

# Lexus GX 550 Named SUV of Texas

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**PLANO, Texas (Jan. 29, 2025)** – The all-new, third-generation Lexus GX 550 Luxury Utility Vehicle was awarded the title SUV of Texas by the [Texas Auto Writers Association](#) (TAWA) at their 31<sup>st</sup> annual Texas Truck Rodeo event.

“The GX 550 is a testament to the perfect blend of offroad capability and sophisticated luxury,” said Cynthia Tenhouse, vice president, Lexus marketing. “It’s breadth of choice across six grades offers drivers the durability and reliability they need in everyday life, while inspiring them to take their next adventure both on and off the trail.”

TAWA awarded the all-new Toyota Tacoma the other top award at the Truck Rodeo: Truck of Texas. It also voted on category and technical awards at the media drive event. The GX 550 earned Midsize SUV of Texas, while the Tacoma is Midsize Truck of Texas. Toyota’s Wireless Trailer Camera received the Best Towing Technology award, and the Best Driver Assist or Safety Feature went to Toyota’s Safety Sense 3.0/Lexus Safety System+ 3.0.

The much-anticipated 2024 Lexus GX is ready for adventure with an unparalleled combination of elegant features, off-road capability and luxurious quality. It features a highly capable and efficient twin-turbocharged 3.4L V6 engine paired with a 10-speed Direct Shift Automatic Transmission, with an improved EPA-estimated highway fuel economy rating of 21 MPG. The twin-turbo V6 produces 349 horsepower, outperforming the previous generation V8’s 301 horsepower, and torque output also rises to a massive 479 lb.-ft.

The GX is offered in six grades: Premium, Premium+, Luxury, Luxury+, and the all-new Overtrail and Overtrail+. Known for its off-road prowess since the beginning, the 2024 GX continues that legacy. Full-Time 4WD is standard for consistent responsiveness in varied terrain. Designed to inspire customers around the world to explore nature through refined adventures, the new Overtrail and Overtrail+ grades come with standard 33-inch All-Terrain tires/18-inch wheels.

TAWA’s annual Texas Truck Rodeo brings together journalists to evaluate automakers’ latest trucks and SUVs on an off-road course and a street drive. The fall event was held at Eagles Canyon Raceway in Decatur, Texas. Vehicles from the world’s top manufacturers were evaluated on interior, exterior, value, performance, and personal appeal.

“The SUV of Texas award is prestigious and competitive, and the Lexus GX was a huge hit at the Truck Rodeo,” said TAWA President Cory Fourniquet. “The GX impressed our members with its luxury, technology and off-road capability.”

TAWA is a Texas-based nonprofit association for automotive journalists promoting professionalism and quality in journalism for more than two decades. TAWA has grown to become one of the most influential and recognized automotive journalist associates in the U.S. The group produces two annual events – Texas Auto Roundup and Texas Truck Rodeo – that allow members to experience vehicles from various manufacturers in one place, at one time.

For more information on the Lexus GX, visit the [Lexus Newsroom](#).