

AUTOMOTIVE

Lexus spotlights car's contours via custom design

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Lexus' LIT IS

By STAFF REPORTS

Toyota Corp.'s Lexus is illuminating the design details of its latest IS model by turning one of the cars into a vehicle for expression.

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Lexus wrapped a 2017 IS in 41,999 programmable LEDs, which can broadcast graphics and videos or respond to music or gestures via animations. Through a collaboration with music platform Vevo, Lexus' custom LIT IS was cast in a supporting role in the video for recording artist Dua Lipa's track "Be the One," allowing the vehicle to show off its flair for drama.

Brightening up

Lexus' car, which produces 175,000 lumens when fully lit, is programmed with three modes. An Attract mode plays a series of graphics, while Music Viz allows it to respond to music, with patterns that sync to the rhythm of a song.

Signals: The Lexus LIT IS Reveal

In Gesture mode, a gaming console allows the car to respond to a person's hand motions.

The music video opens on Dua Lipa and her co-star actor Ansel Elgort, who plays her former love, in a motel room. After a fight, the pair ends up on a deserted highway, as runs ahead of him lip syncing to her lyrics about working everything out.



Dua Lipa's "Be the One" video

Lexus' color changing vehicle makes a number of appearances, first as an abstract series of lights in the singer's eyes, and then on the road as the chase ensues.

Dua Lipa - Be The One (Official Video)

"A car as visually striking as the LIT IS required an equally dramatic debut," said Brian Bolain, general manager of product and consumer marketing at Lexus . "A music video was a perfect place to launch the LIT IS and working with Dua Lipa allowed the concept to come to life, putting a spotlight on the Lexus IS in an entirely new way."

Not a stranger to the music industry, Lexus previously worked with rapper will.i.am to challenge conventional notions of technology, design and music in a unique experience as part of its Amazing in Motion campaign.

Using laser technology and a Lexus NX, the rapper collaborated with the automaker to create a remix of his famous song #thatPOWER. This unusual project likely captured consumers' attention and prompted discussion about the brand ([see story](#)).