

America's Best-Selling Luxury SUV* Is About To Sell Even Better.



THE LEXUS RX 300

Now Save \$1,500 On The RX 300 Lexus Value Package.†

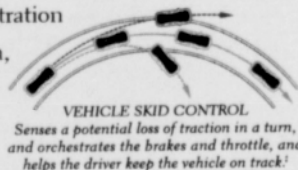


LEATHER-TRIMMED INTERIOR

SIX-DISC CD AUTO-CHANGER

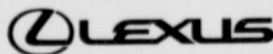
MOONROOF

Call us overachievers. But we are now offering substantial savings when you equip your new RX 300 with our generous package of luxury features. Among the spoils, you get sumptuous, leather-trimmed seating. A six-disc CD auto-changer—mounted conveniently in the dash, mind you. A power moonroof. A sophisticated air filtration system. And driver's seat memory. As if all this wasn't enough, Vehicle Skid Control is standard equipment on all 2001 RX 300s. Granted, it was already the best-selling luxury SUV. But, being Lexus, we simply couldn't stop there.



VEHICLE SKID CONTROL

Senses a potential loss of traction in a turn, and orchestrates the brakes and throttle, and helps the driver keep the vehicle on track.†



THE PASSIONATE PURSUIT OF PERFECTION.

lexus.com

*Based on AutoData CY 1998, 1999, and CYTD thru 1/01 vehicle sales for the Allison-Fisher Luxury SUV segment. †Savings based on MSRP of individual options. Actual dealer price may vary. Vehicle shown with optional equipment not included in the Lexus Value Package. ‡Lexus Vehicle Skid Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. ©2000 Lexus, a Division of Toyota Motor Sales, U.S.A., Inc. Lexus reminds you to wear seatbelts, secure children in rear seat, obey all speed laws and drive responsibly. For more information, call 800-USA-LEXUS (800-872-5398).