWD)²⁷</td>
<td>ELECTRIC-DRIVE MOTORS</td>
</tr>
<tr>
<td>AERODYNAMIC DRAG COEFFICIENT</td>
<td>TOTAL SYSTEM HORSEPOWER</td>
</tr>
<tr>
<td>0.33</td>
<td>EMISSION RATING</td>
</tr>
<tr>
<td>TURNING CIRCLE</td>
<td></td>
</tr>
<tr>
<td>38.8 ft (11.8 m)</td>
<td></td>
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<tr>
<td><strong>RX 450h</strong></td>
<td>CHASSIS</td>
</tr>
<tr>
<td>FUEL ECONOMY ESTIMATES</td>
<td>SUSPENSION</td>
</tr>
<tr>
<td>(city/highway/combined)</td>
<td></td>
</tr>
<tr>
<td>28/27/25 mpg (FWD)²⁷</td>
<td>STEERING</td>
</tr>
<tr>
<td>28/26/27 mpg (AWD)²⁷</td>
<td></td>
</tr>
<tr>
<td>AERODYNAMIC DRAG COEFFICIENT</td>
<td>BRAKES</td>
</tr>
<tr>
<td>0.33</td>
<td></td>
</tr>
<tr>
<td>TURNING CIRCLE</td>
<td>WHEELS AND TIRES</td>
</tr>
<tr>
<td>38.8 ft (11.8 m)</td>
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</tbody>
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<table>
<thead>
<tr>
<th>DRIVE WHEELS</th>
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</thead>
<tbody>
<tr>
<td>Front-wheel drive (FWD)</td>
<td>Front-wheel drive (FWD)</td>
</tr>
<tr>
<td>Active Torque Control all-wheel drive with variable torque split and manual-locking center differential</td>
<td>Part-time all-wheel drive (AWD)²⁸</td>
</tr>
<tr>
<td>TRANSMISSION</td>
<td>TRANSMISSION</td>
</tr>
<tr>
<td>Six-speed automatic Electronically Controlled Transmission (ECT) with Manual Shift and Snow modes</td>
<td>Electronically controlled Continuously Variable Transmission (ECVT) with Manual Shift and Snow modes</td>
</tr>
<tr>
<td>FINAL DRIVE RATIO</td>
<td>FINAL DRIVE RATIO</td>
</tr>
<tr>
<td>4.398:1 (FWD)</td>
<td>3.542:1</td>
</tr>
<tr>
<td>4.398:1/2.773:1 (front/rear) (AWD)</td>
<td></td>
</tr>
</tbody>
</table>

See disclaimers on page 49 (please download/print).
**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)
4,519 lb (2,050 kg) (RX 450h FWD)
4,652 lb (2,110 kg) (RX 450h AWD)

**APPROACH ANGLE**  28.6 (AWD)

**DEPARTURE ANGLE**  24.9 (RX 350 AWD)
24.6 (RX 450h AWD)

**TOWING CAPACITY**  3,500 lb (1,588 kg)² (AWD w/optional Towing Package)

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**WHEELS**

**18-inch five-spoke alloy wheel**¹
STANDARD RX 350 AND RX 450h

**19-inch seven-spoke alloy wheel**¹
AVAILABLE RX 350
19-in seven-spoke Superchrome alloy wheel¹
AVAILABLE RX 350

---

**HEADROOM**
front/rear w/ moonroof
39.1/37.7 in (992/958 mm)

**SHOULDER ROOM**
front/rear
58.0/57.6 in (1473/1462 mm)

**HIP ROOM**
front/rear
55.6/54.5 in (1412/1385 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)² (RX 350 behind rear seats)
80.3 cu ft (2,272.5)² (RX 350 max)

**FUEL-TANK CAPACITY**
19.2 gal (72.5 L) (RX 350)
17.2 gal (65 L) (RX 450h)

**LEGROOM**
front/rear
43.1/36.8 in (1096/934 mm) (RX 350)
43.1/37.1 in (1096/942 mm) (RX 450h)

**GROUND CLEARANCE**
7.3 in (185 mm) (RX 350)
6.9 in (175 mm) (RX 450h)

**OVERALL LENGTH**  187.8 in (4,770 mm)

**WHEELBASE**  107.9 in (2,740 mm)

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**RX 450h**

**SHOULDER ROOM**
front/rear
58.0/57.6 in (1473/1462 mm)

**HIP ROOM**
front/rear
55.6/54.5 in (1412/1385 mm)

**HEADROOM**
front/rear w/ moonroof
39.1/37.7 in (992/958 mm)

**HEIGHT**
66.3 in (1,685 mm)
67.7 in (1,720 mm) (w/ roof rails)

**WIDTH**  74.2 in (1,885 mm)

---

See disclaimers on page 49 (please download/print).
**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\(^{13}\)

12.9-in ventilated front, 12.2-in solid rear discs

Electronic Controlled Braking (ECB) with regenerative braking function (RX 450h)

**WHEELS AND TIRES**

18-in five-spoke alloy wheels with 235/60VR18 all-season tires\(^{18}\) Full-size spare tire with steel wheel

Optional: 19-in seven-spoke alloy wheels with 235/55VR19 all-season tires (RX 350)\(^{18}\)

Optional: 19-in seven-spoke alloy wheels with available Superchrome finish and 235/55VR19 all-season tires (RX 350)\(^{18}\)

Optional: 19-in split-five-spoke alloy wheels with available Superchrome finish and 235/55VR19 all-season tires (RX 450h)\(^{18}\)
**PERFORMANCE**

**RX 350**

- **0-60 MPH ACCELERATION**
  - 7.8 seconds (FWD)\(^{25,26}\)
  - 7.4 seconds (AWD)\(^{25,26}\)

- **1/4-MILE ACCELERATION**
  - 16.1 seconds (FWD)\(^{25,26}\)
  - 15.7 seconds (AWD)\(^{25,26}\)

- **TOP TRACK SPEED**
  - 112 mph\(^{25,26}\) (electronically limited)

- **FUEL ECONOMY ESTIMATES**
  - **(city/highway/combined)**
    - 18/25/21 mpg (FWD)\(^{27}\)
    - 18/24/20 mpg (AWD)\(^{27}\)

- **AERODYNAMIC DRAG COEFFICIENT**
  - 0.33

- **TURNING CIRCLE**
  - 38.8 ft (11.8 m)

**RX 450h**

- **FUEL ECONOMY ESTIMATES**
  - **(city/highway/combined)**
    - 28/27/28 mpg (FWD)\(^{27}\)
    - 28/26/27 mpg (AWD)\(^{27}\)

- **AERODYNAMIC DRAG COEFFICIENT**
  - 0.33

- **TURNING CIRCLE**
  - 38.8 ft (11.8 m)

**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\(^{25}\)

- **TORQUE AT RPM**
  - 257 lb-ft @ 4,700\(^{25}\)

- **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\(^{25}\)

- **EMISSION RATING**
  - Certified Super Ultra-Low Emission Vehicle (SULEV II)

**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)
  - 4.398:1/2.277:1 (front/rear) (AWD)

**RX 450h**

- **DRIVE WHEELS**
  - Front-wheel drive (FWD)
  - Part-time all-wheel drive (AWD)\(^{28}\)

- **TRANSMISSION**
  - Electronically controlled Continuously Variable Transmission (ECVT) with manual-shift and Snow modes

- **FINAL DRIVE RATIO**
  - 3.542:1

**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\(^{13}\)
  - 12.9-in ventilated front, 12.2-in solid rear discs
  - Electronic Controlled Braking (ECB) with regenerative braking function (RX 450h)

**WHEELS AND TIRES**

- 18-in five-spoke alloy wheels with 235/60VR18 all-season tires\(^{18}\)
  - Full-size spare tire with alloy wheel
  - Optional: 19-in seven-spoke alloy wheels with 235/55VR19 all-season tires (RX 350)\(^{18}\)
  - Optional: 19-in seven-spoke alloy wheels with available Superchrome finish and 235/55VR19 all-season tires (RX 350)\(^{18}\)
  - Optional: 19-in split-five-spoke alloy wheels with available Superchrome finish and 235/55VR19 all-season tires (RX 450h)\(^{18}\)

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HomeLink\textsuperscript{®} universal transceiver to operate compatible garage, gate, home lighting and home security systems
Front and rear cupholders
Carpeted floor mats
Automatic on/off projector-beam headlamps with auto-off delay
Power-adjustable outside mirrors with integrated turn indicators and defoggers
Roof rails\textsuperscript{23,24}
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
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XM Radio\textsuperscript{6}
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FM-diversity antenna system

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Driver’s and front passenger’s advanced airbag system (SRS)\textsuperscript{16} with front passenger’s twin-chamber airbag (SRS)\textsuperscript{16}
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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
Vehicle theft-deterrent and engine-immobilizer system\textsuperscript{22}
First aid kit
Tool kit
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 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.

Owner’s Manual for important instructions and cautions. Please see your Lexus dealer for further details. 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. 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.

Continuous average power, all channels driven, at less than 0.1% THD; 20–20,000 Hz.

The backup camera does not provide

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.