



DEALER LETTER

TO: Lexus Dealers

Date: November 5, 2004

SUBJECT: 2005 MY GX 470 Pricing

The commanding and luxurious GX 470 receives a significant engine upgrade for the 2005 model year. The new 4.7L V8 will receive Variable Valve Timing with Intelligence (VVT-i) producing 270 HP, an increase of 35 HP from last year, and 330 lb-ft of torque, 10 lb-ft more than before. The GX 470 base MSRP increases a modest \$400, or 0.9%, to \$45,775 for 2005.

In addition, a new Sport Package is available for GX 470. The Sport Package includes the Kinetic Dynamic Suspension System (KDSS), black bird's eye maple trim, a chrome exhaust tip and a sportier appearance with smoke-tinted headlamp and fog lamp surrounds and dark graphite finish on 17" alloys, roof rack and instrument panel trim. The Sport Package will be a great value at \$1,800, only \$50 more than the current KDSS option.

Pricing will be announced to the public on November 15, 2004. New 2005 model year price guides will be posted on the Dealer Principal's Secure Area on Dealer Daily. 2005 GX 470 vehicles will arrive at dealerships in late November.

We remind you that the no-charge third row seat package will revert to its original \$2,030 price for the 2005 models so you have one more month to maximize the benefits of this promotion.

With the powertrain enhancements and your strong sales efforts, we are confident that the 2005 GX 470 will remain the best selling V8 Import Luxury SUV in 2005.