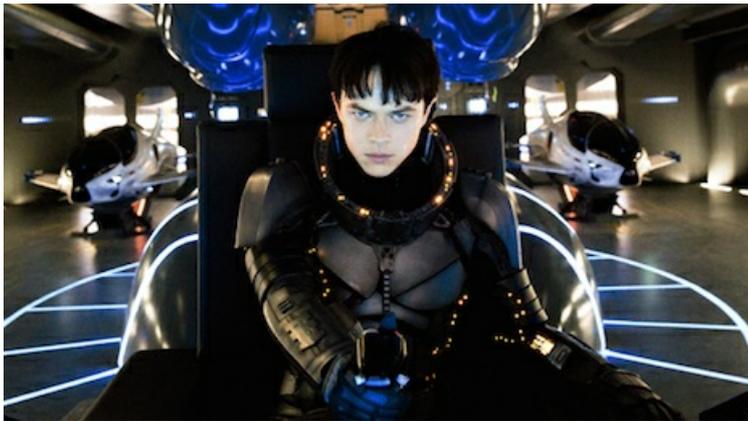


AUTOMOTIVE

Lexus takes to the skies in sci-fi film placement

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Still from "Valerian and the City of a Thousand Planets"

By STAFF REPORTS

Toyota Corp.'s Lexus is showing its vision of mobility 700 years in the future through a creative partnership for the big screen.

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The automaker has aligned itself with filmmaker Luc Besson's production company EuropaCorp, with the first product of this collaboration visible in the director's science fiction feature film "Valerian and the City of a Thousand Planets." The spacecraft created, while fictional, enables Lexus to highlight its innovation and forward-thinking attitude.

Future flight

Mr. Besson's film is an ambitious project, with the largest budget of any European production. It is based on the French graphic novel Valrian, from writer Pierre Christin and illustrator Jean-Claude Mzires.

The film features actors such as Cara Delevingne, Dane DeHann Clive Owen, Ethan Hawke and Rihanna.

"For this partnership we were looking for a brand that's pioneering in innovation and technology, and which is focused on the future more than the past," said Mr. Besson said.

Lexus' chief engineer Takeaki Kato and the automaker's design team acted as consultants to the film's production staff. The resulting single-seat Skyjet features their advice on contemporary design and innovative technology.

A nod to Lexus' vehicles of the present, the Skyjet has a spindle grille, the Lexus logo and headlights that resemble its soon to market LC coupe for 2017.



Lexus Skyjet

Before the film's launch, Lexus will be hosting events for fans.

"As fans of film and Luc Besson's work, Lexus is privileged to bring the director's dream to life," said David Nordstrom, global branding department general manager at Lexus. "We enjoyed the challenge of bringing Lexus's design philosophy and technology innovations to this project.

"We look forward to developing our partnership with EuropaCorp as we strive to give audiences the most amazing experiences imaginable in the coming years," he said.

This is not the first time Lexus has created a sci-fi vehicle.

The automaker continued its "Amazing in Motion" campaign by bringing science fiction alive with a new type of vehicle a hoverboard.

Hoverboards have been part of pop culture since the release of the "Back to the Future" films, and their existence in the real world has been attempted several times, but rarely successfully. Experts in super-conductive technology have teamed with Lexus to craft this space-like vehicle for technology-crazed consumers ([see story](#)).

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