



DEALER LETTER

TO: Lexus Dealers

Date: November 16, 2023

SUBJECT: 2024MY GX Line Pricing Announcement

Lexus division announces pricing for the all-new 2024 GX 550 model. The public announcement is scheduled for Friday, November 17, 2023. See the attached Lexus Price Summary for new MSRPs by model number. A complete listing of available accessories for the GX is included to help promote the Genuine Lexus Accessory lineup and to support the vehicle customization needs for your guests.

GX 550

Lexus is excited to announce pricing for the all-new 2024 GX 550. Redesigned from the ground up - inside and out - the GX 550 stands tall as a game changer for the Lexus Brand. Following new product introductions of the TX and RX Line, the GX is the next launch in our line-up that embodies Lexus' commitment to meeting the needs and lifestyles of your customers in this prestigious luxury segment.

A new legend is born as Lexus launches the all-new, completely redesigned 2024 GX. The first-generation GX entered the North American market in 2002 as a force to be reckoned with in the Mid-Luxury SUV market. Lexus enthusiasts have praised its legendary off-road capability and its ability to tackle rough terrains, taking customers comfortably from errands to remote spaces.

The GX 550 (Premium Grade) will come standard with up to 7-passenger NuLuxe® seating. The driver and front passenger will enjoy standard heated and ventilated power seats. Additional standard features include 20-in Alloy Wheels, Tow Hitch Receiver, Center Locking Differential, 14-in Multimedia Screen, LSS+ 3.0, Wireless Apple CarPlay and Android Auto, and Power Folding Mirrors. This rugged and refined Body-on-Frame vehicle is only offered as Full-Time 4WD

The 2024 GX 550 standard MSRP starts at \$62,900 maintaining the same strong value proposition as the outgoing base model. GX will launch with a six-grade strategy - Premium, Premium+, Luxury, Luxury+, and 2 all-new grades Overtrail and Overtrail+.

2024 GX 550 Grades - Model MSRP

Model #	Model Name	MSRP
9701	GX 550 Premium	\$62,900
9702	GX 550 Premium+	\$67,900
9703	GX 550 Luxury	\$75,900
9704	GX 550 Luxury+	\$79,900
9705	GX 550 Overtrail	\$67,900
9706	GX 550 Overtrail+	\$75,900

GA-F Platform and Suspension

The 2024 GX shares the GA-F platform introduced on the current-generation LX 600. This strong and lightweight ladder frame increases body rigidity and improved on-road handling, key elements of Lexus Driving Signature. A newly developed double-wishbone front suspension is paired with a multi-link rear suspension to achieve both a high level of off-road driving performance and on-road prowess. An available Adaptive Variable Suspension (AVS) constantly adjusts damping forces based on changing road conditions. GX adopts, for the first time, Electronic Power Steering (EPS) enabling increased steering feel on and off-road.

Evolved Powertrain

The 2024 GX will debut in the US with 1 evolved and powerful powertrain.

GX 550 (Full-Time 4WD) - will come standard with a highly capable and efficient twin-turbocharged 3.4L V6 engine paired with a 10-speed Direct Shift Automatic Transmission. The twin-turbo V6 produces an improved 349 horsepower, outperforming the previous generation V8's 301 horsepower, and torque output also improves to a massive 479 lb.-ft. The twin turbochargers deliver steady and consistent acceleration to easily control power delivery in both on and off-road scenarios. Towing capacity has increased on all grades. Customers will receive up to 8,000 lbs. for Premium, Premium+ and Overtrail grades, up to 7,145 lbs. for Luxury grade, and up to 6,955 lbs on Luxury+ grade. All grades will receive a standard tow hitch receiver. This vehicle offers an improved MPG at 15/21/17 MPG (CTY/HWY/CMB).

GX New Grade Strategy

GX will launch with a six-grade strategy - Premium, Premium+, Luxury, Luxury+, all-new Overtrail, and all-new Overtrail+.

The GX 550 Premium+ Grade starts at \$67,900 and offers additional standard features such Power Rear Door with Kick Sensor, LED Foglamps, Lexus Memory System (Driver's Seat, Outer Mirrors and Steering Column), Heated Leather-Trimmed Steering Wheel, Panoramic View Monitor, Heated 2nd Row Outboard Seats, and Intuitive Parking Assist with Auto-Braking and Rear Pedestrian Detection.

The GX 550 Luxury Grade starts at \$75,900 and includes Premium+ features and adds/replaces the following features : 22-in Alloy Wheels, Semi-Aniline Leather-Trimmed Interior, Driver and Front Passenger Massaging Seats, and outer mirror Puddle Lamps.

The GX 550 Luxury+ Grade starts at \$79,900 and includes Luxury features and adds/replaces the following features : Adaptive Variable Suspension, Automatic Power-Extending Running Boards, Dynamic Sky Panorama Glass Roof, Mark Levinson 21-Speaker Premium Surround Sound, Digital Rearview Mirror, and a Cool Box.

First-Ever Lexus Overtrail Grades

Lexus has introduced the first-ever Overtrail Grades which have an initiative that intends to inspire customers around the world to explore nature through refined adventures. The goal is to include more

opportunities for Lexus customers in the future, including potential products, accessories, and experiences.

Adding to an already tough and rugged exterior, the Overtrail and Overtrail+ models add a host of features and specialized styling. An eye-catching bi-tone exterior paint combination is available in Atomic Silver/Black Roof, Incognito/Black Roof, Nori Green Pearl/Black Roof, and Lexus-first Earth/Black Roof. The intention behind the color design was to create a cohesive relationship with the outdoors via calming earth tones that blend in with nature. Overtrail grades also feature standard 33-inch All-Terrain tires wrapped around 18-inch wheels, black accented overfenders and a standard aluminum skid plate.

On the inside, the natural earth tones continue with Lexus-first Chateau with Olive Ultrasuede accents and a classic Black with Olive Ultrasuede accents for a luxurious touch. Overtrail and Overtrail+ grades both come standard with an exclusive seat design for optimal off-road comfort with available driver and front passenger massage seats and driver power cushion extender.

Multi-Terrain Select (MTS), Crawl Control, Downhill Assist Control (DAC), and 3D Multi-Terrain Monitor systems are available on GX Overtrail grades for optimal traction on the trails, along with an Electronic-Kinetic Dynamic Suspension System (E-KDSS) for improved wheel articulation. An electronic locking rear differential is exclusive on Overtrail for maximum traction.

The Overtrail+ grade as a host of Luxury features such as Power Rear Door with Kick Sensor, LED Foglamps, Lexus Memory System (Driver's Seat, Outer Mirrors and Steering Column), Heated Leather-Trimmed Steering Wheel, Heated 2nd Row Outboard Seats, Intuitive Parking Assist with Auto-Braking and Rear Pedestrian Detection, Puddle Lamps, Heated 2nd Row Outboard Seats, and Driver and Front Passenger Massaging Seats.

The GX 550 all-new Overtrail Grade starts at \$67,900, while the Overtrail+ Grade starts at \$75,900.

2024 GX 550 "From the Ground Up" Video Series

Since the reveal in June, there has been unprecedented attention and momentum from our consumers, and we want to take advantage of this opportunity for the Lexus brand. The new video series named GX 550 "**From the Ground Up**" to maintain the excitement and momentum "WAKUDOKI" towards line off in December 2023 and Campaign Launch in January 2024. We want to share the very successful marketing assets for you to utilize your marketing purposes.

Episode series link: *These video assets are available for global usage via [Lexus Connect](#) as they are released.*

- Watch Project Teaser at : [2024 Lexus GX 550 "From the Ground Up" Teaser | Lexus - YouTube](#)
- Watch Episode 1 "The Ethos" at : [2024 Lexus GX 550 "From the Ground Up" Episode 1 "The Ethos" | Lexus - YouTube](#)
- Watch Episode 2 "The Look" at : [2024 Lexus GX 550 "From the Ground Up" Episode 2 "The Look" | Lexus](#)
- Watch Episode 3 "The Interior" at : [2024 Lexus GX 550 "From the Ground Up" Episode 3 "The Interior" | Lexus - YouTube](#)

Lexus Safety System+ 3.0

For 2024, the all-new Lexus GX includes standard Lexus Safety System+ 3.0.

The comprehensive suite of active safety equipment provides our highest level of driver support with features such as Pre-Collision System (PCS) with Pedestrian Detection, All-speed Dynamic Radar Cruise Control (DRCC), Lane Tracing Assist (LTA), Lane Departure Alert with Steering Assist (LDA w/SA), Road Sign Assist (RSA) and Proactive Driving Assist (PDA). These technologies are designed to help, for example, alert you of a pedestrian or vehicle in the path of your Lexus or maintain a preset speed or following distance from a vehicle ahead.

Lexus Interface and Connected Technology

A standard 14-in high-definition touchscreen provides easy-to-use controls and clear information to front-seat passengers. Their glass screens utilize a high-adhesion, anti-reflective coating to realize a vivid display. Menu operations are similar to those found on smartphones and tablets. For additional ease of use by driver and passenger, a center knob located at the screen's bottom edge controls power on/off and volume.

Standard Connected Technology features include Safety Connect, Service Connect, Remote Connect, Wi-Fi Connect (AT&T Hotspot, Integrated Streaming) Trials. As well as Drive Connect with Cloud Navigation, Intelligent Assistant (Hey Lexus), and Destination Assist Trials.

Innovative Technology

We will be debuting some brand new to GX innovative technology that takes the GX to the next level.

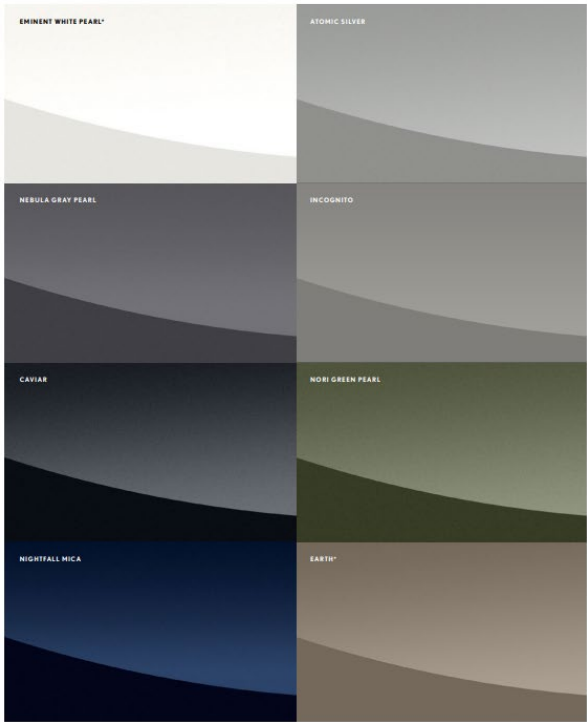
Traffic Jam Assist (Available) - Like cruise control for when highway traffic isn't cruising. This available technology can monitor surrounding traffic in condensed, low-speed driving situations and automatically move forward and brake as needed to keep a set following distance behind the preceding vehicle. In addition to providing hands-free steering assistance, this system can automatically bring the vehicle to a complete stop, then resume its path of travel as forward traffic begins to move.

Digital Key and SmartAccess Card Key (Available) - Through the Lexus app, guests can utilize their smartphone device as a vehicle key. The digital key can allow for the control of door locks. Having a digital key enables additional usability when car sharing, during valet parking, or home delivery of packages to the GX's cargo area. The Smart Access Card Key allows the user to lock and unlock the doors, opens the trunk and starts the engine, all without ever having to remove the fob from your pocket.

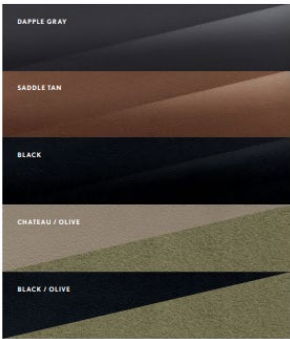
Color Palette

The Exterior and interior color palettes have been refreshed for this New Generation GX. A very exciting new exterior color, Earth, has been added to the Overtrail Grades. The focus for the color offerings this year was to connect the 2024 GX 550 to nature and the outdoors, creating a very authentic palette.

EXTERIOR COLORS



INTERIOR COLORS



INTERIOR TRIMS



INTERIOR COLOR	GX PREMIUM /GX PREMIUM+			GX LUXURY /GX LUXURY+			GX OVERTAIL/ GX OVERTAIL+	
Material	NuLuxe ²			Semi-aniline leather			NuLuxe / Ultrasuede ²²	
Color	Dapple Gray	Saddle Tan	Black	Dapple Gray	Saddle Tan	Black	Chateau/Olive	Black/Olive
INTERIOR TRIM	Black Grained Trim / Brown Grained Trim			Black Grained Trim / Brown Grained Trim			Black Grained Trim	
EXTERIOR COLOR								
Eminent White Pearl ¹	*	*	*	*	*	*	*	*
Nebula Gray Pearl	*	*	*	*	*	*		
Caviar	*	*	*	*	*	*	*	*
Nightfall Mica	*	*	*	*	*	*		
Atomic Silver	*	*	*	*	*	*	OPTIONAL BLACK OLVX ROOF ³	OPTIONAL BLACK OLVX ROOF ³
Incognito	*	*	*	*	*	*	OPTIONAL BLACK OLVX ROOF ³	OPTIONAL BLACK OLVX ROOF ³
Nori Green Pearl	*	*	*	*	*	*	OPTIONAL BLACK OLVX ROOF ³	OPTIONAL BLACK OLVX ROOF ³
Earth ²¹							WITH BLACK OLVX ROOF ³	WITH BLACK OLVX ROOF ³

*Additional charge

All GX grades will be arriving in dealerships in the first quarter of 2024.

Effective Timing and Pricing Summary Documents

The effective date of the 2024 GX pricing corresponds to the start of production.

- December 19, 2023: GX 550 (All Grades)
- Updated price guides will be available in the “Secure Area” for Dealer Principals on Dealer Daily.

Please contact your District Sales Manager with any questions

2024 GX 550 – Option Pricing

Option Code	Option Name	GX 550 Premium	GX 550 Premium+	GX 550 Luxury	GX 550 Luxury+	GX 550 Overtrail	GX 550 Overtrail+
CG	Wireless Phone Charger	\$75				\$75	
CH	2 nd Row Captain’s chairs		\$440	\$440	\$440		
CK	Cold Area Package	\$350	\$200	\$200	\$200		
DK	Digital Key with SmartAccess Card Key		\$375	\$375	\$375		\$375
GF	Head-Up Display	\$900	\$900	\$900	\$900	\$900	\$900
MD	Without Moonroof					-\$1,100	-\$1,100

ML	Mark Levinson Premium Surround Sound			\$1,140			\$1,140
PJ	Premium Paint	\$500	\$500	\$500	\$500	\$500	\$500
T2	Cool Box					\$170	\$170
TC	Tonneau Cover	\$110	\$110	\$110	\$110	\$110	\$110
TQ	Traffic Jam Assist	\$840	\$620	\$620	\$620	\$840	\$620
TX	Bi-tone Paint					\$350	\$350

2024 GX - Accessory Pricing

PPO Code	Accessory Name	Dealer Cost	MSRP
96	All Weather Cargo Mat	\$100	\$150
63	All Weather Floor Liner	\$120	\$190
D8	Ball Mount	\$55	\$80
3J	Black Emblem Overlays	\$129	\$199
BM	BodySide Moldings	\$190	\$275
GN	Cargo Net	\$45	\$75
C1	Carpet Cargo Mat	\$100	\$150
5E	Catback Performance Exhaust	\$1,430	\$2,040
3S	Cross Bars for Overtrail	\$1,035	\$1,450
3T	Cross Bars for Roof Rails	\$310	\$440
V1	Dash Cam	\$300	\$375
DF	Door Edge Film	\$48	\$95
D5	Door Edge Guard	\$100	\$155
G4	Illuminated Door Sills	\$326	\$450
KG	Key Glove	\$15	\$25
U7	Lexus Universal Tablet Holder	\$85	\$110
HX	Molle Panel (2nd row seats)	\$120	\$170
HY	Molle Panel (3rd row seats)	\$1,085	\$1,150
DIO	Onboard Air Compressor *	\$270	\$450
3M	Paint Protection Film by 3MTM	\$60	\$85
59	Quick Charging Cables -Mobile	\$690	\$990
RR	Rock Rails	\$1,100	\$1,580
DR	Roof Rack (Low Profile)	\$1,100	\$1,580
3R	Roof Rack (Overtrail)	\$375	\$675
S0	Skid Plate (Front)	\$335	\$480
6V	Skid Plate (Middle)	\$58	\$95
WL	Wheel Bolt Locks	\$100	\$150