

# 2024 LEXUS GX 550 “FROM THE GROUND UP” VIDEO SERIES

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**PLANO, Texas (Oct. 4, 2023)** – Building on the sensational launch of the 2024 GX 550, the “From the Ground Up” video series takes GX enthusiasts behind the scenes to where it all began. In a four-part series, viewers can follow designers and engineers as they craft the next generation of one of the most beloved Lexus vehicles.  
*Prototype shown.*