

All New 2010 Lexus RX-350 Luxury Utility Vehicle

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Lexus announced the Manufacturer's Suggested Retail Price (MSRP) for the all-new 2010 RX 350 luxury utility vehicle. The original RX 300 model inaugurated the luxury crossover category in 1998, and the new RX350 once again raises the bar for design, engineering and luxury innovation in the segment. The 2010 RX 350, which arrives at dealerships this month, carries a base MSRP of \$36,800 for the front-wheel drive (FWD) model and \$38,200 for the all-wheel drive (AWD) version.

The 2010 RX 350 teams a revised 3.5-liter V6 engine with an all-new six-speed Multi-Mode Automatic Transmission. Horsepower is increased to 275 at 6,200 rpm from 270 in the previous generation, while ninety percent or more of the 256 lb.-ft. of peak torque is available from 2,300 to 6,100 rpm, an optimal range where torque is most utilized. The new six-speed automatic transmission replaces the previous five-speed, and the Multi-Mode allows the driver to shift manually when desired by first moving the gated shift lever to the "S" slot and then pushing it forward ("+") to up shift and backward ("-") to downshift.



The RX 350

introduces an all-new electronically controlled Active Torque Control AWD system, which uses an electronically controlled coupling ahead of the rear differential to vary torque distribution anywhere from 100:0 to 50:50 front to rear, depending on driving dynamics and road conditions. The new AWD system is 35 lbs. lighter than the previous system and reduces parasitic losses by 30 percent.

The Vehicle Dynamics Integrated Management (VDIM) handling technology, which anticipates loss of vehicle control in virtually any direction, is now available on the RX 350. VDIM governs all of the vehicle's standard dynamic handling systems – the Anti-lock Braking System (ABS), Brake Assist, Vehicle Stability Control (VSC) and Traction Control (TRAC) – employing them collectively and seamlessly to make corrections while allowing higher dynamic capability. The new RX adopts Hill-start Assist Control, which uses brake pressure to help prevent the vehicle from moving backward when starting out on an incline.

The 2010 RX350 introduces the available new Intelligent Adaptive Front-lighting System (AFS). When entering a corner, AFS estimates where the vehicle will be in three seconds, based on the vehicle speed and the angle of the tires, and adjusts the lateral aim of the

headlamps. Using a camera mounted on the inner rear view mirror, a new available automatic high beam system switches between high and low beams in response to oncoming vehicles and those traveling in front, or when other ambient sources are detected, helping reduce driver inconvenience. The optional Pre-Collision System (PCS) with Dynamic Radar Cruise Control uses millimeter-wave radar to measure and maintain a pre-set following distance from a vehicle traveling ahead.

The 2010 RX350 is equipped with a segment-leading 10 standard airbags, including side curtain airbags, front seat-mounted side airbags, rear side airbags (for the outboard seating positions) and knee airbags for the driver and the front passenger.

Lexus engineered the third-generation RX luxury utility vehicle to provide a more engaging driving experience while also making it quieter and smoother than its predecessor. A key factor in the RX models' sharpened handling agility is the all-new uniquely designed double-wishbone rear suspension, which replaces a strut-based configuration, which also yields greater cargo area room. The new standard electric power steering system improves agility and steering feel while eliminating the parasitic losses of a hydraulic steering pump. Eliminating hydraulic oil also provides an environmental benefit and reduces maintenance.

The RX350 features new wider standard 18-inch aluminum-alloy wheels, which were designed to appear as if carved from a single block, and 235/60R18 tires. Optional 19-inch aluminum-alloy wheels with 235/55R19 tires are available. The RX-350 has a new push-button start, and a standard SmartAccess keyless-entry system that uses a touch sensor-type smart switch on the front doors that results in a sleeker, high-tech appearance.

The available Hard Disc Drive (HDD) navigation system eliminates the need for DVD

map discs and offers a unique voice recognition system, which can work using casual-language inputs on certain functions. A unique Remote Touch controller allows the user to operate the navigation system, climate, audio, phone controls and more. The screen menus are selected with the controller, eliminating the need to reach out or avert eyes from the road. The attribute that most distinguishes Lexus' navigation controller from other devices in other luxury models is its "haptic"-feedback technology, which provides a tactile response to the hand.

The new Lexus RX models accommodate a variety of music sources, providing auxiliary and USB inputs, Bluetooth Audio wireless connectivity and standard XM satellite radio capability (requires subscription), which is also joined by XM NavTraffic and XM NavWeather. An optional rear-seat entertainment system includes two high-definition seven-inch screens, one on each of the front seatbacks. The available wide-view side monitor and backup monitor each help provide the driver with a wider range of visibility.

The all-new RX is now available with a Heads-Up Display (HUD) that offers displays for speed, navigation, and audio. High-intensity LEDs project high-contrast white figures onto the windshield, which are easier to read – and easier on the eyes – than the typical green-colored readouts. Price does not include a delivery, processing and handling fee of \$825.

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