

2001 LEXUS IS300

Conformity is a shackle.



Find a way to pick the lock.



The new IS300.

Driving is an unadulterated expression of freedom.

But the lack of original choices as to what you drive can make you feel like a prisoner to the obvious.

That's not the case with the Lexus IS300. The CEO of your company doesn't drive it.

Neither do your neighbors. Because it's completely new. A thoroughly unique high-performance sedan

that offers a desperately needed alternative to the usual European suspects.

The IS300 has a 3.0-liter, 215-horsepower in-line 6 engine, which is controlled through a five-speed automatic gearbox.

And while it is every stitch a Lexus, we think it will defy almost everything you might expect of a Lexus.

Mostly because we were ready for something different, too.



The interior of the new IS 300 is a virtual tech toy store, where gee whiz meets G-force. The bright face of the instrument panel was inspired by premium diving chronographs, with the speedometer set amid a cluster of dials on a metallic-toned faceplate. At your feet, we created Formula One-style, drilled-aluminum foot pedals with modern skid-resistant black rubber studs. And dutifully positioned near your right hand, a polished metal ball sits atop a short-stemmed shifter. In the new Lexus IS 300, there is no software to download. No connectors for you to order. Just a pure, liberating dose of immediate rush.

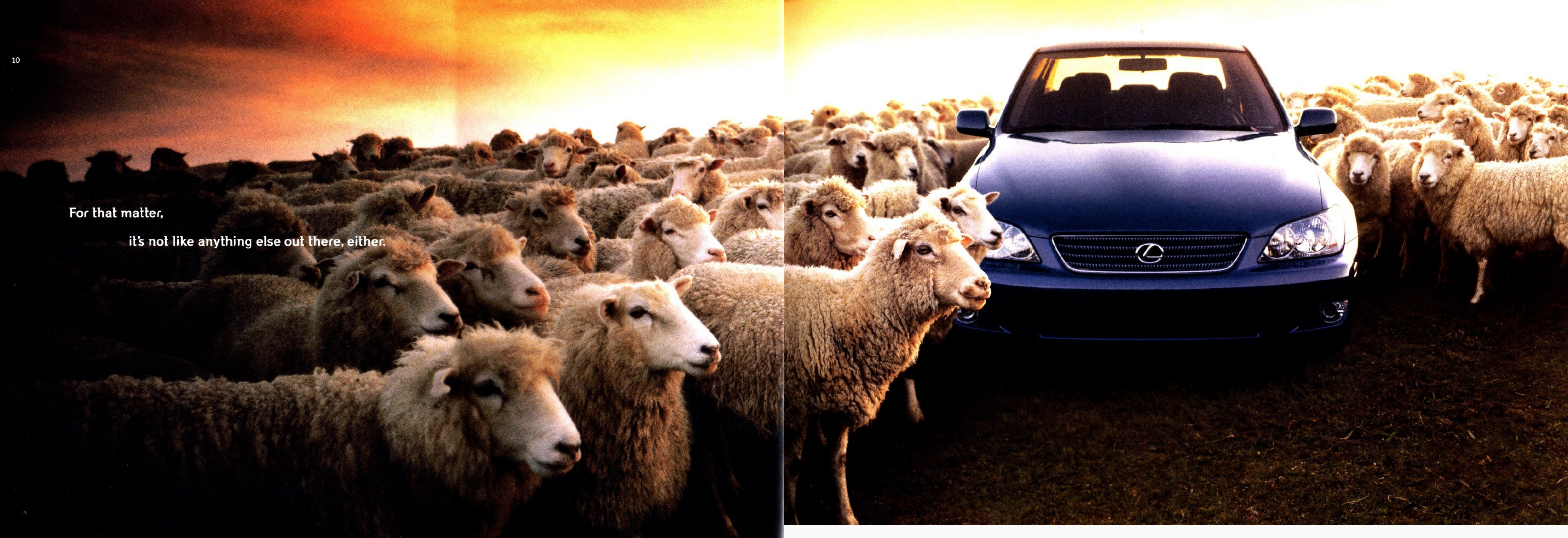
Funny, it doesn't look like a Lexus.





For that matter,

it's not like anything else out there, either.





Even our insides are out there.

Buttery leather has always been a welcome part of Lexus elegance. But in the new IS 300, we give performance its due, as evidenced by our available perforated Ecsaine material integrated into the seating surfaces. Similar to what you'd find in a race car, this material acts to keep you from sliding around in your seat during aggressive cornering, so you can concentrate on the road.



[E-shift]



While sports car enthusiasts sing the advantages of short-throw manual shifters, the IS 300 levels the playing

field by placing a rapid-fire automatic transmission control right at your fingertips. Say hello to E-shift.

This push-button shifting system is integrated into the leather-wrapped steering wheel, and it lets you

manually control the Lexus five-speed automatic Electronically Controlled Transmission with intelligence

(ECT-i). You can execute precise upshifts with your index fingers and downshifts with your thumbs,

similar to a Formula One car. So you can keep both hands in the ideal position to surgically dissect an S-curve.

Performance freaks give it the thumbs-up.





The dangers of following the crowd can't be underestimated.

Luckily, the IS300 is new, and hasn't been around long enough to be officially blessed by anyone's peer group. We've made it entirely more exotic than any other sport sedan, while keeping the sophisticated flavor of Lexus intact. High-Intensity Discharge (HID) headlamps cut through the dark more effectively than the ordinary halogen type. Traction Control (TRAC) helps regulate wheelspin on slick road surfaces or during more aggressive maneuvers. Inside the cabin, there's an eight-speaker audio system with a six-disc CD auto-changer and automatic climate control. Other standard amenities include foglamps, a keyless entry system with rolling-code technology and a theft-deterrent system with engine immobilizer. The driver's power window has a pinch protection feature, which retracts the window if something gets in the way. The heated outside mirrors have a titanium-silica coating to help prevent water droplets from building up and blocking your vision. And, true to its assertive nature, the IS300 features 17-inch alloy wheels and low-profile tires.¹ Not the stuff of your typical sport sedan. But if there's a common thread running through the IS300, it's that there's nothing common about it.

Neither can the thrill of escape.



Some vehicles shown with optional equipment.

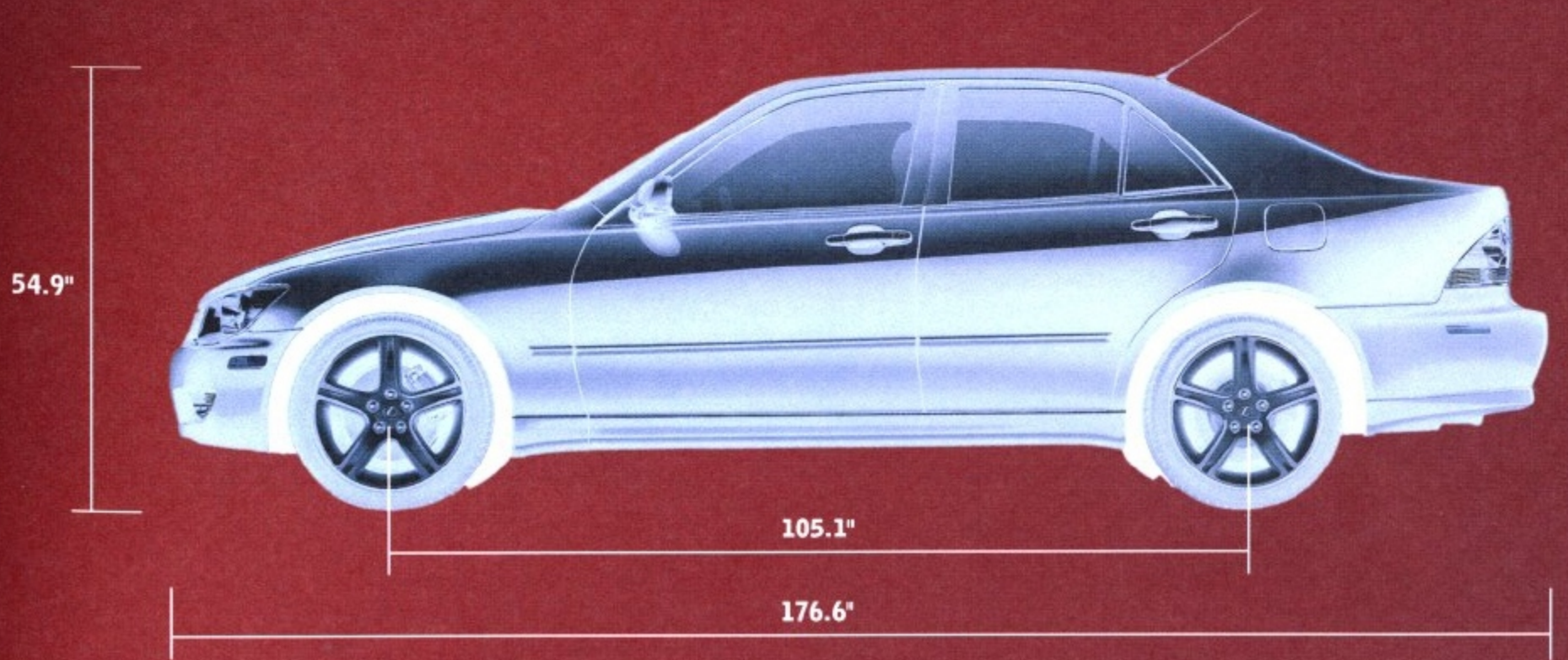


IS 300 Specifications

ENGINE	
Type	In-line 6, iron block, aluminum head, certified Low-Emission Vehicle (LEV)
Displacement	3.0 liters (183 cubic inches)
Valvetrain	Twin cam, four valves per cylinder, with continuously Variable Valve Timing with intelligence (VVT-i)
Compression Ratio	10.5:1
Horsepower at RPM	215 hp @ 5,800
Torque at RPM	218 lb-ft @ 3,800
PERFORMANCE	
0-60 MPH Acceleration	7.1 seconds ²
1/4-Mile Acceleration	15.3 seconds ²
Top Track Speed	143.7 mph ²
Fuel Consumption	18/23 mpg city/highway ³
Aerodynamic Drag Coefficient	0.29
Turning Circle	34.1 ft
Power-to-Weight Ratio	15.2 lb per hp

CHASSIS	
Suspension	Front: Independent, double-wishbone with A-shaped upper arm, coil springs, gas-pressurized shock absorbers, stabilizer bar. Rear: Independent, double-wishbone with L-shaped aluminum upper arm and toe-control arm, coil springs, gas-pressurized shock absorbers, stabilizer bar.
Steering	Engine-speed-sensing, progressive power-assisted rack-and-pinion. 3.25 turns, lock to lock.
Brakes	Four-wheel power-assisted discs, with four-sensor, four-channel Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD). 11.65-in vented front discs, 12.09-in solid rear discs.
Wheels and Tires	17 x 7.0-in alloy wheels with 215/45ZR17 tires. ¹ Optional wheels and tires: 16 x 6.5-in alloy wheels with 205/55VR16 all-season steel-belted radials. 17 x 7.0-in graphite polished-alloy wheels with 215/45ZR17 tires. ¹ Full-size spare with alloy wheel.
DRIVETRAIN	
Transmission	Five-speed automatic Electronically Controlled Transmission with intelligence (ECT-i). E-shift, with controls on steering wheel. Overdrive fifth gear, engine/transmission networking, flex-lockup torque converter.
Drive Wheels	Rear, with standard Traction Control System (TRAC).
Gear Ratios	First: 3.357, second: 2.180, third: 1.424, fourth: 1.000, fifth: 0.753.
Final Drive Ratio	3.909:1

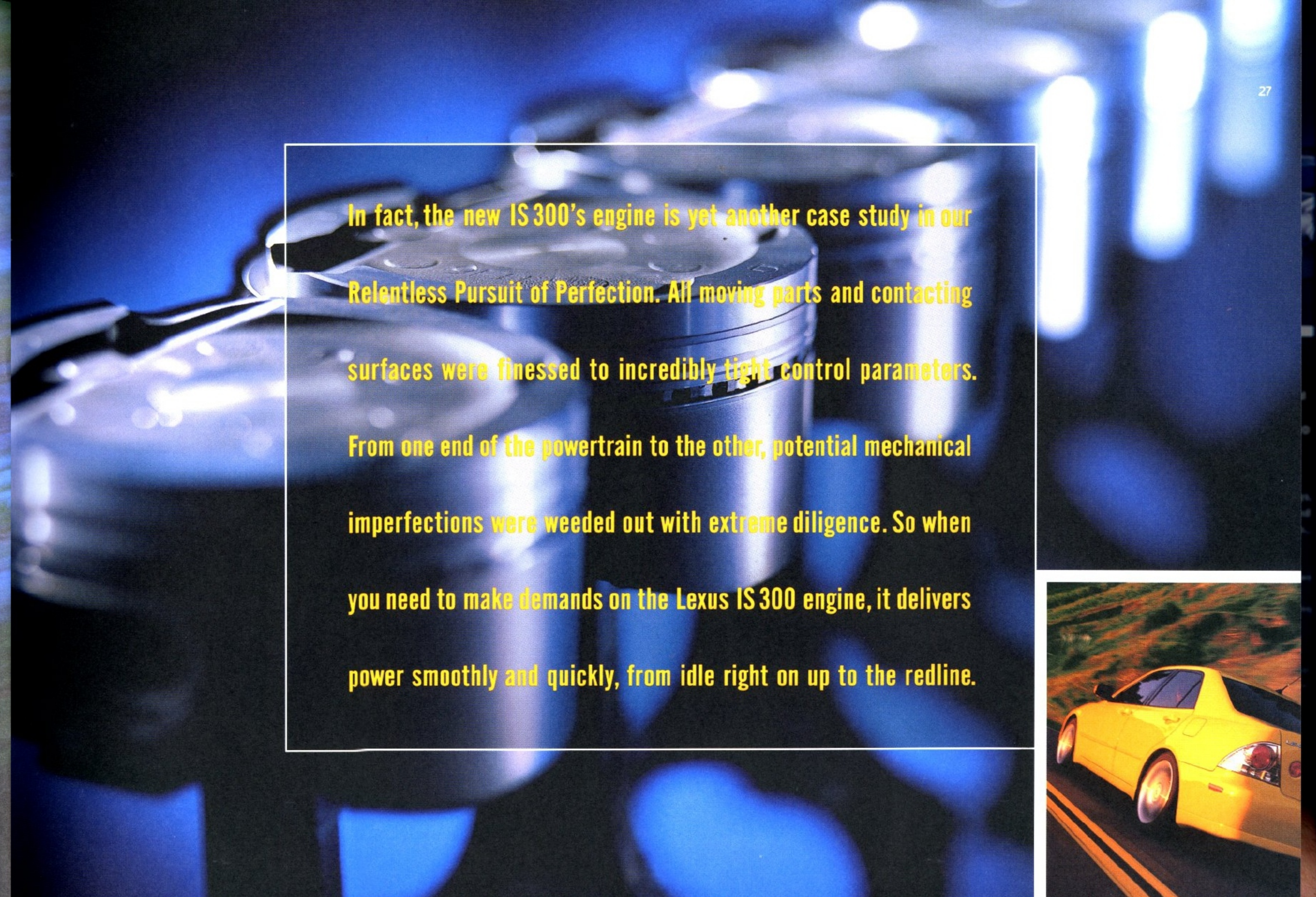
BODY, DIMENSIONS	
Type	Five-passenger sport sedan
Construction	Welded-steel unibody
Overall Length	176.6 in
Width	67.7 in
Height	54.9 in
Wheelbase	105.1 in
Weight Distribution	54% front/46% rear
Curb Weight	3,270 lb
Fuel-tank Capacity	17.5 gallons
Trunk Capacity	10.1 cubic feet
Headroom (front/rear)	39.1/37.7 in (37.8/37.3 in with available moonroof)
Legroom (front/rear)	42.7/30.2 in
Shoulder Room (front/rear)	52.6/53.5 in



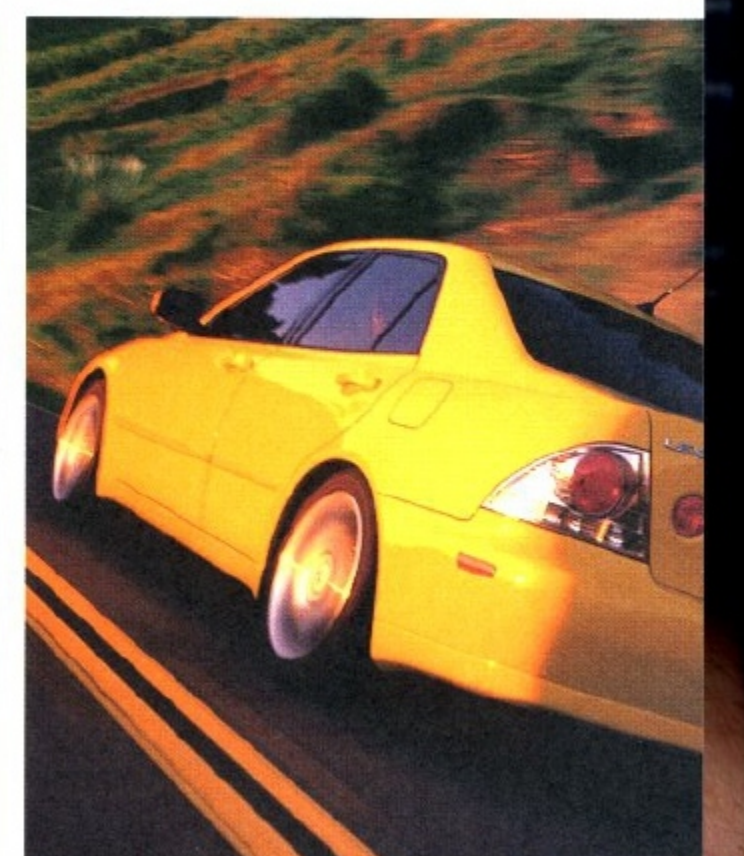


IS 300

You've heard of tough love? What we have here is tough luxury. Instead of some soft example of automotive mediocrity, the IS 300's 24-valve in-line 6 delivers 215 horsepower immediately and forcefully. It is not just a sporty car; it is a full-blooded performance car, with all the requisite power and speed. At the same time, its sophisticated technologies grace the engine with the intrinsic quiet, dependability and congenial smoothness you'd expect of a Lexus.

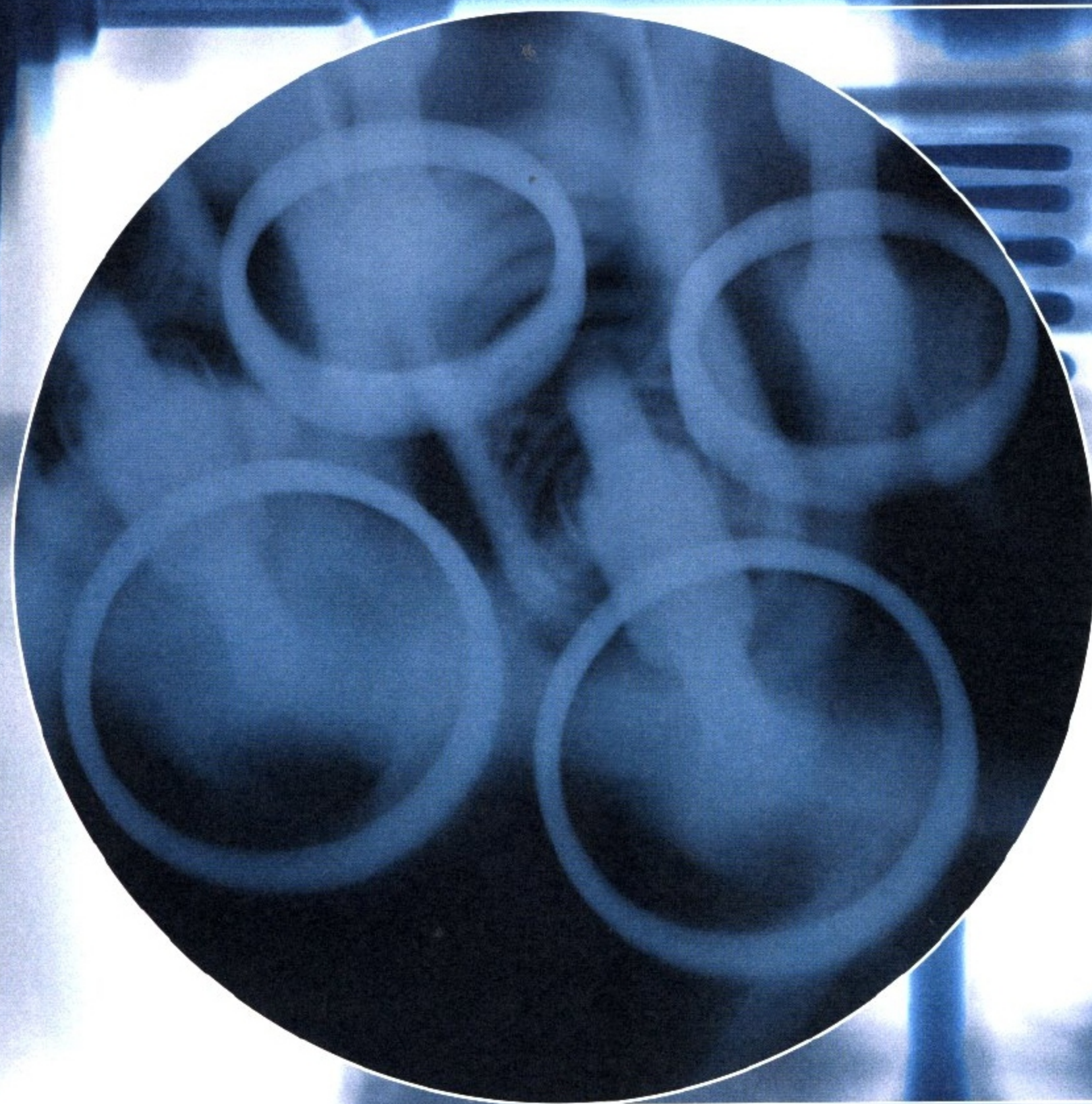


In fact, the new IS 300's engine is yet another case study in our Relentless Pursuit of Perfection. All moving parts and contacting surfaces were finessed to incredibly tight control parameters. From one end of the powertrain to the other, potential mechanical imperfections were weeded out with extreme diligence. So when you need to make demands on the Lexus IS 300 engine, it delivers power smoothly and quickly, from idle right on up to the redline.



Precision Performance.

For the same reasons that some refuse to buy their suits off the rack, we can't say enough about the benefits of a well-tailored engine. The new IS 300 features technical systems that precisely modify engine performance to oblige your immediate needs and adapt to your behavior behind the wheel. The Lexus Acoustic Control Induction System (ACIS) fine-tunes the intake tract to produce maximum torque as needed. And our Electronically Controlled Transmission with intelligence (ECT-i) monitors your driving style and road conditions, and adjusts shifting response to better accommodate you.

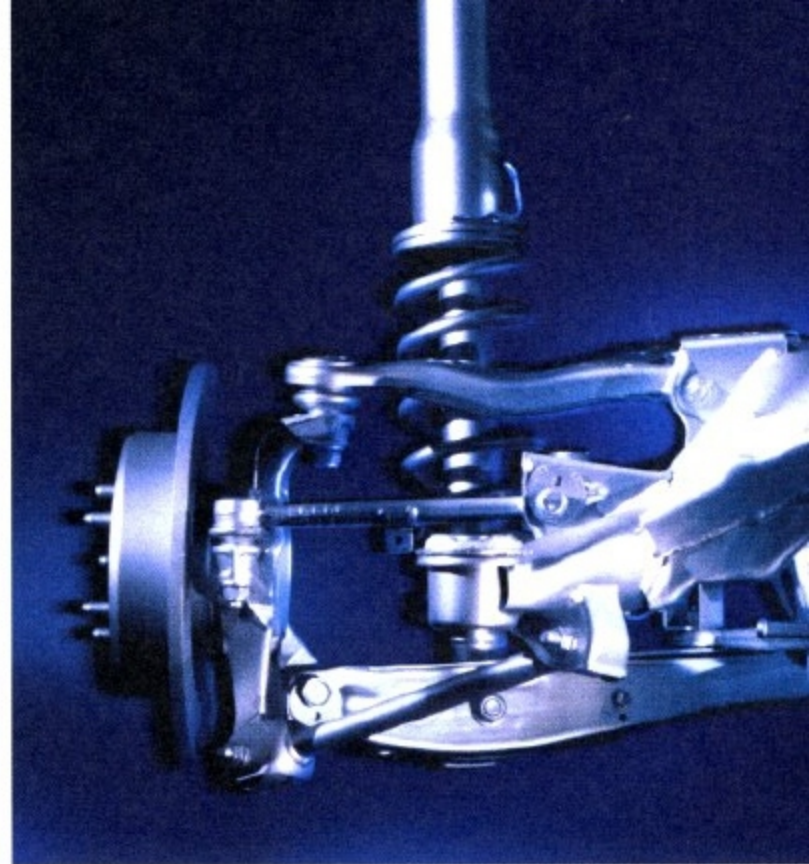


VVT-i

Variable Valve Timing with intelligence (VVT-i) continuously adjusts valve openings in the IS 300 engine to optimize performance and address the needs of virtually any driving situation. During full-throttle acceleration from low and medium engine speeds, the intake timing is advanced for added torque. At idle, intake timing is retarded, eliminating valve overlap for smoother running. In cruising situations, such as on the highway, when the engine's running at a moderate rpm and load, the valves act to improve fuel efficiency and reduce emissions. And at high engine rpm and load, VVT-i quickly adjusts to increase peak power. The result is that you instantaneously get optimal engine performance.

Exhilarating Control.

In light of its exceptionally rigid chassis structure and a superb power-to-weight ratio, the IS 300 absolutely bear-hugs the road. The four-wheel independent double-wishbone suspension is equipped with offset coil springs, front and rear stabilizer bars and gas-pressurized shock absorbers, which work together to reduce the amount of body roll. An engine-speed-sensing, progressive power-assisted rack-and-pinion steering system provides handling precision that is both fun and reassuring. And the IS 300's power-assisted disc brakes give you a high level of fade-resistant stopping power to pull you down quickly from high speeds.



TRAC

Our sophisticated Traction Control System (TRAC) uses an onboard computer system to detect and help control wheelspin on wet, slick, icy or unstable road surfaces. When a rear wheel begins to lose traction, TRAC automatically modulates engine power by decreasing airflow to the engine and selectively applying the rear brakes. The result of this process is that torque gets transferred over to the opposite wheel to help you regain control.

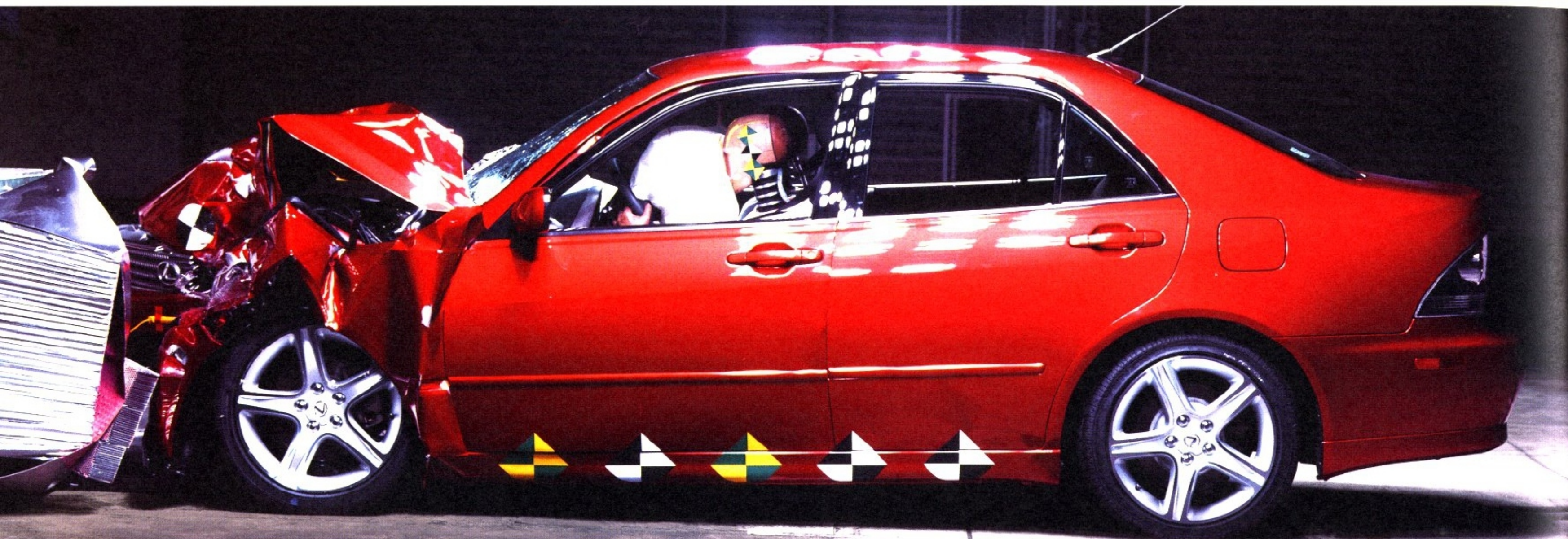
LSD

Limited-Slip Differential To promote better control and driving safety, the new IS 300 offers an available TORSEN® Limited-Slip Differential (LSD).⁴ This system works in conjunction with TRAC, helping to limit wheelspin on unstable and slippery roads and during aggressive cornering. In fact, this type of system is often considered a must for proper high-performance driving. The TORSEN LSD immediately responds to variable driving conditions, managing the distribution of torque between the driving wheels to improve traction and effectively deliver more horsepower to the road. And it was designed to provide the IS300 with enhanced control, increased acceleration and an improved margin of safety.

ABS

Like all Lexus vehicles, the IS 300 features standard four-wheel disc brakes and an Anti-lock Braking System (ABS). A computer-controlled **Electronic Brakeforce Distribution (EBD)** system precisely modulates the amount of fluid pressure to the brakes, providing better control during braking.

The steel-reinforced unibody structure of the IS 300 is carefully designed to help retain the basic integrity of its passenger cabin in the event of an accident. To this end, crumple zones incorporated into the front and rear are specifically designed to collapse at a controlled rate, helping to dissipate the force of a possible collision. And strong structural enhancements, such as front and rear side-door beams, help diminish impact energy and resist intrusion into the passenger cabin in the event of a lateral collision.



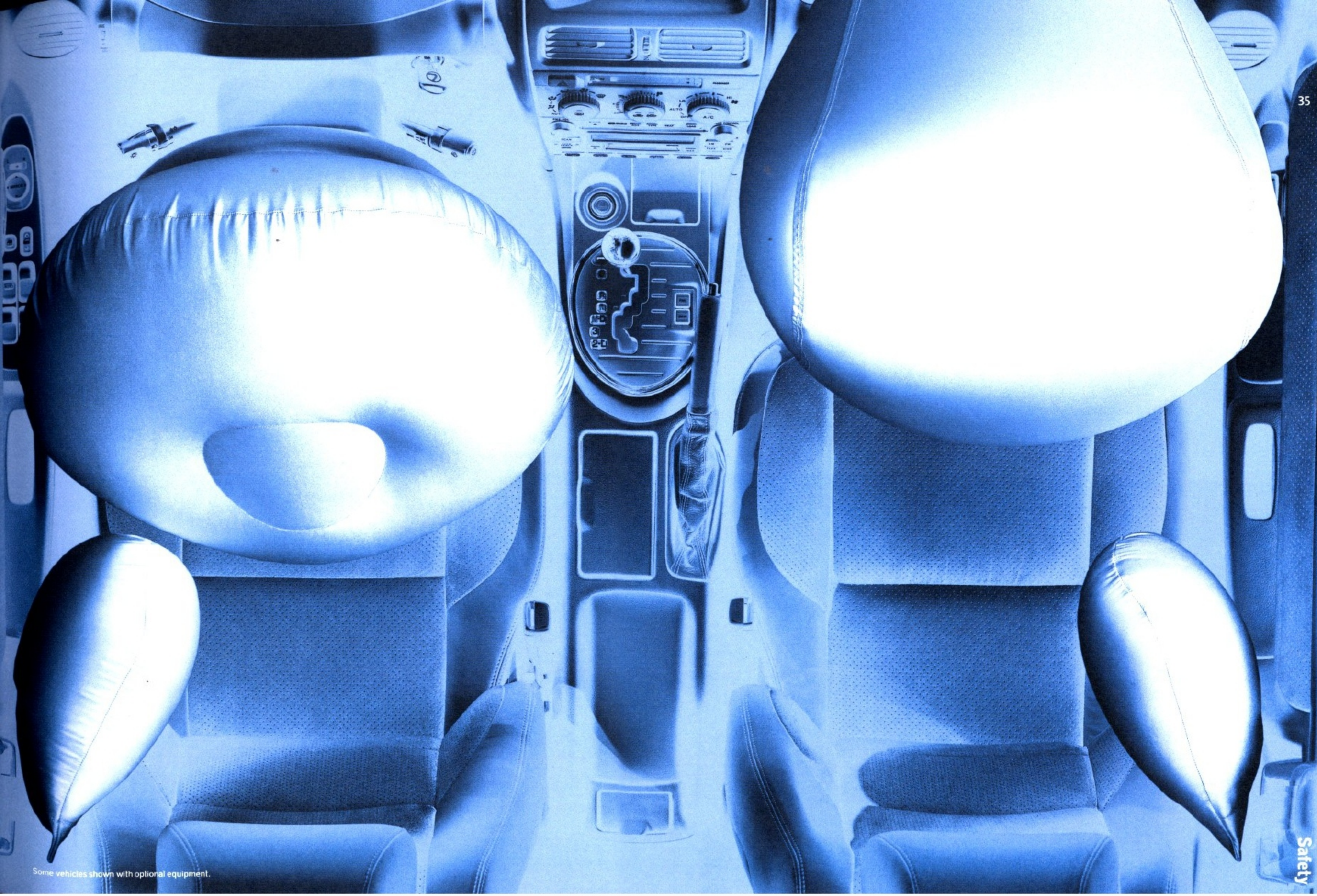
While driving often brings a feeling of exhilaration, it should also provide a sense of well-being. That's why so many hours were put into creating and testing our many safety systems. There are dual front airbag and front side-impact airbag Supplemental Restraint Systems (SRS). These work in concert with three-point front seatbelts with pre-tensioners and force limiters, a collapsible steering column and impact-absorbing upper interior trim, to help reduce the severity of possible impacts. Critical areas of the structure, such as the door frames, are heavily reinforced with welded steel stampings to help resist deformation. And extensive use of high-tensile steel further enhances the strength of the chassis.

Safety and Security

DRIVER'S AND FRONT PASSENGER'S AIRBAGS (SRS)* ■ FRONT SEAT-MOUNTED SIDE-IMPACT AIRBAGS (SRS)* ■ THREE-POINT SEATBELTS FRONT AND REAR, FRONTS WITH PRE-TENSIONERS AND FORCE LIMITERS ■ EMERGENCY LOCKING RETRACTOR (ELR) SEATBELT FOR DRIVER'S SEAT ■ AUTOMATIC LOCKING RETRACTOR/EMERGENCY LOCKING RETRACTOR (ALR/ELR) SEATBELTS FOR ALL SEATING POSITIONS (EXCEPT DRIVER'S) ■ CHILD RESTRAINT SEAT (CRS) TOP-TETHER ANCHOR BRACKETS ■ HIGH-INTENSITY DISCHARGE (HID) HEADLAMPS WITH DYNAMIC AUTO LEVELING ■ VENTILATED FRONT/SOLID REAR DISC BRAKES ■ FOUR-CHANNEL ANTI-LOCK BRAKING SYSTEM (ABS) WITH ELECTRONIC BRAKEFORCE DISTRIBUTION (EBD) ■ OPTIONAL TORSEN® LIMITED-SLIP DIFFERENTIAL (LSD)* ■ TRACTION CONTROL SYSTEM (TRAC) ■ IMPACT-ABSORBING DOOR AND BODY CONSTRUCTION WITH FRONT AND REAR CRUMPLE ZONES ■ SIDE-IMPACT DOOR BEAMS ■ REINFORCEMENTS IN PILLARS AND DOORSILLS ■ ENERGY-ABSORBING UPPER INTERIOR TRIM ■ COLLAPSIBLE STEERING COLUMN ■ HEIGHT-ADJUSTABLE FRONT SHOULDER BELT ANCHORS ■ HEIGHT-ADJUSTABLE HEADRESTS FOR ALL SEATS, INCLUDING REAR-CENTER ■ DAYTIME RUNNING LIGHTS ■ INTEGRATED FOGLAMPS ■ VARIABLE INTERMITTENT WINDSHIELD WIPERS WITH MIST CYCLE ■ POWER-ADJUSTABLE HEATED OUTSIDE MIRRORS WITH TITANIUM-SILICA COATING ■ KEYLESS ENTRY WITH THEFT-DETERRENT AND ENGINE IMMOBILIZER SYSTEM, WITH IN-KEY TRANSPONDER ■ REAR-WINDOW DEFOGGER WITH AUTO-OFF TIMER ■ FIRST AID KIT ■ TOOL KIT ■ WALLET LOCK-OUT KEY

*The Lexus driver's, front passenger's, and front seat-mounted side-impact airbags are a Supplemental Restraint System (SRS). The driver's and front passenger's airbags are designed to inflate in a severe frontal collision. The side-impact airbags are designed to inflate in a severe side-impact collision. In all other accidents, the airbags will not inflate. To decrease the risk of injury from a deploying airbag, always wear seatbelts, sit upright in the middle of the seat, and do not lean against the door. Do not put objects in front of an airbag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying airbag SRS may cause serious injury. Please see your Owner's Manual for further instructions.

Some vehicles shown with optional equipment.

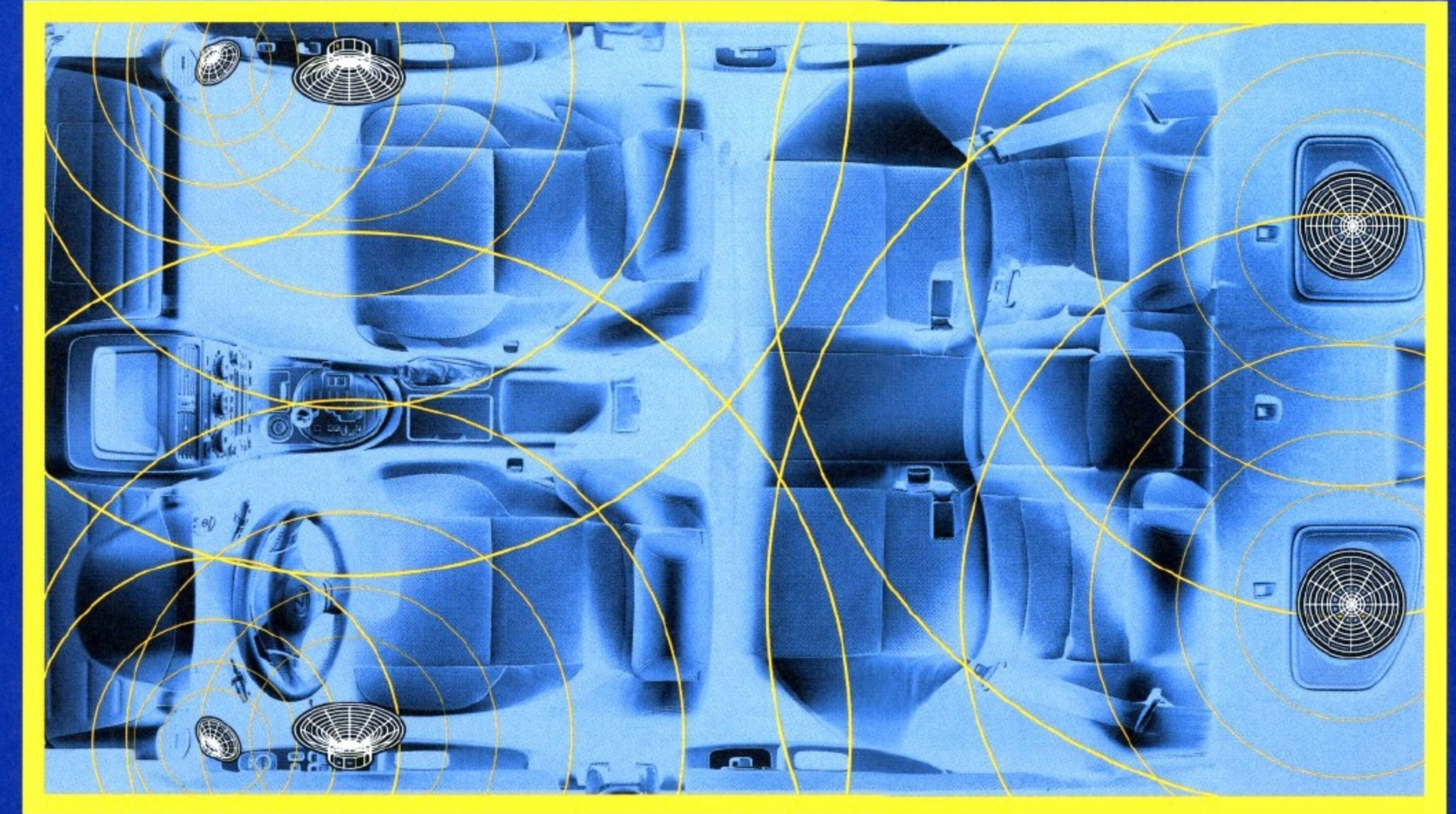


Some vehicles shown with optional equipment.

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The Lexus Premium Sound System is driven by 240 watts of unadulterated power. For your convenience, this standard system includes a CD auto-changer mounted in the dash, instead of in the trunk. To eliminate the hassle of loading a cartridge, you can load a total of six CDs sequentially through the single slot in the face-plate. You also get a full choir of eight speakers, to represent the full reach of the musical spectrum. There are two coaxial speakers located under the rear window, a tweeter in each of the front pillars and a full-range speaker in each of the front doors. In order to position them, we conducted extensive testing in the passenger cabin to make sure that all of the passengers can appreciate all the nuances of music reproduction.



Comfort and Convenience

BLACK OR IVORY LEATHER/ECSAINE INTERIOR TRIM ■ **TILT-ADJUSTABLE STEERING COLUMN** ■ **CRUISE CONTROL** ■ **AUTOMATIC CLIMATE CONTROL WITH INTERIOR AIR FILTER** ■ **OUTSIDE TEMPERATURE GAUGE** ■ **LEXUS AM/FM/CASSETTE EIGHT-SPEAKER 240-WATT (MAX POWER) PREMIUM SOUND SYSTEM WITH SINGLE-FEED, IN-DASH, SIX-DISC CD AUTO-CHANGER** ■ **ROOF-MOUNTED ANTENNA** ■ **CENTER CONSOLE WITH ACCESSORY POWER OUTLET** ■ **EIGHT-WAY POWER-ADJUSTABLE DRIVER'S AND FRONT PASSENGER'S SEATS** ■ **POWER TILT-AND-SLIDE MOONROOF WITH ONE-TOUCH OPEN/CLOSE, PINCH PROTECTION AND SLIDING SUNSHADE** ■ **DUAL FRONT AND REAR CUPHOLDERS** ■ **HOMELINK**® UNIVERSAL TRANSCEIVER TO OPERATE COMPATIBLE GARAGE, GATE, HOME LIGHTING AND HOME SECURITY SYSTEMS* ■ **POWER WINDOWS/DRIVER'S-SIDE ONE-TOUCH AUTO OPEN/CLOSE FEATURE WITH PINCH PROTECTION** ■ **POWER DOOR LOCKS WITH DRIVER'S TWO-TURN UNLOCK FEATURE** ■ **MULTIFUNCTION, IN-KEY REMOTE ENTRY SYSTEM WITH ROLLING-CODE TECHNOLOGY** ■ **ILLUMINATED ENTRY SYSTEM** ■ **INTERIOR TRUNK-LID AND FUEL-FILLER DOOR RELEASES** ■ **RETAINED ACCESSORY POWER FOR MOONROOF AND WINDOWS** ■ **CARPETED FLOOR MATS** ■ **POWER-ADJUSTABLE HEATED OUTSIDE MIRRORS WITH TITANIUM-SILICA COATING** ■ **HEAVY-DUTY REAR-WINDOW DEFOGGER WITH AUTO-OFF TIMER** ■ **DETACHABLE SKI BAG**® FOR TRUNK PASS-THROUGH



Many options and accessories are available to make your IS 300 feel more personalized. For instance, instead of cloth, you can opt for the sporty leather/Ecsaine – trimmed interior. You can also choose 17-inch graphite polished-alloy or 16-inch alloy wheels with all-season tires. Not only do they look really amazing, but their lightweight aluminum construction can help enhance your car's performance.



Lexus Option Packages

While very luxurious, the IS 300 was designed first and foremost as a performance car. Should you desire additional amenities, you can select your IS 300 with a Leather/Ecsaine Trim Package featuring a sporty black or ivory interior. Or you can choose a Lexus Luxury Package, which includes an ivory leather/Ecsaine interior with distinctive piping on the seats, and such items as elegant walnut switch plates.



Options and Accessories

BLACK OR IVORY LEATHER/ECSAINE INTERIOR TRIM ■ **TORSEN® LIMITED-SLIP DIFFERENTIAL (LSD)⁴** ■ **POWER TILT-AND-SLIDE MOONROOF** ■ **17 X 7.0-IN GRAPHITE POLISHED-ALLOY WHEELS¹** ■ **16 X 6.5-IN ALLOY WHEELS WITH 205/55VR16 ALL-SEASON TIRES (NO-COST OPTION)** ■ **WHEEL LOCKS** ■ **GOLD TRIM KIT** ■ **CAR COVER** ■ **CARGO NET** ■ **TRUNK MAT** ■ **FRONT-END MASK** ■ **HEATED FRONT SEATS⁷**

Leather/Ecsaine Trim Package

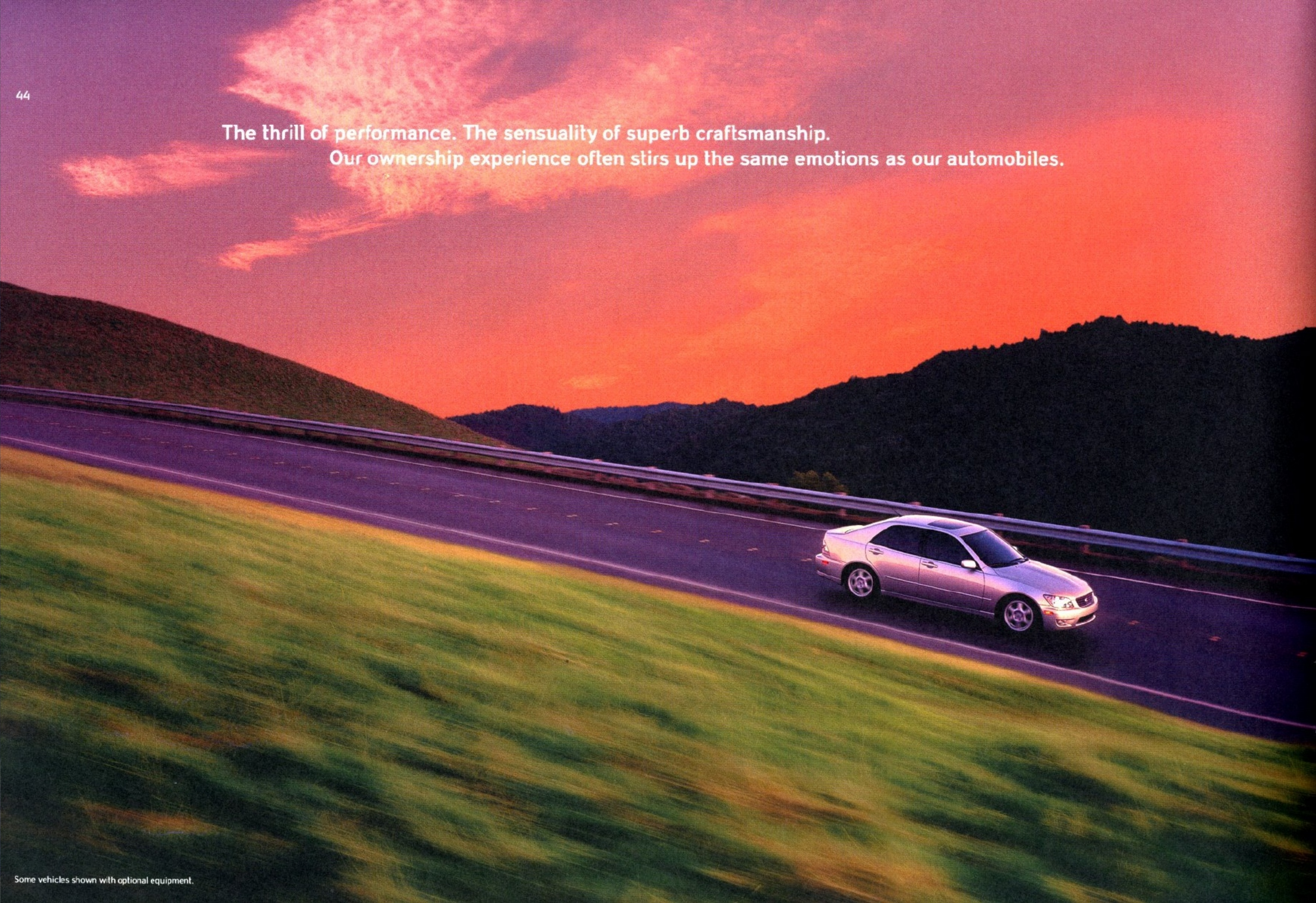
BLACK OR IVORY LEATHER/ECSAINE INTERIOR TRIM ■ **EIGHT-WAY POWER-ADJUSTABLE DRIVER'S AND FRONT PASSENGER'S SEATS** ■ **HOMELINK® UNIVERSAL TRANSCEIVER TO OPERATE COMPATIBLE GARAGE, GATE, HOME LIGHTING AND HOME SECURITY SYSTEMS**

Lexus Luxury Package

IVORY LEATHER/ECSAINE INTERIOR TRIM WITH TAN PIPING ■ **BLACK-AND-IVORY INSTRUMENT PANEL** ■ **WALNUT SWITCH PLATES** ■ **EIGHT-WAY POWER-ADJUSTABLE DRIVER'S AND FRONT PASSENGER'S SEATS** ■ **HOMELINK® UNIVERSAL TRANSCEIVER TO OPERATE COMPATIBLE GARAGE, GATE, HOME LIGHTING AND HOME SECURITY SYSTEMS**



Options and accessories



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The thrill of performance. The sensuality of superb craftsmanship.
Our ownership experience often stirs up the same emotions as our automobiles.

Some vehicles shown with optional equipment.



The Relentless Pursuit of Perfection. A unique philosophy that inspires every aspect of Lexus ownership, from our award-winning products to our people. This commitment is evident in the exemplary sales experience and service provided by Lexus dealers. It helps us achieve the unprecedented levels of quality, reliability and safety that we're known for, and creates the remarkable value that comes with owning a Lexus. But above all, the Lexus ownership experience is best appreciated in the sheer exhilaration of driving.

Owning a Lexus offers as much pleasure as driving one.

Whenever someone becomes a new Lexus owner, they quickly discover that we do things differently than other car companies. And our existing clients keep coming back for the same exceptional treatment, which we feel is the finest ownership experience available. This commitment to pleasing our valued clients permeates everything we do, from the way we build our vehicles to the courtesy we extend the first time you walk into a dealership. Listening to your wants, needs and suggestions helps us exceed your expectations, and this dedication has given us perhaps the most satisfied group of owners in the automotive industry.



**"Everything they've done
has the stamp of excellence."**

"My Lexus just keeps on reselling itself."

**"I've just purchased my first Lexus...
it has far exceeded my expectations."**

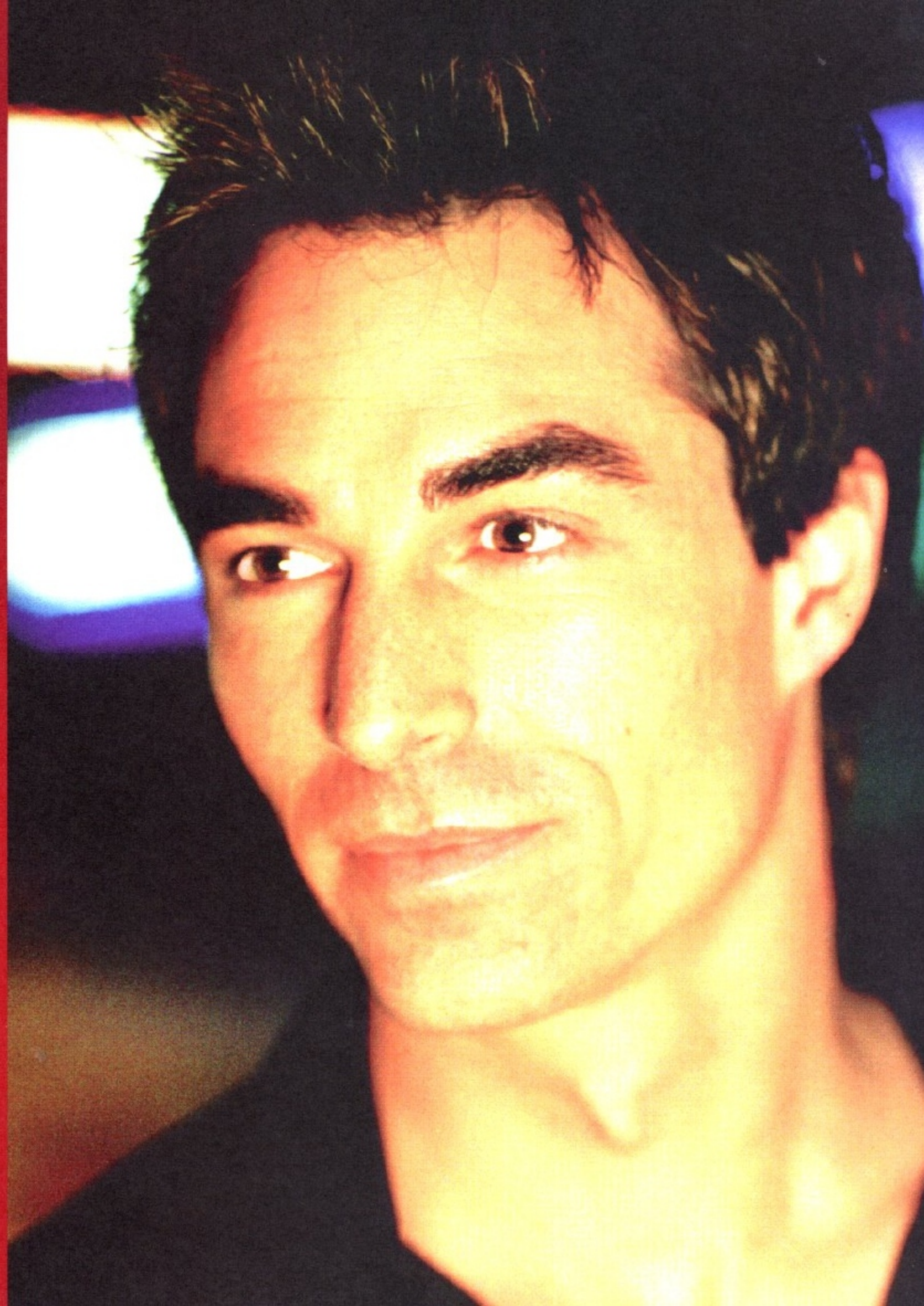
Client Satisfaction A Lexus dealership is unlike any other, given our years of award-winning customer satisfaction. You may find such amenities as customer lounges, offices you can use for business, free pickup and delivery, service loaner vehicles, complimentary car washes and even concierge services. And every Lexus owner has access to our 24-hour emergency Roadside Assistance program for their first four years of ownership.* So if you need help, it's just a phone call away.

Value The value of owning a Lexus involves much more than just its purchase price.

Its value also includes our superior reputation for high fuel efficiency, projected low repair costs and high retained value.

Responsible Thinking At Lexus, we encourage wise use of natural resources, promote driving responsibly when traveling off-road and try to reduce emissions wherever possible. In fact, all 2001 Lexus vehicles will be certified as either Low-Emission Vehicles (LEV) or Ultra-Low Emission Vehicles (U-LEV). In short, we try to make Lexus a company that everyone can feel good about.

*Coverage only available in the continental U.S. and Canada.



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 IS *Owner's Manual Supplement* at your Lexus dealer for details.

Footnotes

1. 17 x 7.0-in wheels with 215/45ZR17 tires are expected to experience greater tire wear than the optional equipment tires. Tire life may be substantially less than 20,000 miles, depending on driving conditions.
2. These performance capacity figures are for comparison only, and were obtained with prototype vehicles by professional drivers using special safety equipment and procedures. These should not be attempted on public streets or highways.
3. EPA fuel economy estimates are for comparison purposes only; actual mileage figure may vary.
4. TORSEN® is a registered trademark of Zexel Torsen, Inc.
5. Feature is optional.
6. Included in the Leather/Ecsaine Trim Package and Lexus Luxury Package.
7. Requires the Leather/Ecsaine Trim Package or Lexus Luxury Package.

Specifications, standard features, technical data, performance figures and optional equipment are based upon information at time of printing, are subject to change without notice, are for mainland U.S.A. vehicles and may differ in the state of Hawaii and in other regions. Some vehicles shown with optional equipment. Optional equipment listed may not be available in all regions. See your Lexus dealer for details. Lexus reminds you to wear seatbelts, secure children in rear seat, obey all speed laws and drive responsibly.

For more information, call 800-USA-LEXUS (872-5398) or visit lexus.com. To learn more about your financing options, contact your Lexus dealer or call Lexus Financial Services at 800-874-7050.



EXTERIOR COLORS



AUBURN SKY PEARL
Black or Ivory Leather/Ecsaine
Black Fabric



BLACK ONYX
Black or Ivory Leather/Ecsaine
Black Fabric

DIAMOND WHITE PEARL
Black or Ivory Leather/Ecsaine
Black Fabric



GRAPHITE GRAY PEARL
Black or Ivory Leather/Ecsaine
Black Fabric



SOLAR YELLOW*
Black Leather/Ecsaine
Black Fabric



MILLENNIUM SILVER METALLIC†
Black or Ivory Leather/Ecsaine
Black Fabric



IMPERIAL JADE MICA
Black or Ivory Leather/Ecsaine
Black Fabric



SPECTRA BLUE MICA
Black or Ivory Leather/Ecsaine
Black Fabric

INTERIOR COLORS



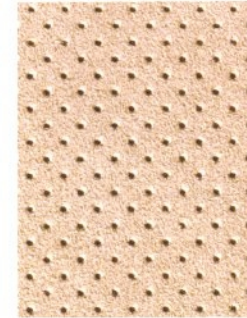
Black Leather/Ecsaine Combination



Black Fabric



Ivory Leather/Ecsaine Combination



Visit our Web site and try on a color: www.lexus.com

Note: Black fabric is standard on IS 300. Leather/Ecsaine trim is optional. *Lexus Luxury Package is not available with Solar Yellow. †Ivory leather/Ecsaine trim is only available with Lexus Luxury Package.





THE RELENTLESS PURSUIT OF PERFECTION.